
Australia's Golden Outback

Newsletter



Summer 2009/10



Hi to all stakeholders in Australia's Golden Outback.

Welcome to the summer edition of Australia's Golden Outback e-newsletter, designed to give stakeholders an insight into some of the marketing and promotional activities undertaken for the region in the past few months by Australia's Golden Outback.

2009 was a difficult year for the Australian Tourism Industry due to the global financial crisis, but at last there are signs of a recovery. Generally speaking, Australia's Golden Outback fared better than all other regions when it came to intrastate visitation throughout the year, it would appear that local West Australians are looking to travel to other destinations outside the "usual" tourist locations.

Over Christmas/New Year period, Australia's Golden Outback office will be closed from 24 December 2009, re-opening on 4 January 2010.

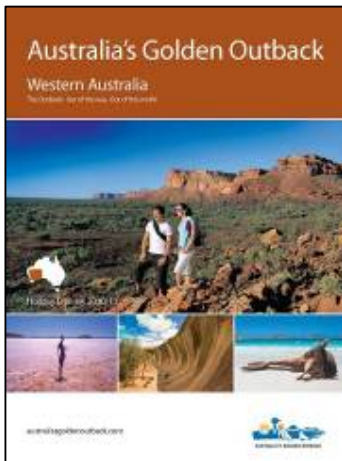
On behalf of the AGO Board, Gabby and myself, can wish you a Merry Christmas and prosperous new year, and thank you for all your support in 2009.

Warmest regards

JAC EERBEEK
CHIEF EXECUTIVE OFFICER

General Marketing

Out First Week Jan 2010 - New AGO Holiday Planner



Cover of the new 2010 Holiday Planner

The new 2010 AGO Holiday Planner is now at the printers and will be available for distribution first week January.

In keeping with our policy of rotating the main cover picture around AGO's 4 sub-regions, this year's planner cover shot is the Kennedy Ranges in the Gascoyne-Murchison region.

As was the case in previous years, AGO has again refined the layout of next year's planner with a new "cleaner" self drive section and advertising layout.

Advertising support for the 2010 planner has been phenomenal with its size increasing to a record 104 pages, the largest tourism brochure from any of the 5 Regional Tourism Organisations in WA.

We thank all operators and Shires who supported the 2010 planner with their advertising and information.

Press Campaigns

"Top Trails Feature" - The West Australian



Top TrailsWA recently launched a new "50 Top Trails" 40 page booklet and www.toptrails.com.au website.

With 7 "Top Trails" from the AGO region in the top 50, AGO ran a press ad in The West Australian newspaper Top Trails feature on 5 September encouraging consumers to also explore other AGO trails.

The feature also contained an Esperance Regional Tourism Association ad, supported by AGO, promoting their new Great Ocean Cycleway.

Congratulations to the AGO finalists in the 50 Top Trails project, which were:

- Golden Pipeline Heritage Trail
- Golden Quest Discovery Trail
- Great Ocean Way, Esperance
- Mt Matilda Walk Trail, Wongan Hills
- Summit Trail, Mt Augustus
- Woylie Walk, Dryandra Woodland
- Kingsford Smith Mail Run, Outback Pathways

2009 Wildflower Self Drive Campaign



Australia's Golden Outback kicked off its **bloomin' Outback!** wildflower campaign with Gascoyne-Murchison self drive ads on 26 July and 1 August in the Sunday Times and West Australian.

Wildflower self drive advertising featuring other sub-regions appeared almost weekly in the Sunday Times Escape section until 18 October.

These self drive ads included specific wildflower viewing information with driving routes, maps and suggested itineraries, so that consumers could jump in their car the following weekend and visit the flowers.

Feedback received from various Visitor Centres indicated an increase of tourists throughout the region, particularly in Gascoyne-Murchison and the Wheatbelt.

AGO would like to thank all the operators and Tourism Associations who contributed financially to the wildflower campaign, promoting their individual region and products.

Northern Goldfields Self Drive - The West Australian



In September and October, the dynamic Tourism Northern Goldfields group ran two self drive ads in the Saturday West Australian Travel section, promoting self drive holidays to the Northern Goldfields region.

