



Hello,

Welcome to Talking Tourism, Tourism Western Australia's e-newsletter detailing all the latest news, events, products and other information of interest to you in the WA tourism industry.

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What's new from Tourism Western Australia?

Australia's Coral Coast showcased in intrastate campaign

Tourism WA has been providing support to ongoing Regional Tourism Organisations winter campaigns with a series of television commercials. Australia's Coral Coast is the current destination choice, with the campaign commencing on Sunday 25 May. The winter campaigns are designed to encourage Western Australians to travel in their own State. For more information, visit [Western Australia Breaks](#).

Tourism WA to host Blitz workshops in Esperance

The Esperance Better Business Blitz workshops are a fantastic opportunity for operators to gain a competitive edge for their business. The first workshop at the Esperance Anglican Hall on June 9 will focus on [tourism marketing](#), such as market research and website development for businesses. The second workshop on June 10 at the Esperance Civic Centre will suit all businesses seeking strategies for [attracting, retaining and recruiting employees](#). For more information or to register, contact [Nicola Howarth](#) at Tourism WA.

Still time to give us your vision for the future of the tourism industry

Tourism WA has completed its extensive round of community consultation sessions with 14 workshops being held over the past six weeks to hear your views on what is important to "future proof" the tourism industry to 2020 and beyond. More than 400 people attended to workshops, with many others making direct written responses via the web. Work has now started on analysing the responses. The final date for submitting written responses has been extended to June 30 following several requests. Copies of the discussion document are available on the [2020 Discussion](#) website.

Tourism and Hospitality Village at Careers Choices Expo

Tourism WA will be sponsoring the Tourism and Hospitality Village at the Department of Education and Training Career Choices Expo from 20 to 22 June. In conjunction with the Hospitality and Tourism Industry Training Council, tourism businesses have the opportunity to promote work opportunities through partially sponsored booths within the village. For more information, visit the [DET Career Expo](#) or contact the [WA Hospitality and Tourism Training Council](#).

Green Tourism Design workshop

Tourism Western Australia and the Property Council of Australia will be hosting the Green Tourism Design workshop held on Tuesday 10 June 2008 at the Hyatt Regency Perth. This half-day seminar will review the latest in sustainable tourism design from a leading industry designer, green tourism rating programs and understanding the environmental, economical and social benefits of 'Building Green – the future of Tourism Accommodation'. For more information, view the [information pamphlet](#).

ATE Guided Tours – applications extended

Applications for the Australian Tourism Exchange (ATE) Touring Program have now been extended until the end of May. Business owners and operators of near market-ready tourism product are invited to apply. This is an opportunity to see ATE in action and gain further understanding of how international trade shows operate and generate business for tourism owners. ATE 2008 will be staged at the Perth Convention Exhibition Centre from Saturday 14 June to Friday 20 June, 2008. For more information and the application criteria, visit [ATE 2008](#) or [email](#) your application.

Did you know?

Tourism Australia prepares monthly reports on key tourism markets to provide an overview of its' marketing activities and current market conditions. These reports cover issues such as the key marketing messages, current achievements and recent issues. The reports are available from [Tourism Australia](#).

What's new in the workforce?



Young Australians Tourism Association vacant positions

There are a number of vacant positions currently available at the Young Australians Tourism Association. Positions include Special Projects Manager, Secretary, Sponsorships Coordinator and Events Coordinator. For full job descriptions or further information, contact the [Young Australians Tourism Association](#).

East End Café helping students get ahead

The East End Café in East Perth is a training restaurant for the [Perth Institute WA](#), offering industry placement for all tourism and hospitality courses offered at the Institute. To find out how your business can get involved, contact [Liza Gomes](#).

West Coast TAFE student aims high

Apprentice Chef, Sam Carstairs, can add 'West Coast TAFE Apprentice of the Year' to his already impressive resume, which includes 2007 WA Apprentice of the Year and most outstanding Apprentice at the Sydney Culinary Challenge. After completing a Certificate II in commercial cookery, Sam was recommended for an apprenticeship with the Burswood Entertainment Complex, a challenge he successfully juggled with his hunger to succeed in the competition world. For more information, visit [West Coast TAFE](#).

