
Australia's Golden Outback

Newsletter



Summer 2011



Hi to all stakeholders in Australia's Golden Outback.

Welcome to this edition of Australia's Golden Outback e-newsletter, designed to give stakeholders an insight into some of the marketing and promotional activities that were undertaken for the region over the summer months.

Unfortunately the new year started off with severe flooding in the Gascoyne-Murchison region, followed more recently with flooding in the Northern Goldfields, Warburton and Nungarin. The cleanup is still continuing in some regions with some roads still impassable.

The town of Gascoyne-Junction and surrounding area was perhaps the hardest hit. The pub, petrol station and local store were all "washed away" with the Shire undertaking a re-build program. AGO extends our best wishes to all those that were affected.

Since the last newsletter, the AGO AGM was held in Hyden. Several new Board Members were welcomed and Chris Pye was elected by the Board as the new Chairman of Australia's Golden Outback.

We sincerely hope this newsletter will be of interest to all stakeholders.

Warmest regards

JAC EERBEEK
CHIEF EXECUTIVE OFFICER

General News

AGO Welcomes new Chairman and Board Members

Australia's Golden Outback held its Annual General Meeting on Tuesday 12 October at the Wave Rock Motel in Hyden. Three new members were elected to the Board replacing retiring Chairman Jon Jessop, retiring Deputy Chair Mike Lucas and outgoing Gascoyne-Murchison Representative LJ Campbell.

The three new Members were **Arianne Webb** of Goldfields Tourism Network, **Frances Jones** from Wooleen Station and Chair of Gascoyne-Murchison Tourism Inc. and **Brett Pollock**, ex Wooleen Station and Chair of Our Outback.

After the AGM, elections were held amongst Board Members to fill the vacant executive positions. The new Chairman of Australia's Golden Outback is **Chris Pye**, General Manager of Best Western Hospitality Inns. The new Deputy Chairman is **Brett Pollock**, and the Treasurer is **Gary O'Neil**, from the Town of Narrogin.

The 2011 AGO Board now consists of:

Chris Pye , Chairman	All of Region Representative
Brett Pollock , Deputy Chairman	All of Region Representative
Gary O'Neil , Treasurer	WALGA Wheatbelt & Gascoyne-Murchison Rep
Patrick Hill	WALGA Goldfields & Coastal Representative
Arianne Webb	Goldfields Representative
Heather Gee	Coastal Region Representative
Pam Masters	Wheatbelt Representative
Frances Jones	Gascoyne-Murchison Representative
Doc Reynolds (Co-opted)	Indigenous Tourism Representative
Rowden Sharpe	Tourism WA Representative

Jac Eerbeek also made a presentation to Jon Jessop, in gratitude for nearly seven years of passionate and outstanding service as past Chairman of the organisation.

AGO wins Gold at the State Tourism Awards



The Western Australian Tourism Awards is an annual awards night which recognises excellence in the WA tourism industry. At a gala function held at Burswood Resort on 27 November, several AGO stakeholders won a Gold Medal in their category.

First up was the **Nullarbor Links Golf Course** that won a **Gold Medal** in the category of new tourism development.

Jon Jessop, former Chairman of Australia's Golden Outback was awarded the prestigious **Sir David Brand Medal**, which recognises an individual's dedication and service to the tourism industry.

Frances Jones from Wooleen Station, also the Chairperson of Gascoyne-Murchison Tourism Inc., was awarded the **Sir David Brand Young Achiever of the Year Medal**.

Other AGO operators who were finalists in other categories on the night were:

- **Kepa Kurl Pty Ltd**
Indigenous Tourism
- **Esperance Visitor Centre**
Visitor Information & Servicing

Skywest introduces new flights to Ravensthorpe

The state government announced a re-structure of the state's intrastate air services. Skywest flights to Kalbarri, Monkey Mia and Carnarvon will now be flown by Skippers Aviation. Exmouth has now been declared a multi-airline route, with Skywest and Qantas now servicing the town.

The aviation body also looked at regular passenger flights into AGO, with the only change being the Skywest flights to Esperance. 4 days a week this Esperance flight will be routed via Ravensthorpe. For more information and flight schedules visit www.skywest.com.au

New CEO of WAITOC

The Western Australian Indigenous Tourism Operators Committee recently appointed a new CEO of WAITOC. This follows a restructure of the organisation and nationwide recruitment for the position.

The new CEO is Johnny Edmonds, who joins WAITOC with a lengthy and varied experience in the New Zealand indigenous tourism arena. We wish Johnny all the best in further developing Aboriginal tourism product throughout AGO and the state. For more information on WAITOC visit www.waitoc.com

Australia's Golden Outback on Facebook & Twitter



Become a fan of Australia's Golden Outback on Facebook:

www.facebook.com/pages/Australias-Golden-Outback/269460013266?ref=nf

or follow us on Twitter www.twitter.com/Golden_Outback?ref=nf

and will receive regular updates on our press advertising, news, events and other things happening across Australia's Golden Outback.