Australia's Golden Outback was glad to be able to provide some funding towards the cost of these ads which highlighted the destination and a recently released 20 page Northern Goldfields brochure, available from Great Beyond Visitor Centre in Laverton, or downloadable from www.northerngoldfields.com.au

AGO thanks Tourism Northern Goldfields for inviting us to participate in this campaign.

“Farmstay Feature” - The Sunday Times

On 13 September, The Sunday Times ran a 2 page editorial in the Escape section highlighting some of Australia’s best Farmstay experiences.

AGO took out two 12cm x 7 column, side-by-side advertisements, specifically promoting Farmstays and B&Bs in the Wheatbelt, and Station Stays in the Gascoyne-Murchison.



Kalgoorlie Seniors Campaign



AGO and Goldrush Tours partnered in some September press advertising, designed to encourage pensioners to use their free annual TransWA pass on The Prospector train, for travel to Kalgoorlie.

Two 15cm x 3 column ads were run in Have a Go News and Sunday Times Escape section, promoting 5 day accommodation and touring packages put together by Goldrush Tours.

Esperance Pre Summer Sale

Tactical press - Sunday Times & Kalgoorlie Miner



In partnership with Shire of Esperance and the Esperance Regional Tourism Association, AGO re-commenced its Esperance Pre Summer Sale tactical campaign in the Sunday Times and Kalgoorlie Miner.

Some 24 accommodation providers in Esperance, ranging from motels through to B&B’s, chalets, apartments and houses provided a value add offer of book 3 nights and get the 4th night free!

Joining them in this campaign were some 14 other discount offers provided by tour companies, shops, restaurants and attractions in the region.

14 press ads ran weekly from 18 October – 2 December, stimulating bookings for what is a pre summer shoulder season.

Esperance Visitor Centre indicated the campaign was a success with increased enquiries and reservations being received. AGO thanks the Shire of Esperance and ERTA for contributing funds to this successful promotion.

“Golden Outback Feature” - Sunday Times

On 20 September Sunday Times Escape ran a 6 page feature promoting Australia’s Golden Outback in their Travel classified section.

This included holiday information and experiences for consumers throughout the entire region.

The Sunday Times reported the number of advertisers taking space in the campaign was overwhelming and AGO thanks all operators and Shires for supporting the feature.

Kalgoorlie Bonus Sale Campaign - Sunday Times



Broome & The Kimberley Holidays developed some great value holiday packages to Kalgoorlie, featuring return air Perth to Kalgoorlie with Skywest and 4 nights accommodation starting at \$499 per person.

As a return airfare to Kalgoorlie is normally over \$400, these packages were incredibly good value, encouraging consumers to travel over what is normally the off peak summer season for Kalgoorlie.

AGO in conjunction with Broome & The Kimberley Holidays ran two ads in the Sunday Times on 29 November and 6 December.

Overseas Campaigns

Outback Way - promotion in Germany



As a result of AGO attending Australian Tourism Exchange (ATE), Australia’s largest international tourism trade show, a large number of European wholesalers were introduced to The Outback Way “Australia’s Longest Shortcut,” a 2,800 kilometre self drive commencing in Laverton Western Australia and finishing in Winton Queensland.

Interest in this self drive route from German wholesalers was outstanding, subsequently Tourism Western Australia’s German based representative, Di Below, instigated a promotional campaign for the Outback Way with Boomerang Reisen and Abenteuer & Erlebnisreisen.

AGO and TWA jointly contributed to German language flyers and pull-up banners for use by Boomerang Reissen, at various consumers shows to be staged in shopping centres throughout parts of Europe.

AGO in New Zealand Press



New Zealand travel company, House of Travel, produced a 16 page "Aussie Holiday Deals" guide which dropped out of all major newspapers throughout New Zealand in September.

With New Zealand being a major international market for AGO, we financially contributed to 2 pages featuring AGO packages, self drives and things to do.



As a bonus, House of Travel elected to use the famous kangaroo on the beach at Lucky Bay as the full page cover and page 2/3 introductory sections for the entire guide.

This promotion reached NZ consumers nationwide and lifted the profile of AGO as a must see tourism destination amongst the Kiwis.

West Australian Newspapers - Young Travel Writer Competition

In July, The West Australian Travel section ran a competition inviting budding travel writers aged between 12 and 16 to have their story published in The West.

In return for the publicity generated, AGO provided a return trip from Perth to Kalgoorlie for the young travel writer, their guardian and The West Australian Travel Editor, Stephen Scourfield, to visit the Goldfields.

