



National Landscapes NEWS

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Australia's Green Cauldron Launch

FEDERAL TOURISM MINISTER MARTIN FERGUSON AND ENVIRONMENT MINISTER PETER GARRETT TRAVELLED TO NORTHERN NSW TO OFFICIALLY LAUNCH AUSTRALIA'S GREEN CAULDRON AS A NATIONAL LANDSCAPE ON OCTOBER 6.

Making the announcement against the dramatic backdrop of Mt Warning, the Ministers' launch attracted more than 100 local government officials, tourism industry representatives, regional media and interested stakeholders.



Federal Tourism Minister Martin Ferguson and Environment Minister Peter Garrett, with Mr Doug Williams, senior custodian of the Githabul people, launch Australia's Green Cauldron as a National Landscape at Mavis' Kitchen and Cabins, Mt Warning.

"Our local communities in northern NSW and south-east Queensland really got behind the National Landscapes selection process from day one," said Australia's Green Cauldron Steering Committee spokesperson, Joanne Gurney.

"We've held public meetings and a series of workshops at different locations throughout the region, all of which have been very well attended.

"Having the two Ministers here to make the official announcement was the culmination of all the efforts everyone has contributed over the past 12 months and the community is now fired with enthusiasm to proceed to the next phase."



Minister Garrett and Minister Ferguson take a stroll through Mt Warning National Park

Tourism Australia's Image Library now features National Landscapes

Tourism Australia has recently created a mini collection of Australia's National Landscapes on its image library – a valuable resource for Tourism Australia's domestic and international staff, public relations teams, and journalists. To view and register visit www.images.australia.com



Toorong River, East Gippsland within Australia's Coastal Wilderness

Aussies encouraged to holiday *at home*

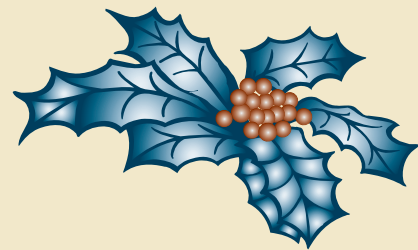
Federal Tourism Minister Martin Ferguson has outlined in Parliament the need for Australians to take a holiday within the country. In his speech on December 4, he stressed not only the social benefits of taking a break from work but also the enormous potential benefits to the Australian economy. By encouraging Australian families to take time out and holiday at home the Minister suggested our National Landscapes, "such as the Alps, the Green Cauldron, the Great Ocean Road and the Flinders Ranges in South Australia" as potential holiday destinations for Australians to consider exploring.



Flinders Ranges

Working together

in the Greater Blue Mountains



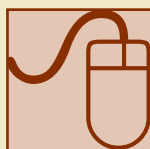
THE GREATER BLUE MOUNTAINS NATIONAL LANDSCAPES STEERING COMMITTEE ENJOYED THE OPPORTUNITY TO ENGAGE WITH THE TOURISM INDUSTRY IN THE REGION, THE INDIGENOUS COMMUNITY AND CONSERVATION GROUPS.

According to Steering Committee Chairman Randall Walker, "The National Landscapes aim of tourism working in harmony with conservation and focusing on the experience seeker market segment is a logical strategy based on solid market research and much welcomed by industry. As a macro marketing initiative the concept has the ability to pull stakeholders together."

To open the workshop, elders Aunty Val Aurisch and Aunty Mary King delivered a Welcome to Country, to acknowledge the traditional custodians of the area and welcome all participants to the workshop. During the forum, the Aunties reminisced about their younger years and memories of Katoomba. Aunty Mary shared her lovely story of how she would often remove her shoes and feel Country through her feet. She recommended that other visitors to Country and to special places do the same when slowing down to take it all in.



Aunty Val Aurisch representing the Darug people (left) and Aunty Mary King representing the Gundungurra people (right) having a yarn before giving the Welcome to Country at a National Landscapes workshop.



Travellers use the net

TourismReview.com has outlined the important role of the Internet in making information accessible, particularly for researching and booking travel. The internet statistics compiled by Internet World Stats are broken down by country with some interesting learnings revealing "70% of Chinese travellers browse for their potential travel destinations and experiences online". At the same time "48% of the American tourists check the internet for destination, tour operator or hotel reviews before they decide where and how to travel".

