



MEDIA RELEASE

Thursday 18 April 2013

Kulin's Clever Campaign Hits the Road

They say that there is no better promotion than the 'word of mouth' and in 2013; the Shire of Kulin hopes that its latest cheeky tourism initiative will cause a lot of conversation.

Already a popular self-drive destination, Kulin intends to stay on the map of those exploring Western Australia in caravan's and motorhomes and hopes their creative new 'Billboards on Wheels' campaign will do just that.

Three months ago, the Shire of Kulin put out the call for ambassadors willing to donate some space on their caravan or motorhome and have is replaced with a giant sticker 'Billboard'. The result, a starting fleet of 14 vehicles, each with a unique design ready to advertise the vibrant Wheatbelt town all year round, across Australia!

Shire of Kulin Project Officer Gen Whisson says the project grew from a desire to think outside the square and promote the Kulin Region in a ways which were not currently being done. "Rather than tempting travellers through caravanning magazines, we thought we would go one step further and place our AD's on the caravans themselves!" Gen said.

"Everyone knows that most itineraries are cemented standing around the camper's kitchen or in the ablution block so what better way to help spread the word than to be right there in the conversations which happen in the caravan parks and camping areas."

Kulin Shire President Jim Sullivan said the response to the campaign had been overwhelming with volunteers from across the continent putting their beloved travel vehicles forward as ambassadors.

"The stickers have been placed on vehicles from far and wide including, Victoria, New South Wales, Perth, Wattle Grove, Como, Pingelly, Gin Gin, and of course Kulin," Jim said.

"The stickers are bright and fun and really capture the energetic culture of the Kulin Region and the many experiences it offers to visitors including the Tin Horse Highway and annual Kulin Bush Races".

With the quirky advertising operation ready to hit the road, this weekend the Shire of Kulin will launch the Billboards with a 'Blessing of the Fleet' to help send travellers safely on their way with.

In attendance will be John and Colleen James from New South Whales who whilst travelling through Kulin some weeks ago thought they would help promote the town who had shown them true rural hospitality.

"We really liked the town, loved the Tin Horse Highway and thought it would be a great way to help the community out," said John. "Since 'Rocky' [The Italian Stallion Tin Horse] billboard went up on our van we have done a few thousand kilometres and now we are heading back home to spread the word."

The Blessing of the Billboards Fleet will be held this coming Sunday 21 April at 3.30pm at the Kulin Freebairn Recreation Centre during the half time break of the Kulin-Kondinin league grade football game against Southern Cross. Everyone is welcome.

ENDS

For further information contact:

Gen Whisson

Ph: 08 9880 1204 or Email: spo@kulin.wa.gov.au

Attached Photos:

- 1)** Colleen and John James from New South Whales will take a piece of the Tin Horse Highway back across the Nullarbor.
- 2)** Chair of the Kulin Bush Committee, Graeme Robertson and wife Tricia are proud to be promoting Kulin on their travels.
- 3)** Hayden Williams and Troy Gangell of Gangell's Ag Solutions share a special moment.