

The multi-award winning

WILLIE CREEK PEARL FARM *Tour*

See pearls in the making . . . take home a piece of Broome.



eco
CERTIFIED
Ecotourism

2010/2011

BOOKINGS ESSENTIAL (08) 9192 0000
www.williecreekpearls.com.au

WELCOME TO WESTERN AUSTRALIA'S MULTI-AWARD WINNING WILLIE CREEK PEARL FARM

WESTERN AUSTRALIAN TOURISM AWARDS

Willie Creek Pearls have been successful in winning multiple Western Australian Tourism Awards over the past four years. These prestigious awards recognise excellence within the tourism industry which firmly establishes Willie Creek Pearls to be the best in Western Australia. In 2009 Willie Creek Pearls reached the exclusive WA Tourism Awards Hall of Fame which is the pinnacle of the Awards Program. This honour was awarded to Willie Creek Pearls for winning the same three categories for three consecutive years. In 2009 Willie Creek Pearls was Western Australia's most successful entrant at the WA Tourism Awards taking home three major awards.



Willie Creek Pearls awards:

Tourist Attraction – Winner 2007, 2008 & 2009

Major tour and transport operator – Winner 2007, 2008 & 2009

Specialised Tourism Services – Winner 2007, 2008 & 2009

Sir David Brand Awards for Tourism – Winner 2006, Gold 2007

See pearls in the making

Discover how the rare and beautiful 'Australian South Sea Pearl' is produced at the Willie Creek Pearl Farm, Broome. The tour provides visitors with a unique insight into the modern cultured pearling process. Learn how technicians seed a live oyster to produce a pearl and cruise the creek's azure blue waters to view oyster panels suspended in their natural environment.

Stay and witness Willie Creeks incredible 10 metre tidal movements, watch as the ebb and flow of the tide reveals an ever changing scenery at the Willie Creek Pearl Farm. Take to the skies and experience this area from a different angle on one of our scenic helicopter flights or just relax at our café overlooking the pristine blue waters.

Come and experience the extraordinary sights at Willie Creek..



A stunning view of the farm from above



Enjoy a relaxing boat tour



The process will amaze you

WILLIE CREEK
Pearls

TOURS DEPART DAILY. BOOKINGS ESSENTIAL (08) 9192 0000
www.williecreekpearls.com.au

The multi-award winning

WILLIE CREEK PEARL FARM

See pearls in the making... take home a piece of Broome



Try on some of our exquisite pearls



Arrive at the farm in our comfortable air conditioned coaches



See first hand how a pearl is made



PEARL LUGGERS TOUR

WHAT IS THE PEARL LUGGERS TOUR?

Take a step back in time into Broome's colourful pearling industry

- EXPERIENCE** ... What it was like to be a pearl diver and why so many put their lives at risk
- VIEW** Rare archival footage and artifacts from the early perilous days of deep sea diving
- INDULGE** With a taste of the exclusive pearl shell meat from the pearl oyster
- SEE** A pearl valued in excess of \$100,000 and shop for Broome pearls, unique souvenirs and pearl shell within the showroom.

Tour time - 1 hour - Adults:\$20.00, Conc.:\$16.50, Child:\$10.00

Tours

Enjoy our air conditioned coach trip out to the farm or take on the adventure yourself in your own car.

COACH PICK UP

YOUR 4-HOUR TOUR INCLUDES

- Hotel pick up / drop off *
- Transfer to Pearl Farm (approx. 38km)
- Coach driver commentary
- Willie Creek Pearl Farm Tour
- Willie Creek Boat Cruise
- Refreshments
- Jewellery showroom time
- Souvenir guide

PRICES

Adults	\$90.00
Concession	\$75.00
Children (6-16)	\$45.00
Children 5 and under	Free
Family (2+2)	\$225.00

Prices as of 1st April 2010 - 31st March 2011

*Hotel pick-up time to be confirmed on booking

SELF DRIVE

YOUR 2-HOUR TOUR INCLUDES

- Willie Creek Pearl Farm Tour *
- Willie Creek Boat Cruise
- Refreshments
- Jewellery showroom time
- Souvenir guide

PRICES

Adults	\$50.00
Concession	\$40.00
Children(6-16)	\$25.00
Children 5 and under	Free
Family (2+2)	\$125.00

Prices as of 1st April 2010 - 31st March 2011

*Tour time to be confirmed on booking

THE PEARLERS *Choice*

COMPLETE YOUR PEARLING JOURNEY AND SAVE!

We offer you the chance to book both the Willie Creek Pearl Farm Tour and the Pearl Luggers Tour together and save money! Still book your tours at a time that suits you, but pay together and save! Take advantage of this offer and get the full picture on the pearling industry.

