

TALK UP WA CAMPAIGN

54. Mr F.A. ALBAN to the Minister for Tourism:

I note that the minister recently launched a campaign to get Western Australians to talk up our state. Can the minister please provide more information on this campaign and on how more Western Australians can get involved?

Mrs L.M. HARVEY replied:

I thank the member for Swan Hills for the question and for his fierce pride in and advocacy for the extraordinary tourism experiences available to people who visit the fine electorate of Swan Hills. Talk Up WA is a campaign that we are running in Western Australia in recognition of the feedback that we on this side of the house have been getting—no doubt members on that side of the house have been getting similar feedback—about the turnaround in the sentiment of pride and excitement that Western Australians have in our state. People put this back to the change of government five years ago. People are starting to see that there are now more things to do in Western Australia and there are more opportunities. They are seeing the stadium being built and they are seeing Elizabeth Quay being built, and they are excited about this state. We are tapping into that excitement and pride. The state government has a very bold plan and a bold goal to achieve a \$12 billion turnover for the tourism industry by 2020. In order to achieve that goal, we are having a record spend in tourism marketing —

Dr A.D. Buti interjected.

The SPEAKER: Member for Armadale, I call you to order for the first time.

Mr F.M. Logan interjected.

The SPEAKER: Member for Cockburn, I call you to order for the first time, and I will put your name down to ask a question later.

Mrs L.M. HARVEY: It is very interesting to hear the comments from members opposite around the pride and excitement that Western Australians have when they talk up Western Australia. That is what we on this side of the house are doing. However, some people on that side of the house love to talk the place down. They are out of touch with Western Australians. This Twitter campaign has had over one million hits, with the cooperation of *The Sunday Times* and PerthNow and the excellent work of Anthony DeCeglie. We have found that Western Australians are taking to Twitter to talk up WA and to highlight their favourite parts of Western Australia. They have taken on my call to become ambassadors for the state and to invite their friends to visit the state. What do we get from those opposite?

Mr D.A. Templeman interjected.

The SPEAKER: Member for Mandurah, I call you to order for the first time.

Mrs L.M. HARVEY: In response to a very positive campaign that has been well received by the Western Australian community, which is picking it up and running with it, what do we get from members opposite? We get the gift that keeps on giving in the other house, Hon Ken Travers, MLC. His first contribution—his first tweet—was “48 hours is all you need to fall in love with Singapore”. Nice work! Let us talk up Western Australia by advertising Singapore! Good one! Nice work, Hon Ken Travers, the gift that keeps on giving. What do we get from the member opposite who would be Minister for Tourism, the member for Warnbro? What is his contribution? He has nothing positive to contribute to Western Australia. He cannot think of one great thing about this state. He cannot think of one destination that he would like to promote. He has no pride in this state. He is not willing to come on board. He is completely out of step with the in excess of one million hits that we have had as part of this Twitter campaign.

Several members interjected.

The SPEAKER: Members!

Mrs L.M. HARVEY: I will wind it up; I know this is torture for members opposite. We have a bold goal out there to achieve. We are partnering with those hardworking operators in the tourism industry to achieve that goal. We have economic infrastructure including Elizabeth Quay and the stadium. We have all of our massive infrastructure projects bringing vibrancy to the state. We have record hotel investment coming to Western Australia. We have an events program that has grown from a paltry 30 events a year to nearly 100 events a year being run in Western Australia. They are events to attract people to WA and for Western Australians to enjoy. We have completely changed the vibrancy and environment in Western Australia. We are proud of it. Now we are asking Western Australians to also be ambassadors for the state. Yes, I will use social media. Social media is free; of course I will use social media to promote the state. I encourage those opposite to also do so. Over a

million people have tweeted the parts of WA that they are proud of and enjoy. I recommend everybody get on board and talk up WA.