The winning entry was received from Monica Leslie and after her AGO sponsored Goldfields visit, several Goldfields stories appeared in the Travel sections of the Thursday and Saturday West Australian.

New Zealand Travel Agents Famil to AGO - 22-26 October



NZ Famil Group at the Mining Hall of Fame

Seven New Zealand travel agents were hosted to Western Australia by Tourism WA in October 2009. As well as visiting Perth, these agents then exclusively travelled to Esperance, Kalgoorlie and the Northern Goldfields on a 5 day educational hosted by Australia's Golden Outback.

For most in the group, this was their first visit to WA, giving them the first hand experience to better sell the AGO region to future clients.

Australia's Golden Outback would like to thank the following operators who provided their services free of charge or at a heavily discounted rate:

- Australian Prospectors and Miners Hall of Fame
- Best Western Hospitality Inn, Kalgoorlie
- Comfort Inn Bay of Isles, Esperance
- Esperance Eco Discovery Tours

- Gwalia Museum
- Leonora Motor Inn
- Mackenzie's Island Cruises
- Qantas Airlines
- Skywest Airlines

Trade Events Attended by AGO

WA Tourism Exchange & Educational to AGO



WATE 2009, held at Burswood, Perth

Western Australian Tourism Exchange, 5-6 August

Over 2 days, Jac Eerbeek and Gabby Simoni met with some 100 eastern states and New Zealand inbound operators and wholesalers, encouraging them to develop and promote holiday products to the AGO.

Tracy Cook from Finders Keepers Gold Prospecting Adventures also shared the cost of the AGO booth space.

At the conclusion of this 2 day trade event, AGO ran a 4 day familiarisation for 7 senior representatives from the inbound companies through the Wheatbelt, Esperance and Goldfields region enabling them to experience the Outback region and its products.

Australia's Golden Outback would like to thank the following operators who provided their services free of charge or at a heavily discounted rate for the WATE educational:

- Australian Pinnacle Tours
- Australian Prospectors and Miners Hall of Fame
- Best Western Hospitality Inn, Kalgoorlie
- Comfort Inn Bay of Isles, Esperance
- Golden Quest Discovery Trail Inc
- Gwalia Museum
- Kalgoorlie Goldfields Visitor Centre
- Qantas Airlines
- Wave Rock Motel, Hyden

Tourism WA - East Coast Roadshow 10-12 November

Tourism WA instigated a travel industry Roadshow through selected east coast capital cities in November 2009. Some 36 private operators from around WA and the Regional Tourism Organisations including AGO attended.

The Roadshow consisted of face-to-face appointments and meetings with a total of 250 travel agents and wholesalers in Melbourne, Sydney and Brisbane.

Wave Rock Enterprises and Best Western Hospitality Inns were AGO operators who attended the Roadshow on their own behalf, promoting their own products.

AGO would like to thank Sheenagh and Dennis Collins for sending their passionate ambassadors, Kim Hadley and Daymond Currie to represent Wave Rock and also Amanda Hoyne from Best Western Hospitality Inns.

Consumer Events Attended by AGO



AGO stand, 2009 Kings Park Wildflower Festival

Kings Park Wildflower Festival 25-28 September

AGO took out a large marquee promoting Outback Wildflowers at the recent Kings Park Wildflower Festival.

Over 4 days, some 25,000 consumers attended, with large numbers calling at the AGO stand seeking up-to-date information on where the wildflowers were located throughout the region.

The stand was manned by a number of volunteers from our region and we would like to thank the following people for giving up their time to help us promote Outback Wildflowers:

- Brent Parkinson - Shire of Dalwallinu
- Joy Wornes - Shire of Dalwallinu
- Thelma Perfect - Dryandra Country Visitor Centre
- Sonya Thomas - Wongan Hills Visitor Centre
- Ellen Bradley - Distinctive Tours

4WD Adventure Show - 13-15 November

AGO had a 12m x 9m marquee at the 4WD Adventure Show held at McCallum Park, Perth on 13-15 November. A number of operators contributed to the stand cost and manning their own regional displays. These were:

- Golden Quest Discovery Trail
- Esperance Regional Tourism Association
- Kalgoorlie Goldfields Visitor Centre
- Northern Goldfields Tourism