WILLIE CREEK COACH TOUR **PLUS** PEARL LUGGERS

Adults	\$99.00
Concession	\$84.00
Children(6-16)	\$50.00
Children 5 and under	Free
Family (2+2)	\$250.00

WILLIE CREEK SELF DRIVE TOUR **PLUS** PEARL LUGGERS

Adults	\$59.00
Concession	\$49.00
Children(6-16)	\$30.00
Children 5 and under	Free
Family (2+2)	\$150.00

WILLIE CREEK

Café



Enjoy our home made damper

Farm Cafe



Treat yourself to a tasty snack

STAY FOR A SNACK AND ENJOY THE VIEW...

As well as being the breeding ground for one of the world's most beautiful gems, Willie Creek possesses a natural beauty of its own. Being located on a picturesque tidal estuary, the azure blue water at the farm is the home to an abundance of marine and bird-life (even the occasional crocodile!).

You can soak up these beautiful surroundings while relaxing at our Willie Creek Cafe, an ideal location for a great day out complete with a children's playground and plenty of room to roam around.

With a brand new menu incorporating exquisite home made refreshments, there is always a freshly made cake or tasty cheese platter waiting for you to enjoy with a good coffee or cool drink. If you prefer something a bit more substantial, our range of foccacias will certainly satisfy your appetite.

Come and visit Australia's most remote jewellery showroom and relax and enjoy the stunning views. Recreational fishers are welcome - this is an ideal location to try to catch your own dinner after enjoying lunch at the cafe!

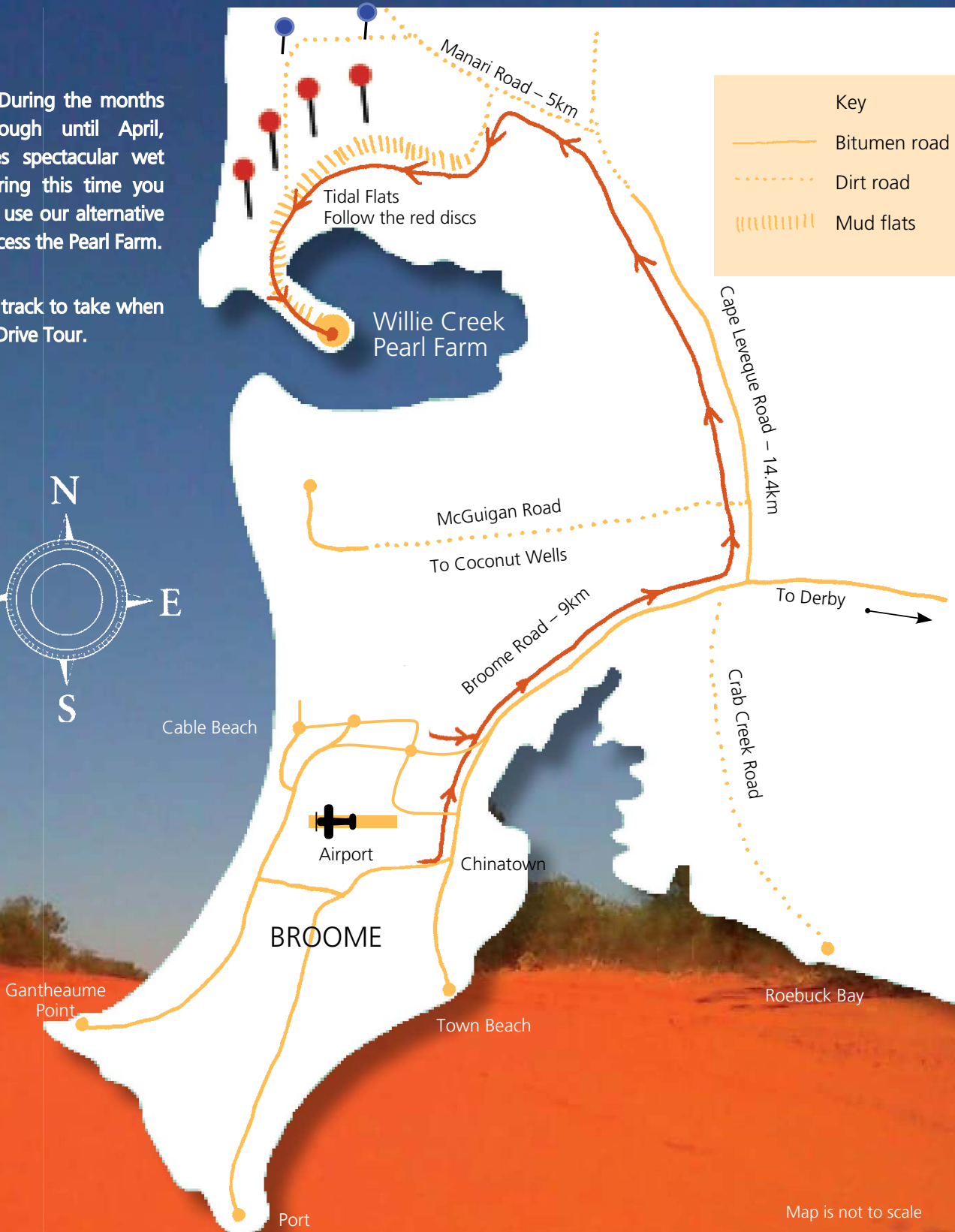
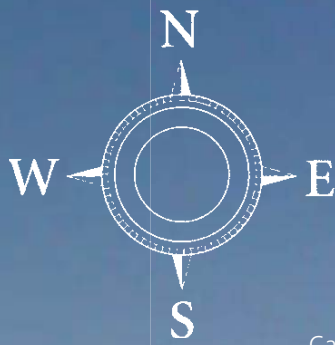
Opening times may vary and the road conditions change, please call ahead to let us know you are coming on (08) 9192 0000.



