

**Rosy**

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**From:** Kalgoorlie Goldfields Visitor Centre [membership@kalgoorlie.com]  
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October 2009

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## Welcome to the KGVC October Newsletter!!



Spring has sprung and it looks like we are in for a fantastic season already, as both our tourists and the wildflowers seem to be popping up all over the place. Our staff here at the VC have been very busy. Discover the Round came and went, with the usual influx on "out of towners". The weather was glorious and the racing exciting as ever. The Visitor Centre recorded 3058 visitors through the door over the race round period, an increase of 8% on last year.

September also saw the City of Kalgoorlie-Boulder nominated for the 2009 Top Tourism Town Awards. We didn't get the top prize this year, but to be nominated is indeed an honour, and one of which we were very proud.

I am sure by now you have all had a chance to see and read through our new planner. I think you will agree it looks GREAT! I would like to congratulate Rosy Rogers for the wonderful job she has done coordinating the project and Brian Cattaway our designer for his many hours of work to deliver this great product. The general response has been fantastic, and our launch was well received by all.

More congratulations are in order for the winners of the Kalgoorlie-Boulder Chamber of Commerce and Industry Goldfields Industry Awards held at the end of August. We offer our congratulations to The 'Leonora Golden Gift' for winning the 2009 Goldfields Event of the year and 'Discover the Round' for winning the 2009 Tourism Award and also to one of our very talented employees here at the Visitor Centre, Jamie-Lee Lockett, who took out the 2009 Trainee of the Year award - congratulations - what a fantastic effort!

At the end of September we also participated in the District Display at the Royal Show. This is a collaborative effort from the shires of Dundas, Coolgardie, Menzies, Leonora, Laverton, Wiluna, Ngaanyatjarraku and the City of Kalgoorlie-Boulder. The objectives of the display are to promote knowledge and stimulate interest in the industries of the region. A large amount of work was orchestrated to create a show stopping representation of our vast region. We took out the award for the Best Overall Visual display for all of the regions, and also two more "firsts" for the Northern Regions – best arrangement and best display of minerals. Great effort and a great result!

We were also busy out and about attending the Annual Visitor Centre conference run in Fremantle this year and also the FACET (Forum Advocating Cultural and Eco Tourism) conference. Phew - its been a busy couple of months but we have achieved and learnt alot.

Well that's all from me for now, I hope that spring brings many new opportunities for you and your business!

*Danielle*

## Goldfields Region Wins Top Award at the Perth Royal Show District Display

The Perth Royal show, 25<sup>th</sup> September – 3<sup>rd</sup> October, attracted in excess of 400, 000 visitors this year. Each year, a District Display competition is run by the Royal Agricultural Society. The mission statement for the District Display is "to promote knowledge of and stimulate interest in the primary industries of Western Australia, particularly their contribution to the State scene and their potential, and to demonstrate the enterprise, crafts and richness of life of people throughout each region of the state". Click [here](#) to find out more....



## First time for Kalgoorlie Goldfields Visitor Centre at Dowerin Field Days



Our marketing efforts have, for the first time, extended into the Dowerin Field Days, held in Dowerin near Northam on the last weekend in August each year. Danielle and Dave spent the weekend promoting the region to an audience of around 16, 000 visitors. We were offered a great deal to attend this year, and put our "toe in the water" to try and gauge the value of such an event. For us, the event went without a hitch and we promoted Kalgoorlie and the surrounding region with the new Kalgoorlie Holiday Planner that was available just in time. A great weekend was had by all.

## KGCV indigenous trainee takes out top Kalgoorlie-Boulder Chamber of Commerce and Industry Award

Our full time indigenous trainee at the Visitor Centre, Jamie-Lee Lockett, outshone the competition in the recent Chamber of Commerce and Industry awards by picking up the prestigious Kalgoorlie-Boulder Chamber of Commerce and Industry 2009 Trainee of the Year Award.

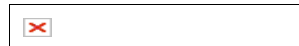
Jamie-Lee is one of the 13 Aboriginal Trainees studying Certificate III in Tourism. She recently completed her studies through correspondence with Central TAFE, Perth.



Since winning her award, Jamie-Lee has received a number of letters of congratulations and encouragement from business owners throughout the Goldfields. Jamie-Lee is a wonderful asset to the visitor centre and a testament to the success of the indigenous traineeship initiatives being developed and supported by Tourism WA.

We will be sorry to be losing Jamie-Lee at the end of October as she takes maternity leave, but look forward to hearing the exciting news of her new arrival and welcoming her back in the New Year. Good luck Jamie-Lee!!

## **KGVC Attends the FACET (Forum Advocating Cultural and Eco Tourism) Conference in Mount Magnet**



Just fresh back from Mount Magnet, Danielle and Rosy have been attending the FACET outback tourism conference on behalf of the Kalgoorlie Goldfields Visitor Centre.

FACET is a Western Australian based network and information resource for people with an interest in cultural, nature based and eco-tourism. Their charter is "To inspire and promote the responsible community use of Western Australian Cultural and Natural Heritage through tourism".

The 2009 FACET Regional Tourism Conference provided an opportunity for delegates to explore and develop new insights into cultural and nature based tourism. Speakers this year included Richard Muirhead, CEO of Tourism Western Australia, Dr Liz Constable, Minister for Tourism, Graham Moss, CEO Tourism Council Western Australia, and Jac Eerbek, CEO of Australia's Golden Outback.

Of particular interest for us was the presentation by keynote speaker Patrick Maher. Patrick is a senior geologist with CSA global and has over 15 years experience working as a geologist and as a project leader for community geoheritage and geotourism in Ireland and Australia. This new trend in geotourism is perfectly suited to the geologically significant goldfields region. We look forward to further developments in the area for our region.

The venue was an added bonus, as we were privileged to experience one of Australia's most historic towns, Mount Magnet, and the greater Murchison area, all of which added substance to the central conference theme - Regional Tourism – An Outback Experience. We met some inspiring people, especially Monica who runs the Mount Magnet Visitor Centre. Needless to say, we've come back inspired and brimming with new ideas and new contacts!

If you'd like to find out more about FACET, and the recent conference, visit [www.facet.asn.au](http://www.facet.asn.au)

## **KGVC Attends Visitor Servicing Conference in Fremantle**

Kalgoorlie-Boulder was nominated in the Top Tourist Town category this year, a great achievement given the tough competition. We wish to congratulate Bunbury who walked away with the coveted title.



Danielle and Annette spent a week at the Visitor Servicing Conference this year attending seminars and networking events, designed to cross fertilise ideas on best practice in Visitor Servicing. A busy and packed schedule but wholly worthwhile. The girls had a great time, also sampling what Fremantle has to offer as a tourist destination.

## **And whats happening/coming up.....**

- Official launch of the Nullarbor Links Golf Course, the "longest golf course in the the world", Kalgoorlie Town Hall, 27th October 2009.
- Sustainable Economic Growth Regional Australia (SEGRA) Conference, Kalgoorlie,

27th - 29th October 2009.

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