

## **MEDIA RELEASE**

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Attention: News Editor

### **New edge on show**

Australia's Great South West Edge will be on show in Albany next year when the National Landscapes forum hits town.

Australia has 12 designated National Landscapes and three in the process of becoming included.

These landscapes are recognised as Australia's most significant natural environments and are promoted internationally by Tourism Australia and Parks Australia.

The Great South West Edge was added to this select list in early 2011, and Albany has now been chosen to host the National Landscapes forum in late 2012.

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

Albany is centrally located in the Great South West Edge, which stretches from Busselton's tuart forests to Cape Arid east of Esperance.

With biodiversity the focal point, the granite coastline, National Parks and beaches are the essence of the Great South West Edge.

Albany is well placed to allow up to 50 delegates from the other 14 National Landscapes and national tourism and conservation agencies to get a feel for its special qualities.

GSDC Chief Executive Officer Bruce Manning said the forum would encompass the whole of the Great South West Edge.

"Delegates to the forum will get a taste of natural assets and tourism product potential from north of Busselton to Esperance and beyond," Mr Manning said.

"Hosting the forum provides a great opportunity for the Great Southern to show that it can play a central role in the progress of the National Landscape initiative."

A consultant will soon begin work on an experience development strategy, which will guide the creation of new tourism products and infrastructure in the landscape.



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National Landscapes are promoted to 'global experience seekers', a lucrative market segment of tourists who prefer active travel rather than passive sightseeing.

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