More than 25,000 people attended the show and we extend a big thank you to the volunteers who gave up their time to help on the AGO stand:

- Bill Cutler & Judy Wilkie - The National Trust
- Annette Butler - Kalgoorlie-Goldfields Visitor Centre
- Arianne Webb - Golden Quest Discovery Trail
- Brent Parkinson - Shire of Dalwallinu
- Sarah Mazza - Tourism Northern Goldfields
- Rod Clarke & Vern Mincherton from Wongan Hills Visitor Centre
- Heather Gee & Milton Valla - Esperance Regional Tourism Association
- Alf Thompson, Goldfields author & personality

Upcoming Consumers Shows

Caravan and Camping Shows

Each year AGO attends caravan and camping shows in all the major east coast capital cities, in conjunction with Tourism WA. The Caravan and Camping shows provide us with access to consumers planning their self drive holidays throughout Western Australia.

East Coast C&C Shows to be attended by AGO in 2010 include:

- **Adelaide Caravan & Camping Show** - February 24 - 28
- **Melbourne Caravan & Camping Show** - March 9 - 14
- **Sydney Caravan & Camping Show** - April 17 - 25
- **Queensland Caravan & Camping Show** - June 9 - 15

AGO also in its own right attends the Perth Caravan & Camping Show, 18-22 March. For 2010, the entire AGO promotional area will be expanded comprising of some 9 booths, all in a row. This will be a record for the number of AGO operators participating in this show.

New Product News

New Underground Mine Tour at Mining Hall of Fame

Visitors to Kalgoorlie now have the opportunity to experience a brand new "Pitch Black" adventure tour at the Mining Hall of Fame.

This new tour takes visitors to a second underground level, some 75 metres below the surface. This is only accessible via a series of shafts and ladders allowing visitors to descend into the "pitch black" darkness. Visitors are fitted with hard hats, safety glasses, gloves, steel cap boots and can gain an appreciation of what it was like to be a miner more than 100 years ago.

The tour is fully guided and is limited to groups of four people at a time. The new adventure tour runs three times a day and costs \$50 for adults and \$30 for children and concessions. For information visit www.mininghall.com

New Tour Operator - Fitzgerald River National Park

Commencing January 2010, a new Hopetoun based tour operator Fitzgerald Flora and Fauna Safaris (Fitzgerald FF Safaris) will commence daily tours from Hopetoun to the spectacular Fitzgerald River National Park.

Visitors will have an opportunity to view some of the most pristine flora in Western Australia and see rare birds as well as dolphins and whales.

For more information and bookings contact The Deck, Hopetoun.
Tel: 0417 959 033, or visit www.gotothedeck.com.au

World's Longest Golf Course now open



Brumby's Run Tee

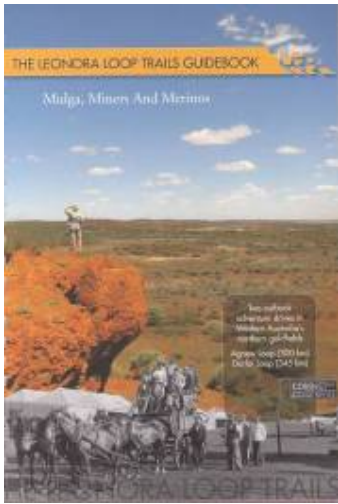
The world's longest golf course is now officially open!

The much anticipated golf course has gained world-wide and national press interest, with stories and interviews appearing on BBC TV American CNN, ABC News and the Japanese media, as a result of public relations activities undertaken by Tourism WA.

Familiarisations by various overseas media and journalists are also being undertaken.

AGO escorted two groups of some 50 wealthy Chinese nationals on a self drive trip along the WA section of the Nullarbor Links and as a result there has been strong interest for further Chinese self drive groups throughout the state.

For the latest information on Nullarbor Links, visit www.nullarborlinks.com



Leonora Loop Trails Guidebook

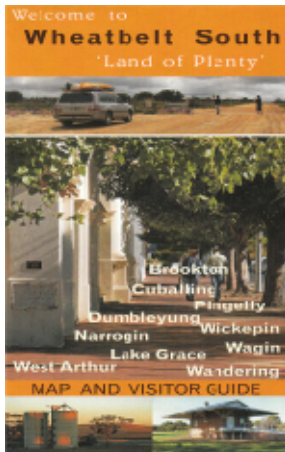
A new Leonora Loop Trails Guidebook: Mulga, Mines and Merinos was launched by His Excellency Dr Ken Michael, AC Governor of Western Australia on 23 September in Leonora.

