

MEDIA RELEASE

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Attention: News Editor

Outdoor activity boost

Partners in the Great Southern Centre for Outdoor Recreation Excellence (GSCORE) have welcomed the official launch of the initiative.

The Great Southern Development Commission (GSDC), the Department of Local Government, Sport and Cultural Industries, and the Albany Chamber of Commerce and Industry (ACCI) are the joint supporters of the project.

GSCORE was launched on Friday 6 October by Regional Development Minister Alannah MacTiernan.

GSCORE executive director Dr Lenore Lyons said the centre's aim was to make the Great Southern the adventure capital of Australia and to increase the economic and social benefits of outdoor recreation for the region.

"It's fitting that we officially launch GSCORE at Camp Quaranup in Albany," Dr Lyons said.

"Quaranup has been the site of student camps for over one hundred years. Our goal is to capitalise on the camp's rich history and stunning location to position the Great Southern region as a destination for outdoor education and active leadership."

GSDC Chair Ross Thornton said the project aligned with the strategic directions of the Commission.

"We know the huge importance and further potential of tourism for the region," Mr Thornton said.

"GSCORE will open innovative avenues to grow that sector of the regional economy and provide jobs that are linked to appreciation and protection of the natural environment that we all value," Mr Thornton said.

Albany Chamber of Commerce president Caroline Hayes said the organisation was delighted to see GSCORE's early signs of progress.



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“We’re very pleased to be involved in this exciting initiative which is sure to showcase our fantastic region,” Ms Hayes said.

“GSCORE will bring long-term benefits to tourism operators and other businesses.”

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