For more information on use of internet by country visit TourismReview.com

Tourism e-toolkit

Want to know more about digital marketing but not quite sure how to start? The Tourism e-toolkit is a step-by-step complete suite of tutorials that covers everything from the basics of developing a good web site to the more complex issues of Google ad words, search engine marketing and online product distribution. What's more it is free for download off the Australian Tourism Data Warehouse (ATDW) website.

[Click here to view and download.](#)

Hot off the press

The Sustainable Tourism Cooperative Research Centre has just released its Tourism and Protected Area Management Research Snapshot. The snapshot profiles twenty-five research reports grouped under the following themes:

- > visitors
- > economic evaluation
- > partnerships
- > planning and management
- > interpretation and communications

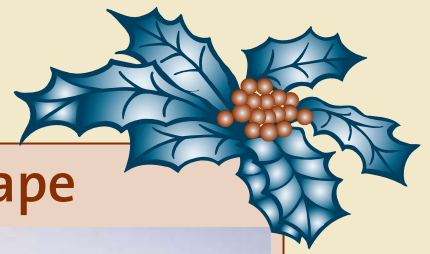
Protected area managers, tourism operators, communities adjacent to national parks, environmental, state and national park government agencies and academic and education institutions and students will find this research especially useful.

To access the snapshot visit www.crctourism.com.au/bookshop.

Boost YOUR BOTTOM LINE

Tourism Australia has a number of online resources available on its corporate site www.tourism.australia.com to assist industry. Boosting Your Bottom Line – Australian Experiences Industry Toolkit vol 2 – aims to build upon the practical tips and handy hints from the first version. This toolkit will help you make the shift towards selling Australian Experiences so that you can put your business in the best possible position to boost your bottom line.

To download, [click here](#).



Australia's Red Centre National Landscape invites you to 'Get CeNTred'

THE RED CENTRE, GET CENTRED CAMPAIGN IS AN OPPORTUNITY TO INVITE TRAVELLERS TO EMBARK ON A JOURNEY OF SELF DISCOVERY – TO DISCARD THE EVERYDAY, REAWAKEN YOUR SENSES, WARM THE HEART, ENRICH THE SPIRIT...TO GET CENTRED.

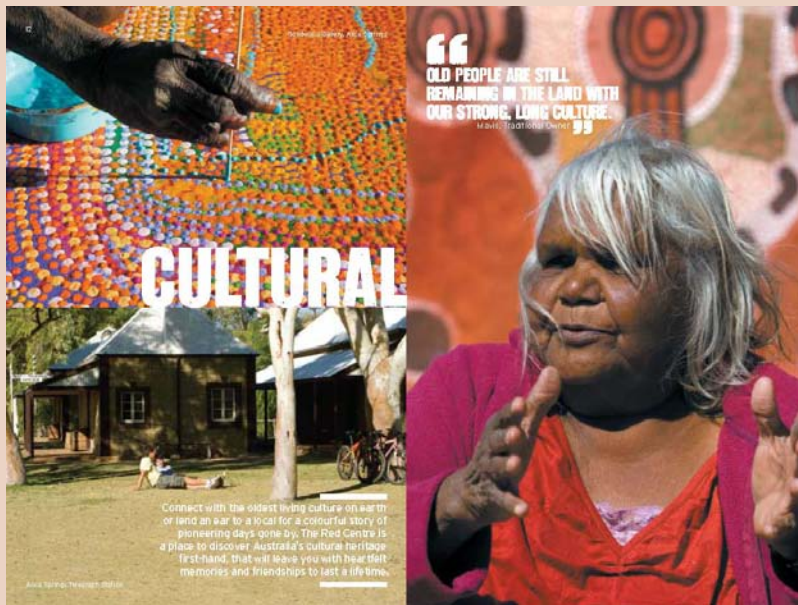
Tourism NT kicked off its Red Centre, Get CeNTred campaign with a soirée in Alice Springs in September.

The launch was hosted by Minister for Tourism the Hon. Kon Vatskalis MLA and was attended by the Central Australian tourism industry. He invited the industry to introduce visitors to Australia's first designated National Landscape. An area



recognised as quintessentially Australian and of exceptional natural and cultural significance.