The Leonora Loop Trail comprises two new outback self drive adventures, taking in Leonora, Agnew and Leinster, within the Leonora Shire, featuring interpretative and directional signage along the route.

This 91 page Guidebook includes the history of the area together with things to see and do along the way.

The Leonora Loop Trails Guidebook can be purchased from most Visitor Centres in the Goldfields, or contact Sarah Mazza, Shire of Leonora 9037 7016 or email sarah.mazza@leonora.wa.gov.au

New Wheatbelt South Map & Visitor Guide

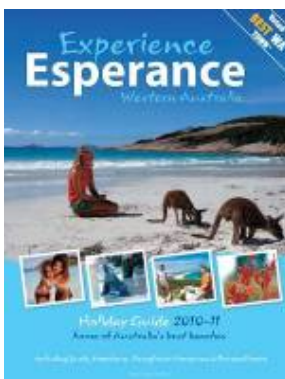


A new "Welcome to Wheatbelt South Map and Visitor Guide" produced by Wheatbelt Tourism Association is now available.

The new Visitor Guide contains information on the history, attractions, amenities, accommodation, food providers and information services in the Southern Wheatbelt which includes Brookton, Cuballing, Pingelly, Dumbleyung, Wickepin, Narrogin, Lake Grace, Wagin, West Arthur and Wandering.

For further information, email Amanda Nenke, nenkes71@bigpond.com

New Esperance Holiday Guide now available

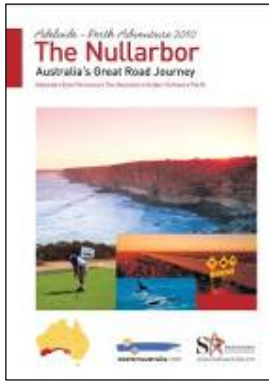


The new 2010/11 Experience Esperance Holiday Guide is now available.

This 36 page guide, produced by Esperance Regional Tourism Association contains holiday information for Esperance, Eucla, Hopetoun, Munglinup, Norseman and Ravensthorpe, as well as information on Cape Le Grand and Fitzgerald River National Parks and other national parks in the area.

The ERTA holiday guide is downloadable <http://121.50.208.46/esperance/HolidayGuide.pdf>

New Nullarbor Map & Guide now available



The new 2010 Nullarbor Map & Guide, substantially funded by AGO, Tourism Eyre Peninsula, Tourism WA and Tourism SA is now available.

The guide is the most comprehensive Eyre Highway map of its type, providing details of the route, attractions to see along the way, accommodation, and information on the new Nullarbor Links golf course.

For further information, please contact Gabby Simoni from Australia's Golden Outback on 9325 1511.

Other News

AGO AGM & Board Members

AGO's AGM was held in Mount Magnet on 18 October with a resultant change in the holders of some AGO Board positions.

Amanda Nenke, the AGO Cross Regional Representative did not stand for re-election and Chris Pye from Best Western Hospitality Inns was elected to that vacancy.

Pam Masters, the AGO Wheatbelt Representative re-nominated for her position and was returned unopposed to the AGO Board.

Heather Gee, Coastal Representative, also retained her seat on the AGO Board after an election process was held amongst AGO Coastal members.

Gary O'Neil, CEO, Town of Narrogin was re-appointed by WALGA as the WALGA Wheatbelt & Gascoyne-Murchison Representative on the AGO Board.

The 2010 AGO Board now consists of:

Jon Jessop, Chairperson

Mike Lucas, Deputy Chairperson

Heather Gee

Pam Masters

Lesley-Jane Campbell

Chris Pye

Gary O'Neil, Treasurer

Patrick Hill

Doc Reynolds (Co-opted)

Rowden Sharpe

All of Region Rep, based in **Perth**

Goldfields Rep, based in **Ora Banda**

Coastal Region Rep, based in **Esperance**

Wheatbelt Rep, based in **Merredin**

Gascoyne-Murchison Rep based in **Gingin**

All of Region Rep, based in **Perth**

WALGA Wheatbelt & Gascoyne-Murchison Rep, based in **Narrogin**

WALGA Goldfields & Coastal Rep based in **Laverton**

Indigenous Tourism Rep, based in **Esperance**

Tourism WA Rep, based in **Perth**

We would like to thank outgoing Board Member, Amanda Nenke, for giving up her time to attend previous AGO meetings and for her input. We wish Amanda all the best in her future endeavours.

