

MEDIA RELEASE

Our Ref: T15:0032

10 November 2011

Attention: News Editor

New edge for Great Southern

Australia's Great South West Edge has a new web presence, and the Great Southern is in the middle of the action.

The Great South West Edge is the latest addition to Tourism Australia's designated National Landscapes, a select listing of Australia's most significant natural environments promoted at www.australia.com/campaigns/nationallandscapes

Tourism Australia and Parks Australia recently recognised the Great South West Edge as a nationally significant landscape of unique biodiversity stretching from the tuart forests north of Busselton to Cape Arid east of Esperance, taking in the Great Southern coastline and the coastal fringe.

Nomination of the area as a National Landscape was supported by the Great Southern Development Commission (GSDC), neighbouring Development Commissions, Tourism WA, the Department of Environment and Conservation and the tourism industry.

Acceptance of the nomination gives the Great South West Edge a place on the National Landscapes website and a profile in national and international marketing campaigns.

The official State launch of the Great South West Edge National Landscape will take place at the Valley of the Giants Tree Top Walk at Nornalup on Monday 21 November.

The GSDC, South West Development Commission, Goldfields Esperance Development Commission and Tourism WA backed the National Landscape recognition with \$65,000 in funding to prepare a strategy to develop tourism products and infrastructure in the Great South West Edge to serve a lucrative market segment known as 'global experience seekers'.

GSDC Chief Executive Officer Bruce Manning said suitable consultants were now being sought for the experience development strategy.

"This strategy will guide communities and enterprises in the Great South West Edge in the development of tourism products to tie in with Tourism Australia's international promotion of Australia's best tourism assets," Mr Manning said.



Building partnerships for regional prosperity

“Tourism organisations and businesses in the Great Southern are encouraged to watch the progress of this initiative.

“It has the potential to enable regional enterprises to match their products and services to the strength of Tourism Australia’s promotions in international markets,” Mr Manning said.

Tourism Australia’s website for global experience seekers is translated into 17 languages.

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