New LiquID card promotes Responsible Service of Alcohol

An initiative of the Australian Hotels Association (WA), LiquID is a new industry ID and discount card created exclusively for hospitality employees. LiquID recognises and certifies your Responsible Service of Alcohol (RSA) and Liquor Licensing training as well as providing you with access to a wide range of lifestyle discounts through West Club. Visit [Australian Hotels Association](#) (WA) to find out more or to purchase your card online.

What's new in the industry?

2008 WA Environment Awards now open

The WA Environmental Awards, coordinated by the Department of Environment and Conservation, acknowledge and reward West Australians who strive to protect the environment. The awards are an opportunity for business, industry, government, community groups and individuals to gain recognition for innovation in environmental management and conservation. Nomination forms and further information can be obtained by [emailing](#) the Department of Environment and Conservation or visiting their [website](#).

Perth Convention Bureau enjoys rush of bid wins

A rush of bid wins in the past two months has seen the Perth Convention Bureau secure 10 conferences that are expected to deliver an estimated 10,960 delegates and a \$26.42 million delegate spending bonanza for the State. For further information, visit the [Perth Convention Bureau](#) or contact [Natasha Sellei](#).

2008 NATAS and MATTA prospectus and registration now available

Applications to attend the two major South East Asian trade shows in Singapore and Malaysia are now open. The NATAS International Travel Fair will be held at the Singapore Expo from 1 to 3 August 2008 and the MATTA Travel Show will be held at the Putra World Trade Centre in Kuala Lumpur from 5 to 7 September. Registrations for both shows close Friday 11 July 2008. For more information or to register for these events, visit [NATAS](#) or [MATTA](#).

Western Australian Tourism Awards 2008 now open

Recognising the best in tourism in Western Australia, the prestigious and celebrated WA Tourism Awards nominations are now open. Category winners from the WA Tourism Awards go straight on to the Australian Tourism Awards for the chance to be recognised as one of the best in Australia. Visit the [Tourism Awards](#) website or contact the [Tourism Council](#) for more information.

Nominate now for the Elite Awards 2008

Focusing on customer service, the Elite Awards comprise mystery shopping visits to your business, providing you with valuable feedback about how your business and staff are servicing your clients. Nominations are currently open and close 31 July. For more information, visit [Elite Awards](#) or contact the [Tourism Council WA](#).

Cullen wines receive top accolade

Vanya Cullen from Cullen Wines was the thrilled recipient of The Drinks Business 2008 Woman of the Year prize, from the United Kingdom leading drinks trade magazine. For more information on the Winery and Vanya Cullen, visit [Cullen Wines](#).

Closure of Spirit of the West

Spirit of the West Restaurant Train will be closing doors with the last service being Saturday 31 May 2008. The train has operated for nearly six years and welcomed over 50,000 passengers on board. Management and staff at Spirit of the West would like to express thanks and gratitude to all those guests who travelled aboard the train and enjoyed a unique dining experience in Western Australia. For more information, visit [Spirit of the West](#).

What's on?

Broome racing season to kick off

Broome races are a must for any visitor to the Kimberley, with competitive country horse racing and local entertainment. The racing season runs from 31 May to 9 August 2008 and crowds can enjoy the wonderful weather of the Broome dry season. For more information, visit the [Broome Visitor Centre](#) website or [email](#) the centre.

Kalbarri to host the Canoe and Cray Carnival

The Kalbarri Visitor Centre, together with a number of community group, is staging the inaugural Kalbarri Canoe and Cray Carnival on Sunday 1 June. Along with the community, Western Australians will be invited to participate in the fun filled weekend carnival. Canoes, training and tuition will all be provided by Canoeing Western Australia. For more information, [email](#) or visit [Shire of Kalbarri](#).

Writers festival to descend on the Kimberley

The Kimberley Writers Festival is a major event on the community calendar, featuring authors, illustrators, musicians and songwriters from throughout Australia. Visitors are welcome, and have the opportunity to explore and appreciate the amazing Kimberley landscape during the weekend of 20 to 22 June. Accommodation options range from four star resorts to caravan or camping. For more information, [email](#) the Last Frontier or visit the [website](#).

Experience the stars at Gingin Observatory

Gingin Observatory and the Gravity Discovery Centre will be hosting numerous events during May and June. Participate in a Mission to Mars - Phoenix Lander evening on Saturday 31 May. Alternatively, attend a 'bring your own telescope' class and learn the basic techniques of telescope use on Sunday 15 June. For more information or a full list of events, visit [Gingin Observatory](#) or [email](#) the Observatory organisers.

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