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**From:** Glen Chidlow <glen@australiasnorthwest.com>  
**Sent:** Thursday, 28 November 2013 12:16 PM  
**To:** Craig Watts  
**Subject:** FW: Request for funding from Shire of Roebourne

Dear Craig,

Thank you for contact me regarding this. I understand there has been recent discussion by some Councillors looking at opportunities to progress tourism and I presume this proposal has been borne out of this. Australia's North West Tourism has not made any direct approach to Council however we would of course welcome the renewed support of the Shire of Roebourne, which will enable us to increase the tourism marketing efforts for this part of the Pilbara.

I have provided below some points which hopefully assist with your briefing, and I will follow this up with a phone call. I would have liked a little more time to prepare this as I have been on the road all week, but hopefully I have provided enough information in the time frame provided.

Australia's North West Tourism (ANW) is one of five regional tourism organisations in Western Australia. It is a member-based non-profit organisation whose primary role is tourism destination marketing of the Kimberley and Pilbara regions for the ultimate benefit of our membership. Members include businesses and organisations such as tourism operators, airlines, accommodation providers, retailers, Local Government Authorities and travel wholesalers.

Base funding is provided by the State Government via Tourism WA. All five RTOs receive an equal allocation and there is an expectation that each organisation leverages these funds, and seeks additional funding opportunities, through a range of local partnerships.

The office is based in Broome with four full time staff and one part time. Being a marketing organisation the staff are often on the road visiting the markets where we are most active, so the actual location of the office is not so relevant. It is important to note that ANW is not responsible for tourism product development, where a more physical presence across the region would be appropriate.

ANW works closely with a range of stakeholders, including Tourism WA and the regional visitor centres. Whereas the visitor centres take bookings on a commissionable basis for their members, ANW is more focussed on the destination marketing and does not undertake any bookings on behalf of members.

ANW's marketing activity falls under a range of categories, including:

- Cooperative marketing campaigns with partners - this includes airlines and wholesalers where a tactical price-point offer can be made to attract sales.
- Stand-alone ANW marketing campaigns – more destinational in nature and aimed to raise the awareness of the region and its attractions. The 'call to action' is generally the ANW website.
- Attendance at consumer shows, such as caravan and campaign shows
- Attendance at tourism trade events to promote the region to the wider industry – travel agents, wholesalers, companies that 'sell' tourism product. This is done both domestically and internationally.
- Visitation to the region by a range of journalists to create positive media stories. This could take the form of print, press, online and lifestyle television forms of media channels
- Production of collateral such as the Kimberley and Pilbara Holiday Planner
- An informative website
- A range of social media activities which incorporates facebook, twitter and email communications to a significant consumer database
- Education of the tourism trade by providing familiarisation trips to the region

- PR opportunities and the ability to leverage these to gain the best outcome for tourism (activities such as My Kitchen Rules etc)

Over the past several years the heightened activity by the resource sector in the Pilbara has had a negative impact on tourism. The lack of accommodation and the departure of most of the operators from the tourism industry has lessened the ability to effectively market the region. There has been ongoing marketing activity however this has been limited to focussing on the drive market and providing them with information and opportunity to hopefully lengthen their stay whilst travelling through the Pilbara region. The Warlu Way initiative was one project which has attempted to do this, and with greater regional support it is believed that this could become a real catalyst for tourism in the Pilbara.

More recently a change in the resource sector has seen an increase in availability of accommodation across the Pilbara for the first time in many years. This creates an opportunity for tourism and one which needs some long-term thinking to ensure that sustainable growth in tourism can be achieved and maintained – even in the face of another boom. Some of the learnings from the recent construction boom in the Pilbara would be that for tourism to remain a viable industry sector in the region, there needs to be ongoing support from a range of stakeholders - which includes the operators themselves. Tourism cannot be turned on and off as quickly as mining, as it takes a long time to establish a market and an even longer time to re-establish it once a brand has been diminished.

The benefit to the Shire would be that a vibrant tourism industry provides:

- Opportunities for small business
- Employment opportunities for young people
- A diversified economy which is not so reliant on any one industry sector
- Opportunities for Aboriginal tourism businesses to become established
- Greater vibrancy and liveability factors for residents through the establishment of amenities and attractions
- A broader message to Australians and beyond about what the Pilbara has to offer and how this could help build an improved Pilbara brand.

Craig, it is difficult to place a dollar value on the request as I am unsure what conversations have been held around this. I would suggest a similar amount as was previously provided (\$25,000) would be a good starting point, but if a more comprehensive strategy around tourism marketing for the Roebourne area is to be implemented then this may require further discussion.

Regards

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**From:** Lisa Hayes  
**Sent:** Friday, 22 November 2013 3:17 PM  
**To:** Glen Chidlow  
**Subject:** FW: Request for funding from Shire of Roebourne

Kind Regards  
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**From:** Craig Watts [<mailto:craig.watts@roebourne.wa.gov.au>]  
**Sent:** Friday, 22 November 2013 3:15 PM  
**To:** Lisa Hayes  
**Subject:** Request for funding from Shire of Roebourne

Good afternoon Mr Chidlow

I have been advised that the Shire President has been approached to seek funding for your organization "Australia's Northwest" from the Shire of Roebourne.

A review of our records indicates that funding was provided until the end of the 2010/11 financial year, with funding ceasing due to the departure of the local (Pilbara) staff member and this position being absorbed into your Broome Office.

While it is possible that the Shire may contribute funding in this financial year, it is more likely that funding (if approved) would be provided within the 2014/15 financial year.

If the Council was to support your request, and the Shire was to provide funding to your organization, can you please advise:-

- 1) The dollar value of the funding you are seeking from the Shire
- 2) What benefit will the Shire get for providing this funding/Why should the Shire support your organisation.

I have been asked to provide an item on this matter to the December meeting of council. The deadline for reports is Monday 2 December. It would be appreciated if I could have your comments by 28 November.

If you have any queries, please contact me on 91868531.

Regards

*Craig Watts* | A/Director – Development