

# National Landscapes NEWS

ISSUE 4 | MAY 2009

## Award Winning National Landscapes

[Montague Island](#) situated in Australia's Coastal Wilderness and [The Greater Blue Mountains Tourist Drive](#) were among the



*Hanging Rock, Blackheath, Blue Mountains*

winners at this year's Qantas National Tourism Awards. Montague Island, which is managed by NSW National Parks and Wildlife in conjunction with Australian Conservation Volunteers, made it back to back wins in the 'Ecotourism' category whilst the Greater Blue Mountains Tourist Drive picked up this year's 'Best New Tourism Development'. The [Great Ocean Road National Landscape](#) also received an award for 'Best Australian Regional Tourism Organisation' at the annual Australian Society of Travel Writers awards.

## TQUAL Grants launched

Minister for Tourism, the Hon Martin Ferguson AM MP recently launched the TQUAL Grants. TQUAL Grants is a competitive funding program that was formerly known as the Australian Tourism Development Program.

The funding round opened on 15 April 2009. Applications close on Thursday, 11 June 2009 at 5pm local time. The National Landscapes Chairs have been notified of this opportunity. For more information please [click here](#).

## Funding to extend Great Ocean Walk

Victoria's iconic 104 kilometre Great Ocean Walk has received \$1.3 million in Victorian Government funding. This will improve the iconic walking track and cater to the growing number of travellers desiring nature-based holidays.

The new extensions and additions will include:

- Ten kilometres of new walking tracks from Moonlight Head to the Twelve Apostles Visitor Centre including bridges and boardwalks;
- Construction of a new viewing point of the Twelve Apostles at the conclusion of the walk; and

- Trail signage, seats and environmental boot cleaning stations.

The project aims to address some of the limitations revealed in a strategic review of the walk by Parks Victoria and position the Great Ocean Walk as the states premier, long distance, nature based tourism walk.

Victoria Environment Minister Gavin Jennings said, "The Great Ocean Walk Improvement Project is expected to provide more business opportunities, particularly in the accommodation sector; more investment and jobs and stimulate the regional economy. It will also benefit local communities who use the walk."



*Great Ocean Walk, looking at the Twelve Apostles*



*Great Ocean Walk*

## Victorian Nature Based Tourism Campaign features The Great Ocean Walk

In December 2008, Victoria's Minister for Tourism and Major Events the Hon. Tim Holding announced a two million dollar nature-based tourism campaign. The campaign will feature the Great Ocean Walk as an iconic product. The project will target interstate and international visitors and will be launched to the international travel trade and media at the Australian Tourism Exchange in Melbourne in June 2009. The aim of the campaign is to raise the profile of the Great Ocean Walk, generate public relations and inquiries and to increase length of stay and visitor yield to the region.



Mount Warning  
Image Credit: Hamilton Lund, courtesy Tourism NSW

## NSW Task Force on Tourism and National Parks

In the recent NSW Taskforce Report on Tourism and National Parks, National Landscapes were identified as an important step in planning for partnerships between conservation and sustainable tourism. NSW Deputy Premier Carmel Tebbutt said “While protecting our parks remains a priority, this report presents a clear case for incorporating sustainable tourism so we are up there with other famous and successful destinations.”

The report recognised the unique marketing opportunities offered by the

National Landscapes program and the benefits of focusing planning, promotion and development in other National Landscape regions.

Other key recommendations of the report included:

- A review of accommodation and leasing policies, plus legislation to provide a clear understanding of the range of acceptable low-impact accommodation options, including camping, huts, standing camps and cabins;

- Increased marketing and promotion of parks to attract visitors;
- Changes to encourage sustainable nature-based tourism outside parks that will encourage visitors into neighbouring areas;
- Improved planning of nature based experiences at a regional level with all public land agencies and the tourism industry involved.

[Read the full report](#) on the NSW Department of Environment and Climate Change website.



Kings Canyon

## AUSTRALIA'S RED CENTRE

The Northern Territory Minister for Tourism, the Hon Dr Chris Burns recently launched a Shared Tourism Vision and Destination Action Plan to strengthen tourism in and around the Australia's Red Centre National Landscape. Launched in partnership with Tourism Central Australia, Alice Springs Town Council and the Chamber of Commerce, the plan sets out 42 actions that were recommended by the tourism industry during extensive consultations carried out by Charles Darwin University in 2008.

The Action Plan has taken into account changing consumer and market

trends and their likely impacts on the Australia's Red Centre National Landscape, with a carefully articulated shared destination vision laying the foundation for a host of experiences and opportunities that will help strengthen tourism in this remarkable region.

