

MEDIA RELEASE

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Attention: News Editor

Workshops aim for promotional edge

Tourism operators and other interested parties are invited to explore the Great South West Edge at a series of National Landscape workshops in March.

The Great South West Edge is one of Australia's 12 designated National Landscapes, a select listing of the nation's most significant natural environments.

Nomination of the Great South West Edge as a National Landscape was supported by the Great Southern Development Commission (GSDC), neighbouring Development Commissions, Tourism WA, the Department of Environment and Conservation (DEC) and the tourism industry, and was ratified in 2011 by Tourism Australia and Parks Australia in recognition of the area's unique biodiversity.

The Great South West Edge stretches from Busselton's tuart forests to Cape Arid east of Esperance, taking in the entire Great Southern coastline.

Workshops will be held in Walpole, Denmark and Albany in March to contribute to a Tourism Experience Development Strategy for the area.

GSDC Chief Executive Officer Bruce Manning said the strategy would guide local governments, community organisations and commercial enterprises in developing tourism products related to the international promotion of the National Landscape.

"Considerable marketing power lies behind the National Landscapes program," Mr Manning said.

"Great Southern businesses and organisations could benefit from aligning their products and services with the marketing strategies of Tourism Australia and Parks Australia.

"Regional enterprises are encouraged to take advantage of the opportunity to contribute to the development of a strategy for the Great South West Edge," Mr Manning said.

Visit www.ec3global.com/clients/gswe-eds.aspx for a fact sheet and a discussion paper about the Great South West Edge.



Building partnerships for regional prosperity

Tourism and conservation stakeholders and other interested parties wanting to attend a workshop should contact consultants EC3 Global by Monday 5 March, by email to cara.powdrell@ec3global.com or on (07) 3238 1939.

South Coast workshop dates and times are:

- Walpole: Tuesday 13 March, 5-7pm, Jack Rate Room, DEC
- Denmark: Wednesday 14 March, 10.30am-12.30pm, Shire of Denmark Reception Room
- Albany: Wednesday 14 March, 5.30-7.30pm, South Coast NRM, 39 Mercer Road

Strategy development workshops are also being held in Yallingup, Manjimup, Ravensthorpe and Esperance.

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