

MEDIA RELEASE

Our Ref: T15:0032

29 September 2011

Attention: News Editor

Drive trail with a story to tell

Visitors to Bremer Bay can tap into local stories with the opening of a drive trail that links popular and significant sites around the holiday destination.

Supported by a Royalties for Regions grant of \$38,350 through the Great Southern Development Commission (GSDC), the Fitzgerald Biosphere Group has created a 60km trail in the vicinity of the tourist destination, taking in 14 points of interest.

Each stopping point features an interpretive plaque telling a relevant local story.

GSDC Chief Executive Officer Bruce Manning said the trail officially opens on Friday 7 October but is already drawing interest from travellers.

The opening is listed as an event of the Hidden Treasures Great Southern Bloom Festival, due to Bremer Bay's proximity to the wildflower-rich Fitzgerald River National Park.

"Visitors to Bremer Bay have always enjoyed the coastal lifestyle, wildflowers, scenery and fishing," Mr Manning said.

"Bremer's drive trail offers a new experience to visitors, one that will give them insights into the area's development since the days of the early explorers."

By agreement with local Noongar people, indigenous stories are not included on the drive trail but they may be presented in a subsequent project.

Stories on the trail explain that Blossoms Beach is named after a pregnant cow and that Back Beach is one of the best dive sites in the world for spotting leafy and weedy sea dragons.

Pioneer families' struggle and hardships feature on the panels and so does the ordinary fishing weekend in the story of The Shack, a beach hut built by a group of Katanning fishers and open to all comers for about 50 years until it was demolished in 2000.

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