New Mount Augustus Eco Resort "Base Camp" Feasibility Completed

A Mount Augustus Eco Resort "Base Camp" report has been completed by Starfish Business Solutions and Brighthouse, paving the way for possible funding of a newly proposed eco resort.

Jon Jessop, Chairman of Australia's Golden Outback has been on a Mount Augustus Taskforce for 2 years and said "it is great to see a concise and thorough document that sets the foundation for possible funding and implementation of this much needed infrastructure in our region."

Total development costs of a new eco resort are estimated to be \$4.5m. The Burringurrah indigenous community nearby will also benefit greatly from this resort, providing employment and other tourism opportunities.

The report confirms this project is financially sustainable offering whole of community benefits. Funding opportunities for construction of the resort are now being sought from local, state and federal governments.

Cape Le Grand National Park Proposed Commercial Tourism Operators - Public Comment

The Department of Environment and Conservation are inviting public comment on a proposal to allow commercial tourism accommodation within the Cape Le Grand National Park. Submissions close 3pm, 11 February 2010.

For more information visit

http://www.dec.wa.gov.au/component/option,com_docman/task,doc_details/Itemid,/gid,4009/

Skywest re-commencing Kalgoorlie/Melbourne Flights

Skywest has indicated that from February 2010, they will re-commence direct air services between Kalgoorlie and Melbourne. Initially these services will be flown with F100 jets, with larger capacity A320 jets anticipated to take over the service from March 2010.

This opens a fantastic opportunity for consumers living in and around Kalgoorlie as it gives them the opportunity to easily fly to and from the east coast.

Australia's Golden Outback congratulates Skywest on this fantastic initiative, as it provides access for more east coast holiday makers to fly directly into our region.

FACET Conference - Mount Magnet

FACET (Forum Advocating Cultural Eco Tourism) held their 2009 Regional Tourism Conference in Mount Magnet mid October, with the intention of developing a marketing plan for the region.

The conference was very well attended with the local Mount Magnet tourism industry and residents combining resources to provide the venues and facilities.

As a result of AGO also holding its AGM in Mount Magnet around the same time, all AGO Board Members had the opportunity to network with FACET Conference delegates.

AGO would sincerely like to thank all the organisers of the FACET Conference for the extensive planning and obvious hard work that went into staging this highly successful tourism event in our region.

New Tourism Development Manager - Shire of Ravensthorpe

A new full-time Tourism Development Manager has been appointed by the Shire of Ravensthorpe to oversee tourism development in the area.

Peta McAuliffe, has substantial background in tourism marketing and development both privately and working for various Shires including the Eastern Metropolitan Regional Council and Shire of Swan.

Peta will be residing in the Ravensthorpe/Hopetoun area from late January 2010 and AGO congratulates Peta on her appointment and looks forward to developing an even stronger partnership to promote this stunning region.

2010 Event Listing - FREE

If you have a confirmed event for your town or region, AGO can have it listed FREE on www.australiasgoldenoutback.com.

This information will be entered into the Australian Tourism Data Warehouse (ATDW) - a national tourism database used by websites Australia wide including www.westernaustralia.com and www.australiasgoldenoutback.com.

To have your listing featured simply visit <http://www.australiasgoldenoutback.com/en/Search/Pages/Events.aspx> to download an event registration form. When completed, email this, along with your event images to calendar@westernaustralia.com

For further information, please contact Gabby Simoni from Australia's Golden Outback on 9325 1511.

For further information on any of these articles, please contact Jac Eerbeek, ceo@goldenoutback.com or Gabby Simoni, marketing@goldenoutback.com



Suite 17, 1st Floor, 195 Adelaide Tce, East Perth WA 6004
PO Box 6788, East Perth WA 6892
T: +61 8 9325 1511
F: +61 8 9325 1515
E: marketing@goldenoutback.com
www.australiasgoldenoutback.com



Out of the way. Out of this world.