Chair of the project is Jo-anne Harkin, Regional Director for Tourism NT in Alice Springs. If you would like to discuss any aspect of the project and its influence over the Red Centre National Landscape, please contact Jo-anne on (08) 8951 8459.



Members of Australia's Coastal Wilderness National Landscape Steering Committee meeting with consultants EC3 Global in the historic Railway Sheds at Bombala in early March to discuss the Tourism Master Plan.

Left to Right: Phil Rickards, Chair (East Gippsland Shire Council), Robyn Kesby (NSW Department of Environment & Climate Change), Joady Chick (Victorian Department of Sustainability & Environment), Will McCutcheon (Parks Victoria), Cr Graeme Wykes (Bega Valley Shire Council), Samantha Smith (Sapphire Coast Tourism), Emma Knezevic (EC3 Global), Bruce Leaver (Sapphire Coast Tourism), Geoff Brookes (Bega Valley Business Forum), Hilary Schofield (Parks Australia), Karen Cash (Bombala Shire Council)

## Master Planning Underway

Inspiring Place, a Tasmanian-based tourism and planning consultancy, has commenced work on the Australian Alps Tourism Master Plan. The Master Plan will be drafted over the next four months with input from state, regional and local stakeholders. In April they successfully ran workshops with a number of workshops across the Australian Alps to take place during May.

For more information, please contact Neville Byrne at [hartbyrne@ozemail.com.au](mailto:hartbyrne@ozemail.com.au)

Australia's Coastal Wilderness has also initiated the process of Master Planning and has commissioned EC3 Global. Consultation has commenced and a draft plan has been released for comment.

## New Program for Local Council Tourism Planning

An exciting new program has been launched across Australia which gives local councils the opportunity to 'deliver a clear pathway for effective and sustainable tourism.' The Local Governments 'Pathways to Sustainable Tourism' is a free resource made available for councils to identify and implement practices for sustainable tourism development. The self-guided program takes approximately one-and-a-half days to complete or alternatively can be delivered by STRC subsidiary company EC3 for a specialised approach.

To find out more about the program [click here](#).

### Congratulations

Congratulations to Ian Geer of Mansfield Shire Council who has been voted in as the new Chair of the Australian Alps National Landscape. A very special thank you to Peter Jacobs (out-going Chair) for all his hard work in getting the program up and running in the Alps.



Canoeists on Mallacoota Inlet, Gipsy Point

Want to know more about

## National Landscapes?

Check out the new online content created to answer Frequently Asked Questions about the National Landscapes program. The content is particularly relevant for potential candidates interested in joining the program and includes information on the process of applying for candidacy, funding opportunities, plus practical hints and tips for current landscapes. Tourism Australia's marketing initiatives are also outlined.

The National Landscapes program is a partnership between Tourism Australia and Parks Australia and identifies world class iconic Australian landscapes of natural and cultural significance. [Click here](#).



Bittangabee Bay

## Capturing Australia's Coastal Wilderness

Filmmaker and adventurer, Sorrel Wilby visited Australia's Coastal Wilderness (ACW) in March this year to film and take inspiring and motivating still photographs of the landscape.

Visiting places such as Mallacoota, Eden, Bittangabee, Point Hicks, and Bombala

the resulting footage and stills will assist in allowing ACW stakeholders to utilise these assets to promote their landscape. Tourism Australia partnered with Parks Australia and Australia's Coastal Wilderness Committee on this project.

Coming soon... imagery will feature on Tourism Australia's image library and the footage will be edited into a mini-documentary that will be featured on [www.australia.com](http://www.australia.com) in June.

National Landscapes  
to feature at

G'Day Toronto

Canadians are preparing to Come Walkabout at the third annual Australia Week in Canada. G'Day Toronto will be staged from 12 -16 May and will profile top Aussie holiday ideas, plus Australia's culture, sport, food and wine. This year, the five day program will focus on National Landscapes, Indigenous experiences and culinary tourism.

**G'DAY TORONTO**  
AUSTRALIA WEEK 2009

## Greater Blue Mountains Natural Attractions Project

Tourism Research Australia (TRA) is currently undertaking a project in the Greater Blue Mountains to understand the role nature and natural features play in attracting visitors to the destination.

The Greater Blue Mountains was chosen for this study because of its inclusion in the National Landscapes initiative. Potentially this research could extend to other National Landscape destinations in the future.

The project is funded through TRA's Destination Visitor Surveys (DVS) program – please go to [www.tra.australia.com](http://www.tra.australia.com) for further details. For more information on the Natural Attractions project, please contact Darrian Collins at Tourism Research Australia on 02 6228 6100 or email [dcollins@tourism.australia.com](mailto:dcollins@tourism.australia.com)



Hanging Rock, Blue Mountains

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