

INSIDE COVER

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TODAY'S TWEET



The Chaser campaigning with the Prime Minister in Lindsay.

@mearesy

Veteran Fairfax photographer Andrew Meares tweeted this photo of Malcolm Turnbull campaigning in western Sydney. Notice the cut-out of Tony Abbott in the background? It was one of a number of pranks played on the PM by the larrikins from The Chaser. Thank goodness they are back to liven up this dull election.



ICWEST Instagramming WA



@mariey32

This photo of John Forrest National Park shows just how beautiful bushwalking in WA is. But please be careful and don't get lost like those two lads who were rescued in the Stirling Ranges yesterday.

WIN!

Tag your Instagram photos #ICWest for a shot at tickets to *Now You See Me 2*, starring Mark Ruffalo and Morgan Freeman (out Thursday).

Last week's winner: @truedeez

CHINESE LURE

Chinese tourists are developing an insatiable desire for WA's South West and the Margaret River Busselton Tourism Association hopes to fan the flames of that desire even further with a smartphone app.



The new app

The tourism association recently released a Chinese-language version of the Your Margaret River Region app at the Australian Tourism Exchange event in Queensland to an audience of travel agents from China and Hong Kong.

The app provides information about the region's attractions, tailored specifically to Chinese visitors, who come to the area seeking high-quality food and wine experiences in an environment of considerable natural beauty.

Chinese tourism has blossomed in the South West over the past six months and it's no wonder — international travel website TripAdvisor revealed searches for Margaret River by Chinese-based users increased 525 per cent last year.

On top of that, Chinese reality TV show *Where Are We Going, Dad?* eschewed the rest of Australia to film two episodes in Margaret River last year, airing to a potential audience of 150 million people.

And who needs wine when even the air in Margaret River is attractive to the Chinese — a company is putting the stuff in a can and selling it in China for nearly \$20 a pop.

Timing is everything, as they say, and it looks like the timing of this app is perfect.

MONGA MEMORY

One of the great things about writing *Inside Cover* is the interaction with IC readers.



Reminder: Drew's poster artwork

Sometimes the feedback isn't positive but it is always interesting and, occasionally, it is absolutely surprising.

Case in point: the email we received from a reader yesterday in response to our story about Adelaide artist Peter Drew.

Drew was in Perth recently to stick up nearly 200 posters, many featuring a Indian Muslim named Monga Khan, who immigrated to Australia more than 100 years ago and became a hawker in Victoria.

Imagine our surprise to hear from a reader who'd met him.

The reader in question was born at Geelong Hospital 80 years ago and grew up in Portarlington, where she recalled Monga Khan making regular visits with his horse-drawn cart laden with various goods.

War-time rationing was in effect, so the hawker and the cheap clothes he sold were always a welcome sight.

In related news, another IC

reader emailed to say Drew's poster campaign included archival images of people other than Khan, all of which challenge the notion of what it means to be an Aussie.

RED FACES

Perth's social elite were at Cable Beach in Broome for Rob Broadfield Telethon Dinner and auction on Saturday, which raised an estimated \$450,000 for the kids' charity.

But, other than this compromising photo of our inimitable food writer, we're most interested in what happened on the flight back to Perth.

We hear the dinner's auctioneer, former Liberal leader-turned lobbyist Matt Birney, played a prank on a plane-load of Perthnalities by filling an empty bottle of Penfolds Grange with no-red before walking down the aisle offering people a sip.

We won't name names but a number of the who's who fared for the ruse.

But not our Mr Broadfield who picked the fraud immediately, proving just how educated his palate is — or much he distrusts lobbyist-bearing gifts.



Broadfield