Grants Available

TQUAL Grants

The TQUAL grants program is to fund projects which develop innovative and strategic tourism products and experiences through joint investment. Applications close 5pm AEST on Friday 15 April 2011. More information available from www.ret.gov.au/tqual

Strategic Tourism Investment Grants

The Federal Minister for Tourism announced a new \$1 million program within the TQUAL scheme, specifically designed to give tourism operators the opportunity to revolutionise their products, with project funding of up to \$1 million to be matched dollar for dollar with private sector investment.

The Strategic Tourism Investments Grants provide targeted seed funding for a small number (around 20) of nationally significant, innovative projects aimed at supporting:

- Indigenous Tourism and/or
- Economic Development and/or
- Tourism Employment

Applications close on 15 April 2011. Further information on Strategic Tourism Investments Grants are available from www.ret.gov.au/tqual

Upcoming Events

Heart of Gold Festival, 'Food, Wine, Culture Safari' **Saturday 9 April, Hannans Club, Kalgoorlie**

Join the Hannans Club for an afternoon of Goldfields food, fun, wine and culture. Enjoy fantastic canapés while tasting a variety of wines, including the locally produced Binduli Wines, family entertainment and much more. \$20 per person, \$50 for a family of 4. Bookings essential, Tel: 9021 2466.

Ora Banda Historical Inn 100th Birthday **Saturday 30 April, Ora Banda**

Celebrate the centennial of Ora Banda Historical Inn with a black tie six course dinner including beer, wine, soft drink and centenary medallion. \$195 per person, max 150 guests. Bookings essential, Tel: 9024 2444. For more details visit www.orabanda.com.au

'Chasing the Sun' - Nullarbor Golf Festival **1-9 October**

The Nullarbor Links Golf Course is capitalising on its outstanding success, with an inaugural 'Chasing the Sun Golf Festival' commencing in Ceduna, SA on 1 October.

As well as playing 18 holes on the award-winning Nullarbor Links, other festival highlights include:

- 1 Oct - Watch sunrise, champagne breakfast - Ceduna
- 2 Oct - Ceduna Oyster Festival
- 3 Oct - BBQ on the cliffs with the stars - Nundroo
- 4 Oct - Pistol shooting competition. Dinner & live entertainment - Eucla
- 5 Oct - The 'Border Dash' with dinner & charity auction - Border Village
- 6 Oct - \$10,000 hole in 1 competition. Dinner & live entertainment - Madura.
- 7 Oct - Dinner & indigenous art and dance display, open air movies - Norseman
- 8 Oct - 'Sunset on Course Dinner' - Kalgoorlie Golf Course
- 9 Oct - Kalgoorlie Spring Festival, Hammond Park - Kalgoorlie

This promises to be an outstanding event run over some 1,365 kilometres. For more details visit www.nullarborlinks.com

CMCA Rally - Kalgoorlie **10-16 October**

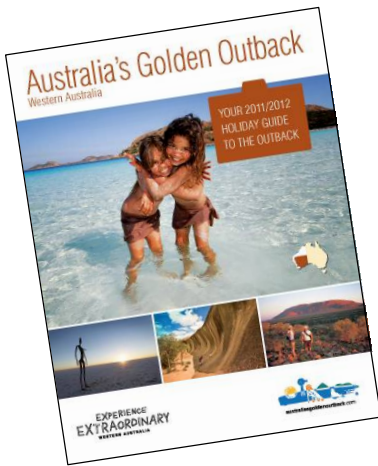
The Campervan and Motorhome Club of Australia is this year holding its annual rally in Kalgoorlie from 10-16 October. With a huge membership base, it is anticipated up to 750 interstate and intrastate caravans and motor homes may attend. With these vehicles travelling to Kalgoorlie, there is scope for attendees to travel through other parts of our region. AGO is working with various sub-regional bodies to provide editorial and advertising, which will appear in regular monthly editions of the club's well read Wanderer magazine. For more information on the 2011 CMCA Rally visit www.kal2011.com

Fitzgerald River N.P. Improvement Project & Road Closures

Work is continuing on the Fitzgerald River National Park Improvement Project. This State and Federal Government initiative is designed to enhance facilities in the park and some road closures are occurring due to Main Roads surfacing work along Hamersley Drive to the Hamersley Inlet turnoff. For the latest information and updates on road closures visit www.dec.wa.gov.au/frnp

General Marketing

New 2011 AGO Holiday Planner Out Now



The new 2011 AGO Holiday Planner in the second week of January was distributed to more than 120 Visitor Centres across the state.

Each year, we rotate one of our sub-regions as the main cover pic and this year it was the turn of the coastal region.