WILLIE CREEK
Pearls

Alternative Tracks. During the months of December through until April, Broome experiences spectacular wet season storms. During this time you may be required to use our alternative blue dot track to access the Pearl Farm.

Please check which track to take when you book your Self Drive Tour.



Terms & Conditions

All tours, including any scenic helicopter flights booked at the Pearl Farm, are subject to weather conditions and Willie Creek Pearls reserves the right to cancel or change tours without notice. Willie Creek Pearls shall not be held liable for any accident, injury, delay, loss or any damage caused by the provision of, or failure to provide any services listed in this brochure. All tour prices and times are current at time of printing and may be subject to change. Willie Creek Pearls requires 24 hours notice of tour cancellation. Less than 24 hours notice of cancellation will incur a charge of 100% of the tour price. Helicopter Flights are subject to availability and conditions apply.



SELF DRIVE

Guide

SELF DRIVE INSTRUCTIONS

Allow 1 hour travel time from Broome.

- Travel out of Broome along the Broome – Derby Road (Broome Highway) for 9km
- Turn left onto the Cape Leveque Road
- Travel along the Cape Leveque road for 14.4km (the last 1km is unsealed)
- Turn Left onto the Manari Road
- Travel along the Manari Road for 5km
- Turn left onto the Willie Creek Road 2.3km
- Follow signs and red discs into Willie Creek Pearl Farm

CAUTION:

A 4WD is recommended. High tides and rain can affect access to the Pearl Farm. If you are unfamiliar with the area please contact our bookings office prior to leaving for the Pearl Farm.

NEED TO HIRE A 4WD?

With Willie Creek 4WD Rentals you can book a special package that includes vehicle and a tour. For vehicle hire reservations call 08 9192 3311

WILLIE CREEK
Pearls

Enjoy the outback scenery on your way to Willie Creek - 17kms of the 38km trip is on dirt road like this.

Take home a piece of Broome

Willie Creek Pearls has an extensive range of beautiful pearl jewellery featuring the famous Australian South Sea Cultured Pearl. This beautiful gem is known as the world's best pearl and its lustrous qualities ensure it makes one of the most visually stunning jewellery items you could possibly wear. These beautiful Australian South Sea pearls form the centrepiece of our collection in each of our showrooms.

Willie Creek Pearls is able to provide you with the opportunity to purchase spectacular pearls direct from local producers. We offer one of the country's largest collection of pearl jewellery and our selection includes a variety of pieces designed by our in-house jewellers to suit individual tastes.

Catering for both men and women, Willie Creek Pearls believes everyone should have the opportunity to 'take home a piece of Broome' and offers a warm welcome to anyone visiting Broome, Willie Creek or Perth.



Showrooms

Willie Creek Pearls Showrooms are located in Broome and Perth. Their fully trained sales consultants are there to assist you in making the right choice of what beautiful piece jewellery you will wear. They will also provide you with valuable advice on how to look after your pearls so that they maintain their lustre and allure you with their beauty for many years to come.



Our trained consultants will help you make the right choice.

BROOME

*31 Dampier Terrace
Chinatown
08 9192 0044*

BROOME

*2 Challenor Drive
Cable Beach
08 9192 0033*

WILLIE CREEK

*Willie Creek
Pearl Farm
08 9192 0000*

PERTH

*Hillarys Boat Harbour
Sorrento
08 9447 3333*

Love Pearls



WILLIE CREEK
Pearls

EXPERIENCE WILLIE CREEK... FROM A DIFFERENT ANGLE!



LOCAL SCENIC FLIGHTS



RETURN TRANSFERS



The spectacular Willie Creek area is a sight to behold from the air. The scenic estuary is ever-changing due to the massive tidal movements of the Broome region. In one day the tide can change by up to 10 metres. There is nothing quite like a thrilling helicopter flight and ours are no exception. From the moment you take off there are endless photo opportunities of the breathtaking scenery reflecting below you.

EXTENDED SCENIC FLIGHTS



WILLIE CREEK
PEARL FARM *Tour*
See pearls in the making... take home a piece of Broome

HELICOPTER FLIGHTS



IF YOU ENJOYED OUR TOUR PLEASE BE ENVIRONMENTALLY CONSCIOUS AND PASS THIS BROCHURE ON.