

LEGISLATIVE COUNCIL
Question Without Notice

Tuesday, 7 May 2019

C421. Hon Robin Chapple to the Minister for Regional Development representing the Minister for Tourism

I refer to the town of Nullagine and ask:

1. Is the Minister aware that the town of Nullagine is an ideal place to pause on the long drive between Marble Bar and Newman, making the caravan park a worthwhile place to rest?
2. Is the Minister aware that the whole area comes alive with wildflowers in the spring?
3. Will the Minister advise what investment has been made by this government to ensure the success of tourism in the town of Nullagine?

Answer

I thank the Honourable Member for some notice of this question. The following information has been provided to me by the Minister for Tourism.

- 1-2. Yes, I am aware. Information about Nullagine's natural attractions, including its wildflowers, caravan park and suitability for travellers seeking a four wheel drive adventure, is promoted on Tourism WA's consumer website, www.westernaustralia.com, domestically and internationally in five foreign languages.
3. In addition, the McGowan Government, through Tourism WA, has invested nationally and in nine international markets promoting the State as an ideal Road Trip holiday destination. Nullagine is identified on "The Warlu Way" map in the Road Trip State brochure and the overall messaging of a self-drive holiday is one that could encompass the Nullagine offering.

Nullagine is also promoted on the Australia's North West Regional Tourism Organisation's website, www.australiasnorthwest.com, and in its 2019 Kimberley and Pilbara Holiday Planner. The McGowan Government provides funding support to the five regional tourism organisations, including Australia's North West, to undertake more detailed promotion of towns and attractions within their respective regions.

