

Parliamentary
Friends of
Western
Australia



Showcase WA
25 March 2020

Riches of region on display to world at Canberra event

Showcase WA 2018 Coverage

WA fare, tourism on menu in Canberra

Nick Evans

Parliament House in Canberra was last night treated to the State WA has to offer as the State kicked off its latest event in the nation's capital to showcase local produce and tourism. Launched by Prime Minister Scott Morrison, fresh from his WA GST triumphs, and attended by parliamentarians from across the country and the political divide, the Showcase WA event was organised by the Parliamentary Friends of Western Australia, headed by Labor's MP Rick and Liberal MP Keogh and Wilson.

These in attendance were offered whisky from the multi-award winning Lime-album burners, treated to a gin cocktail on arrival courtesy of the Swan Young's distillery in the Swan Valley, Exmouth Gulf wild prawns served by Kalis, Barker, range chicken from The Barker, Manjimup truffles, and wine from Margaret River, the Swan Valley and Great Southern.

Mr Morrison, who represents the southern Sydney area around Cronulla, said he could not bring himself to say that this event was the best coast. But he argued it was ever seconded from Commonwealth.

between Sydney and the West," he said.



Prime Minister Scott Morrison says shows to WA producers and business leaders. Photo: AAP

HEARD ON HANNAN

Golden opportunity for PM

Kalgoorlie-Boulder Mayor John Bowler wants Prime Minister Scott Morrison to take the official sash of all gold from the western Goldfields. Paddy would have been glad to see his sash on display at Showcase WA event in Canberra this week, where the Kalgoorlie-Boulder City Council gave away a small, locally sourced gold nugget to the person who was closest to guessing the weight of a gold nugget which was, in fact, lead painted gold. But when it came time for the PM to guess, he put the bar in his hand and declared that a weighed nugget would be his.

Big, more than double the weight, or of all gold produced in our region," he said.

"With him doing it, we could double the value of production over."

And the winner? Member for Lime-album, who says, whose sash he put the bar valued at \$100.

After a more than 100-year history of the Federal Labor Member Morrison was asked to win the sash and suggest worth just \$50.

And if that was the best (he has happened to be)?"

Produce in the spotlight in Canberra

INSIDE COVER

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BEST IN STATE

It was a WA night-of-nights — but about 200km to the east. The Federal Parliament is a place for a contest of ideas but also where contests are held between States for bragging rights. Last night it was a first for WA as it put on a "Showcase WA" event.

Political persuasions were put aside in favour of food, wine and all things WA. The event had Little Creatures and Rogers beers available as pollies, diplomats and staffers gathered to taste the best of the State. Exmouth prawns and lobster from the West went quickly as Liberal MP Rick Wilson and Labor MP Matt Keogh, and their staff, laid on the WA hospitality. Margaret River wines plus WA gin and whiskey were also plentiful.

PM Scott Morrison, with a Little Creatures pale ale in hand, noted the "strong secessionist movement" in WA while congratulating Wilson and Keogh on their efforts. Australian member of the Cabinet, the coalition and the ALP were on hand for the event but apart from the food, highlighted businesses such as Perth Airport and regions such as Esperance.

None was more conspicuous than Liberal MP Forrester Nola Marino who was decked out in the colours of the West Coast Eagles, down to her yellow and blue high heels.

Bill Shorten used his address to, through gritted teeth,

congratulate the Eagles. The Pies supporter noted that only twice had a VFL/AFL team lost a grand final after kicking the first five goals — both times it was Collingwood.

With Shane Wright



Great Southern grub

The Great Southern's finest produce found its way into the national stage in Canberra on Monday as part of the inaugural Showcase WA event.

Local produce on display included Maye Free Range Chicken, Plant-based Free Range Pork, Great Southern Raising and tastings of Limbeworks Whisky.

Other WA produce included Harvey Beef, WAMMCO Katanning Lamb, Western Rock Lobster, MG Kalis Prawns, Koolah Good Cheese and Truffles from the Truffle and Wine Co in Manjimup.

Prime Minister Scott Morrison opened the event, which was attended by more than 50 Canberra-based ambassadors, high commissioners

and MPs at the Parliament House Mural Hall. The event was organised by Member for O'Connor Rick Wilson and Member for Matt Keogh.

Mr Wilson said the event was an opportunity to showcase WA's world-class produce, and for producers to make contacts that could result in lucrative new markets interstate and overseas.

"As Co-Chair of the Parliamentary Friends of WA, I believe we can play an important role in making sure our produce, tourism and business assets are put in front of an international audience," he said.

