



THE APPEAL OF THE PINK LAKE & THE ABROLHOS ISLANDS
WENDY MANN
GERALDTON AIR CHARTER



Brief History of Geraldton Air Charter and Wendy

- Wendy learnt to fly in 1977 when their business in Mullewa traded a plane in on two new tractors and in the subsequent 41 years has amassed over 10,000 hours of flying and was this year awarded the Nancy Bird Walton Memorial Award for the most note-worthy contribution to aviation by a woman of Australasia.
- GAC received its Air Operator's Certificate on March 4 1997
- Commenced operations in a tiny office in the Brearley Terminal with one cross hired aeroplane and with Wendy the only employee – Chief Pilot, chief plane washer, office manager – the lot!
- GAC now has a fleet of eleven aircraft as well as operating two additional cross hired aircraft, up to nine pilots, a marketing officer and one administration person, three hangars and our own terminal building which is almost too small for our current needs. Wendy has just relinquished her role as Chief Pilot after 21 years in that position

Our natural assets are bringing
thousands to the Mid West





The beautiful Pink Lake and
the spectacular Abrolhos
Islands have brought



4537 Chinese travellers to
Geraldton since October
2014.

1480 in 2018 to date
980 advance bookings.



HUTT LAGOON – THE PINK LAKE



- Lagoon is about 70 square kilometres & fed by marine and spring water
- The pink colour is due to the carotenoid producing algae *Dunaliella salina*
- Site of the world's largest microalgae production plant with 250 hectares of ponds to produce beta carotene
- Also important for the production of Brine Shrimp.

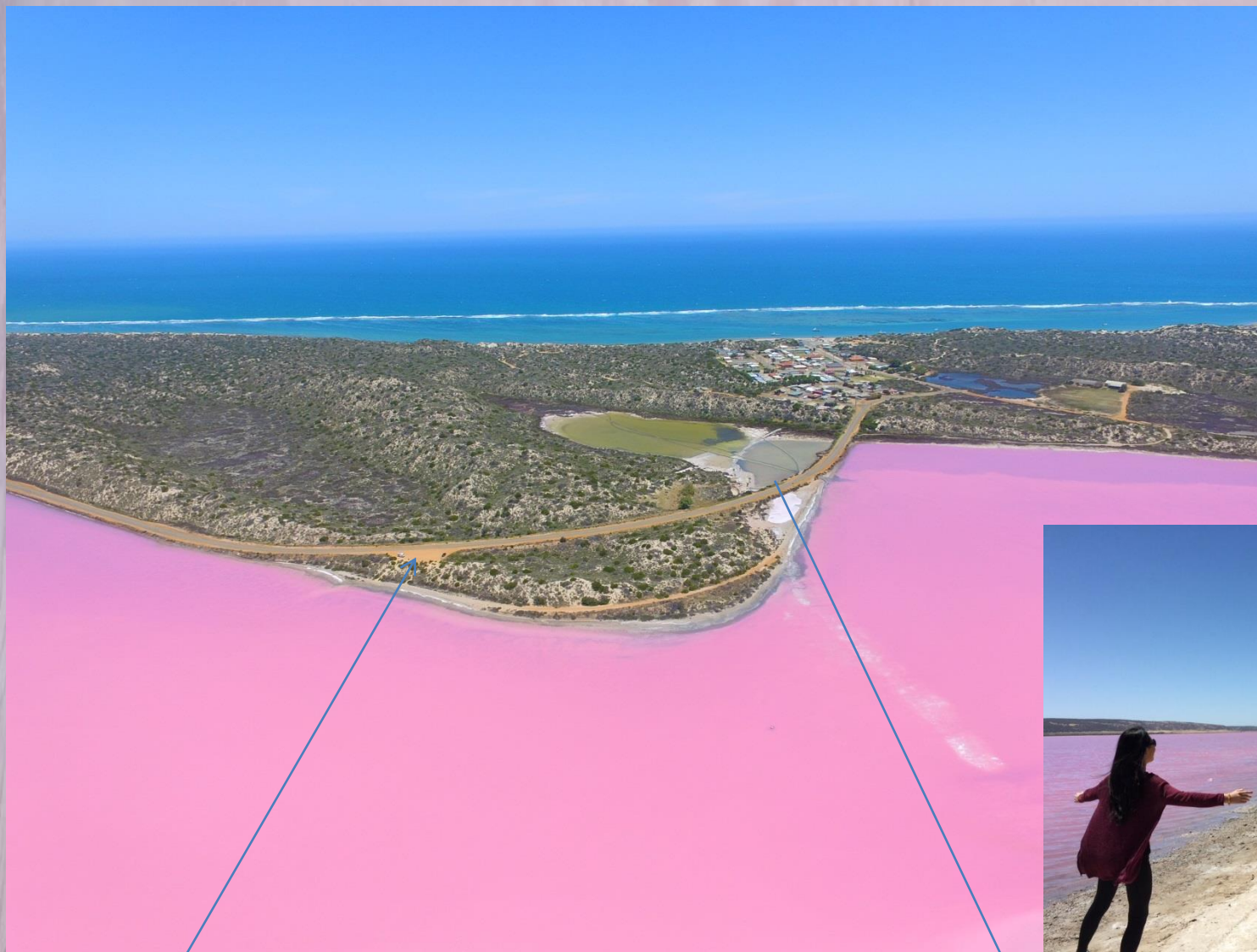
For the Chinese Pink is a romantic colour – it's now a status symbol in China to have seen the Pink Lake with 750 Chinese having come to see it during the three week Chinese New Year period this year.







WISH LIST



Only parking area



Cars often pull up here

Wish list

A viewing platform and safer viewing areas & more parking areas

Upgraded access on the tracks on the eastern side of the Lagoon

Less evaporation in summer!



Natural assets of the Abrolhos



Beautiful scenery
Pristine waters
Clear skies
Remote and quite
unpopulated
Wonderful coral
Great Fishing
Historical features



Abundant western rock lobster





Abrolhos Islands



Lizards,
wallabies, birds,
sea lions



Abrolhos Islands



Beautiful Turtle Bay



Clear skies, pristine waters



Beautiful coral within easy swimming distance



ABROLHOS WISH LIST

More shade shelters

Boardwalk from airstrip to shade shelters

Better toilet facilities

Better mobile phone facilities and free Wi Fi



This expanding Chinese Tourist market has come about because of this little dynamo. Starting with GAC in mid 2014 Jacinta Ping Chen's marketing is responsible for bringing these thousands of Chinese visitors to Geraldton.





I believe that tourism in the Mid West has an incredible future and that we as a City are ready to capitalise on. The opportunities being given to us by our wonderful natural assets are enticing not only visitors from China but visitors from all over the world to our City. So collectively let's embrace this opportunity and ensure the future of our City by embracing tourism in Geraldton and the Mid West.

