



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?

### New program set to benefit visitor centre staff

A new State Government program that will provide professional training, education and development for staff at the Kalgoorlie Goldfields Visitor Centre has been described as a major boost for regional tourism. Tourism Minister Liz Constable said the training would improve the local knowledge, customer service, sales, office systems, management and cultural awareness of staff. To read the Minister's media statement in full, click [here](#).

### Western Australian holidays at click of a button

Tourism Minister Liz Constable today announced a new online booking system that is set to simplify how people book their holidays in Western Australia.

With a simple mouse click, the new booking system located on the State's official travel and tourism website, [www.westernaustralia.com](http://www.westernaustralia.com), will provide a wide variety of accommodation options from different providers. To read the Minister's media statement in full, click [here](#).

## There's no place like Home Valley with *Travel Oz*

ABC travel program [Travel Oz](#) is back in the Kimberley next Wednesday June 17 for a cattle mustering adventure at Home Valley Station off the Gibb River Road. This cattle station and tourism venture owned by the Indigenous Land Corporate played host to cast and crew of Baz Luhrmann's *Australia* during filming in the Kimberley. Home Valley Station airs at 6.00pm on ABC1. The *Travel Oz* crew travelled to the Kimberley last year and will be showcasing stories from the region over the next few months.

## Tourism WA takes marketing forum to Kalgoorlie

Tourism Western Australia and Australia's Golden Outback invite industry operators to attend a free industry marketing update in Kalgoorlie on Wednesday July 1, from 3.00pm to 6.00pm. The workshop will discuss Tourism WA's 2009-10 marketing plans including market prioritisation, budget allocations, objectives and strategies for Tourism WA's key markets, while Australia's Golden Outback will provide an update on their 2009-10 marketing plans. Additionally, the workshop will provide an update on Tourism WA's Online Booking Exchange. The workshop will be held in the Golden Eagle Room, Rydges Kalgoorlie, 12 Davidson Street. RSVP to Gabby Simoni from Australia's Golden Outback via [email](#) or phone 08 9325 1511 by Friday 26 June.

## Expressions of interest required for NATAS & MATTA

Expressions of interest 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 August 28 to 30 and the MATTA Travel Show will be held at the Putra World Trade Centre in Kuala Lumpur from September 4 to 6. For more information on these events and to register your interest to attend, please [email](#) Mark Gerovich by COB on Monday June 15.

## Customer service workshops

The next '[Provide Quality Customer Service](#)' workshops, hosted by Tourism WA in collaboration with Tourism Ready Training, will be held in Albany on Tuesday June 16 Denmark on Wednesday June 17 and Nannup on Tuesday June 23. Click here to find out more about the workshop, or contact Sally Patterson via [email](#) or phone 08 9262 1783.

## Upcoming Better Business Blitz workshops

Tourism WA is hosting three Better Business Blitz workshops in the coming weeks. Click on the links below for more information.

- [Swan Valley Better Business Blitz, June 23, 7th Avenue Bar and Grill, Midland.](#)
- [Avon Valley Better Business Blitz, June 24, Faversham House, York.](#)
- [Rottnest Island Better Business Blitz, June 25, Rottnest Island Country Club.](#)

## Are you in business in Jurien Bay?

If your answer is 'yes', you should be attending the Jurien Bay 'Better Business Blitz' tourism workshop. Hear from guest presenter, entrepreneur Tim Milsom, as he provides expert advice to give your business the competitive edge. Other speakers will also cover marketing and distribution, cooperative partnerships, customer feedback and marketing dollars. The free workshop will be held at the Jurien Bay Community Centre on Tuesday June 23. For enquiries and to register please contact Sally Patterson via [email](#) or phone 08 9262 1783.

## Online bookings – industry briefing in Pemberton

An industry briefing on Tourism WA's new online booking system will be held around the State, with the next happening in Pemberton on Tuesday June 16. The presentation will introduce the online booking system, and tourism providers will learn how to participate. To find out more visit [Tourism WA](#). To register for the presentation [email](#) Online Bookings, or contact Online Booking Relationship Managers, Brooke Gregory or Frances Jones on 9262 1700.

### What's new in the workforce?



## Tourism and hospitality recruitment

The Mint Group delivers high performance human resource solutions to a diverse range of organisations across multiple industry sectors, including tourism. With ten years experience and a commitment to delivering high quality training, recruitment, personnel and consultancy services, the Mint Group name is synonymous with excellence. Please contact Marlene McGann on 6267 5116 or visit [Mint Group](#).

## Awards for service excellence

The Customer Service Council is a not-for-profit body which promotes service excellence and recognises service achievements. The Council runs an awards program rewarding organisations, and individuals within organisations, for outstanding customer service. Entry is open to public and private companies, local government, public sector agencies and not-for-profit organisations. Nominations are now open, with entries closing on October 30. For more information, click [here](#).

## New tourism course for high school students

In 2009, the [Curriculum Council](#) has introduced a Tourism Vocational Education and Training (VET) industry specific course for senior secondary school students. Students are able to achieve a full Certificate I or II in Tourism and gain course unit credit as a part of their Western Australian Certificate of Education. The course includes a compulsory workplace learning component in the tourism industry. For further details contact Nicole Gazey on 9442 9401 or via [email](#).