"The Parliament House chef has committed to putting WAMMCO



Member for O'Connor Rick Wilson and Prime Minister Scott Morrison at the opening address of the Showcase WA event.

Canberra treated to a taste of Esperance

Local fare impresses in Canberra taste test showcase

Zoe Keenan

Federal members of Parliament and diplomats had a taste of the Goldfields-Esperance region on Monday at the Showcase WA event at Parliament House in Canberra. Products from local businesses were taken to Canberra by the City of Kalgoorlie-Boulder council and Esperance Shire representatives to showcase what the region has to offer for the nation.

Shire of Esperance chief executive Matthew Scott said the diplomats were impressed by the products on display.

"The people were amazed at how fresh the products were, which hopefully means the diplomats will take that back to their country and we'll get a few more visitors to the region," he said.

Some of the produce included locally caught, pickled crayfish from the Loose Goose Bar in Esperance and agricultural products such as wheat, barley and canola as well as lentils and lupins.

Drone footage of whales and beaches in Esperance shot by Esperance photographer and videographer Jaumen Hudson was displayed and well received by the crowds. Mr Scott said:

Esperance Pink Lake Butchers had samples of its French sausage, sec salami and famous beef jerky taken to the show, which owner Kaaron Mitchell said was humbling.

"To have our products tasted by such an elite group of people feels amazing," she said.

"This could do amazing things for not only our business but for the Esperance region, which produces so many amazing, award-winning products."

Ms Mitchell said while the art and skill of charcuterie was a dying trade, Pink Lake Butchers wanted to continue producing locally grown and made products.

"We are a traditional butchery encompassing all aspects of butchery," she said.

Mr Scott said it was beneficial

having products from Esperance, Kalgoorlie-Boulder and Albany together on display.

"Hopefully I showed WA isn't just about Margaret River and Broome and that there are other places you can see in our region," he said.



Alicia Marks and Gareth Waters with some Esperance produce.



TANDING OUT: Shire of Esperance chief executive officer Matthew Scott alongside deputy shire president Natalia Bowman at their produce stand at the Showcase WA event in Canberra. Photo: Supplied.



**Parliamentary
Friends of
Western
Australia**



**Rick Wilson MP and Matt Keogh MP
Convenors Parliamentary Friends of Western Australia
Showcase WA**

Launched in 2018, Showcase WA is an evening showcasing Western Australia's breath-taking food, wine, beer, tourism and industry in Australian Parliament House.

In 2018 attendees included the Prime Minister, Opposition Leader, Cabinet Ministers, Shadow Ministers, Members of Parliament, Senators and Foreign Diplomats.

Showcase WA provided the opportunity to place WA on not only the National, but the world stage. The inaugural event opened doors for many businesses in establishing a relationship with Government across the resources, tourism, food and beverage industries in particular.

The inaugural event was so well received, Parliament House has promoted the event from the 400 guest Mural Hall, to the prestigious Great Hall, usually reserved for Gala events with upwards of 1,000 attendees.

We'd like to extend the opportunity to your organisation to participate in Showcase WA on 25 March, 2020.

Please peruse the sponsorship opportunities in this document and don't hesitate to be in touch should you have any questions or queries.

Kind Regards

Rick Wilson MP
Federal Member
for O'Connor

Matt Keogh MP
Federal Member for Burt
Shadow Minister for Defence Industry & WA Resources
Shadow Assistant Minister for Small and Family Business

Exhibitor Sponsorship at The Great Hall, Parliament House, Canberra includes:

- Provision of tables for advertising material, display and dissemination of food items that do not need preparation, and the serving of craft beverages and wine.
- Parliamentary Chef to cook food in collaboration with produce provider to best showcase the produce.
- Wait staff to serve food and other drinks to function guests, with signage indicating produce provider.
- Attendance of representatives from each region.
- Security and audio-visual costs.
- Transportation of fresh produce from Western Australia to Parliament house in accordance with hazard certification and APH requirements.

Expected costs that are not included:

- Transportation of representatives to Canberra.
- Accommodation and transport in and around Canberra.
- Transportation of non perishable items.



Sponsorship Opportunities

Platinum Sponsor \$15,000

- Platinum Partner acknowledgement and logo on all event marketing and advertising
- Complimentary prominent placement of advertising space / booth at event
- Meeting opportunities facilitated with Government and Shadow Ministers on the day of event
- 150 words advertising space in handbook

Silver Sponsor \$5,000

- Silver Partner acknowledgement and logo on all event marketing and advertising
- Complimentary advertising space / booth at event
- Meeting opportunities facilitated with Government and Shadow Ministers on the day of event

Bronze Sponsor \$1,000

- Advertising space / booth at event