The 'Get CeNTred' campaign targets Spirited Travellers and international Experience Seekers and aims to increase awareness and intention to travel to the Red Centre as part of their Australian itinerary. While taking that journey to the Red Centre, this campaign creates many compelling reasons to reconnect and rediscover oneself in the spiritual centre of Australia.



Best of Australia stars on 9

AFTER A SUCCESSFUL SEASON LAST YEAR, *THE BEST OF AUSTRALIA* HAS RETURNED WITH FIVE NEW EPISODES ON CHANNEL 9.

The *Best of Australia* series paints an intimate portrait of Australia's natural and cultural landscapes and includes insights from Indigenous elders, leading ecologists and young field researchers as well as everyday Australians expressing what they love about their country.

"We live in a remarkable country of contrasts and wild frontiers. As each episode unfolds, you'll understand why they represent the best of Australia," says Australian Geographic's Sorrel Wilby who both produces and hosts the series.

Each episode highlights the natural wonders and celebrated landscapes found across Australia including two of our National Landscapes, *Australia's Red Centre* (Friday 26th December) and the *Australian Alps* (Friday 2nd January). The *Best of Australia* series is on Fridays, 7:30pm on the Nine Network.



Australian Alps



Australia's Red Centre



Name and fame Australia's Natural Wonders

A world-wide search to name the New7Wonders of Nature has commenced and Tourism Australia is calling on everyone to vote for an Australian natural landmark.

Following the success of the *New 7 Wonders of the World Campaign*, which saw more than 100 million people vote globally for their favourite man-made sites, the New7Wonders Foundation is now on the hunt for the world's top seven natural wonders. Launched in 2007 the search rolls out in three stages, with voting for stage one finishing on 31 December, 2008.

Managing Director for Tourism Australia, Geoff Buckley, said that Australia was spoilt for choice when it came to picturesque natural landmarks and that he anticipated that competition would be tight in deciding which Australian location would make it to the next round.

"I'm asking everyone to go online and vote for their favourite natural Australian landmark so we can put our best nomination forward to the next round of this program," he said.

Australia currently has 13 registered nominations. All States and Territories are represented, including many of Australia's National Landscapes. identified in partnership between Tourism Australia and Parks Australia.

To vote or learn more about Australia's nominated natural wonders go to www.australia.com

Travel Magazine features our National Landscapes

Travelling in Australia Magazine (TIAM) featured two National Landscapes in its November edition: The Great Ocean Road and Australia's Coastal Wilderness. TIAM's Chantal Dunbar notes that the Great Ocean Road is "recognised as one of Australia's National Landscapes...an area where the power of Mother Nature is much in evidence."

Journeying through Australia's Coastal Wilderness is described as "an introduction to some of the most startlingly beautiful secret places, the likes of which are becoming increasingly rare. To do so without heed for the news of the day or aid of technology is to return to a time to be treasured..."



The Great Ocean Road

Forum Feedback

Amid the majestic Lamington National Park, Queensland, representatives from National Landscapes Committees, Parks Australia, Tourism Australia and the National Landscapes Reference Committee gathered for the very first National Landscapes Forum.

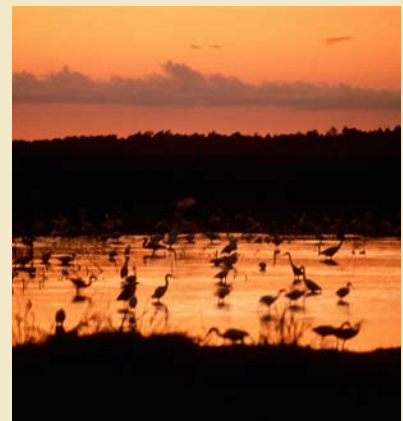
A free flowing exchange of experiences and knowledge allowed participants to share ideas on areas such as brand development, market advice, web development and fine tuning the delivery of the program. "The Forum provided a great opportunity to form linkages and see where others are at with their National Landscape

development" said one participant. For the program managers it was wonderful to meet with the passionate and committed people involved locally in each National Landscape – it's obvious that local effort and enthusiasm will drive the success of these stunning places.

John King, ATEC chairman and National Landscapes Reference Committee member, summed up the feelings of those attending when he stated that the forum was "one of the best gatherings he had experienced of regional stakeholders coming together to exchange information and ideas."



Forum participants at O'Reilly's in Lamington National Park



Kakadu