### What's new in the industry?

## Qantas Award for Excellence in Sustainable Tourism

Entries are now open for the annual 'Qantas Award for Excellence in Sustainable Tourism'. The Award recognises and rewards tourism businesses that implement the principles of sustainable tourism – those who set out to minimise their impact on the local environment, conserve natural resources, respect local culture and benefit local communities. Each State winner wins \$2,000, with the national winner receiving \$25,000. Additionally, the national winner will receive coverage through Qantas' extensive communication channels, including 'Qantas - The Australian Way' inflight magazine and other inflight entertainment channels. Entries close on July 24, with award criteria and entry forms available by clicking [here](#).

## **ATE on this week**

The [Australian Tourism Exchange](#) is Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere. On this week in Melbourne from June 13 to 19, the business-to-business event provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and negotiate business deals.

## **Kimberley Quest research vessel fire**

As some of you may have heard on news report yesterday, the [Kimberley Quest](#) research vessel burned down in the early hours of yesterday morning, Thursday June 11. Kimberley Quest wants to reassure clients currently booked for a luxury cruise on the Kimberley Quest II that it is business as usual. For more information, contact (08) 9193 6131.

## **Head to Adelaide for Corroboree 2009**

[Corroboree 2009: THRIVE!](#) is Tourism Australia's three day training forum designed to educate 150 Aussie Specialist agents from the USA, Canada and Latin America about Australian experiences. The event will be held in Adelaide from Friday September 11 to Monday September 14. Distributors of tourism product and State and Territory Tourism Offices can be involved by taking up one of the sponsorship packages/options available. For further details, click [here](#). Applications for Corroboree 2009 close on July 10. For more, contact Kate Dale on 02 9361 1234 or via [email](#).

## **Australian Regional Tourism Convention – registrations open**

The Australian Regional Tourism Convention will be held in Alice Springs from Monday August 31 to Friday September 4, co-hosted by Tourism Northern Territory and Tourism Central Australia. In its ninth year, the Convention brings together Australia's key players in regional tourism, with the theme 'Protecting Our Past with Future Plans'. The convention program is now available online, and registrations are open. For more information on the convention, click [here](#).

## **Western Australia Accommodation and Tours Listing**

Bookings for the next edition of the [Western Australian Accommodation and Tours Listing](#) will close on Friday June 12. The publication is a free directory of places to stay and things to do in WA. Issued annually, the publication reaches a large number of intrastate, interstate and overseas users with 150,000 copies distributed throughout Australia and overseas. It's also complemented by a comprehensive website – [staywa.net.au](#). For more information, contact Virginia Birchenough on 08 9324 1574 or via [email](#).

## **Perth one of the world's top places to live**

Perth has been ranked number five in the world's top places to live, according to the Economist Intelligence Unit's liveability ranking. The survey assesses living conditions in 140 cities around the world by assigning a rating of relative comfort for over 30 qualitative and quantitative factors across five broad categories: stability; healthcare; culture and environment; education; and infrastructure. Perth was equal fifth with Calgary in Canada. To read more about the survey, click [here](#).

## **List your business for free on Google**

Local tourism businesses might like to check out Google's Local Business Centre. The centre offers free listings, adding businesses to its Google Maps and local search results. Once listed, businesses will be able to track how often listings are viewed, among other tracking features. To find out more, click [here](#).

### Revelation International Film Festival

The 12th Revelation International Film Festival is on again in Perth from July 2 to July 12. After a record-breaking year in 2008, Revelation continues to develop its reputation as Australia's premier showcase of individual and passionate film and screen culture practice. The festival features more than 100 individual works, a Super 8 film competition (Revel-8), an international animation showcase, live music, special events and associated moving image related visual arts exhibitions. Tourism WA, through its events division Eventscorp, provided funding to the festival through its [Arts and Cultural Events scheme](#). For more, click [here](#).

### Australasian Safari

The Australasian Safari, is an eight-day off-road endurance race, held from August 1 to 8 throughout outback Western Australia. The event covers more than 4,000 competitive kilometres and attracts over 100 national and international competitors in 4WDs, motorbikes and quads. The event has a non-competitive category, Adventure Tour. This category allows off-road motoring enthusiasts, in 4WD vehicles or on motor bikes, to participate in the event and explore WA. You too can participate by registering in the adventure tour, click [here](#) for more information.

### Qantas Wallabies v Springboks

The Bundaberg Rum Rugby Series is the premier international competition played in Australia each year. After victory in 2008, the Qantas Wallabies will be looking to secure back-to-back wins at Subiaco Oval against reigning World Cup champions, the South African Springboks on August 29. For more information, visit [Australian Rugby](#).

### City of Perth Winter Arts Season – on now

The [City of Perth Winter Arts Season](#) has returned, offering a rich tapestry of arts events to keep Western Australians warm through the cooler months. Immerse yourself in the city as the artistic and creative offerings from WA's leading arts organisations are unveiled. Some of the highlights include the [Nick Cave Exhibition](#) at the WA Museum and concerts from Australian superstar [Ben Lee](#), who will team up with the West Australian Symphony Orchestra.

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