

TOURISM — MELBOURNE–KUNUNURRA DIRECT FLIGHTS

5239. Ms L. Mettam to the Minister for Tourism:

I refer to the Minister's media statement on 26 May 2019 'Kununurra poised to receive direct flights from Melbourne', and I ask, since 12 March 2017:

- (a) What specific actions, discussions or negotiations did Tourism WA take, and with whom, to try and secure an airline to Kununurra; and
- (b) How many times did Tourism WA hold face-to-face meetings with airlines regarding securing flights to the East Kimberley Regional Airport and what were the dates of these meetings?

Mr P. Papalia replied:

- (a) The East Kimberley Marketing Group (EKMG) has led negotiations to secure interstate flights to Kununurra, supported by Tourism Western Australia (Tourism WA). Specific activity undertaken by Tourism WA since 12 March 2017 has included:

Co-funding the EKMG Marketing Analysis and Plan supporting the development of the Melbourne–Kununurra route;

Providing additional intelligence to enable EKMG to approach the most appropriate airline and east coast location for direct air access to Kununurra;

Discussing potential for interstate flight opportunities between the east coast and Kununurra at meetings with Virgin Australia and Alliance Airlines throughout 2017, 2018 and 2019 as part of Tourism WA's discussions with airlines on aviation development opportunities across the State; and

Confirming cooperative marketing support to drive visitation into the State once interstate flights between Melbourne and Kununurra commence;

- (b) Twelve face-to-face meetings were held with Australian carriers since 12 March 2017. These meetings were not solely focussed on Kununurra/interstate flights but general in nature covering intrastate and other flight opportunities involving Virgin Australia.

Airline	Date
Virgin Australia	12–15 June 2017
Virgin Australia	1–2 August 2017
Virgin Australia	23–26 September 2017
Virgin Australia	18–20 March 2018
Virgin Australia	1–2 August 2018
Alliance Airlines	20 August 2018
Virgin Australia	15–18 September 2018
Virgin Australia	2 April 2019
Virgin Australia	4 April 2019
Virgin Australia	21 May 2019
Virgin Australia/Alliance Airlines	21 May 2019
Virgin Australia	19 June 2019