This Holiday Planner at 104 pages is the largest tourism brochure produced by a WA Regional Tourism Organisation. A digital version of the planner is also available from www.australiasgoldenoutback.com

We would sincerely like to thank all operators and Shires in the AGO region, who supported the 2011 planner with their advertising and Shire information.

New AGO Website Coming

As part of Tourism Western Australia's review last year, all five Regional Tourism Organisations will now be responsible for developing and operating their own websites.

In the past, Tourism Western Australia handled this on a fee for service basis, and all five websites had a similar look and feel. To maintain this common identity, the five RTO's jointly sought quotes and new sites are presently being developed by Vivid Design.

It is anticipated the new look AGO website will be up before the end of this financial year. Some new features will include improved access for paid up members and Shires to provide information on their products, as well as space for specific product advertising on the home page.

100 German Travel Agents visit Esperance and the Outback



Meier's Weltreisen, one of the biggest travel wholesalers in Germany, each year hosts their 100 top agents to a destination somewhere in the world. This year with the cooperation of Tourism Western Australia, Tourism Australia, Qantas and Australia's Golden Outback and Esperance Regional Tourism Association, 100 German travel agents converged on Esperance for a 3 day workshop and familiarisation, over the 3-7 March period.

The 100 agents were split into 5 groups of 20, most of whom also undertook an educational through parts of the Wheatbelt, the Goldfields and the Nullarbor, either on the way to or from Esperance.

Two half day trade workshops were held outdoors at scenic locations on Cape Le Grand Beach and on Woody Island.

As well as experiencing some of Esperance's scenic attractions, evening dinner functions were held at the Esperance Yacht Club, the Gibson Soak Hotel and the Esperance Surf Club.

AGO would specifically like to thank Tourism Western Australia, Esperance Regional Tourism Association, Esperance accommodation and touring operators and the Shire of Esperance for their fantastic assistance in ensuring these agents experienced some of region's best hospitality and attractions.

As a result of this first hand experience for the travel agents, we look forward to welcoming more German tourists to the AGO region in the near future.

Living Black - Kepa Kurl

AGO would like to thank Doc Reynolds, Mark Adamson and the entire Kepa Kurl crew for the exposure they were able to generate on the 'Living Black' program shown on SBS Sunday 21 and Monday 27 March.

The 5 minute segment was shot on a beautiful sunny day and in addition to highlighting Aboriginal cultural tourism and art in the area, it showed stunning white beaches and the clear turquoise waters for which Esperance is so famous. To view the Kepa Kurl segment, visit www.sbs.com.au/shows/livingblack/about/page and scroll down to Watch Online "Kepa Art" and "Kepa Kurl".

Nullarbor Links on RACQ WA Map



RAC Queensland re-printed their popular WA map and AGO negotiated for the Nullarbor Links and other iconic AGO attractions to be featured on the map's front cover this year.

RACQ is recognised as a leading motoring organisation with thousands of members who can obtain the map at no cost, for their next Western Australian self drive holiday.

Being based in Queensland, a large number of their members are seniors or retirees that have the time to travel on a self drive holiday to the West.

PostcardsWA AGO - On Air 3 & 24 April!

AGO and Tourism Western Australia have again been involved with Channel 9 to produce a series of PostcardsWA TV shows for 2011, with AGO featured in two separate programs. Filming took place over summer and the two AGO segments are about to go to air.

The AGO programs will run as two x half hour shows. The first show will be shown on Channel 9 and WIN, 5.30pm on Sunday 3 April. The second AGO show will be shown on both stations, Sunday 24 April at 5.30pm. Because the 24 April show is running over the Easter holidays, this second program will be repeated on Sunday 3 July.

Korean Journalist completes the World's Longest Golf Course



Tourism Western Australia and AGO were recently involved in hosting one of Korea's most prominent sports and travel journalists to experience the world's longest golf course, the award-winning Nullarbor Links.

Mr Cho, an enthusiastic golfer, drove the entire distance from Kalgoorlie to Ceduna, playing every hole and meeting the locals.

He is thought to be the first Korean to have completed the entire 1,365 kilometre course. TWA Korea have reported a number of articles have already appeared in major Korean magazines. Mr Cho is so proud of his achievement, he has framed his Nullarbor map and Nullarbor Links certificate, for display in his office.

Goldfields Tourism Network Formed

A major tourism initiative has taken place in the Goldfields region with the forming of a **Goldfields Tourism Network**, managed by Arianne Webb.

Five Goldfields Shires including Laverton, Leonora, Menzies, Kalgoorlie-Boulder and Coolgardie have provided funding for the GTN to market the region. Arianne Webb, previously the Manager of Golden Quest Discovery Trail is now the Manager of Goldfields Tourism Network.

Arianne will continue to promote the Golden Quest Discovery Trail as one of the products and attractions in the GTN. AGO would like to congratulate the Shires and Arianne for their increased efforts in the promotion of tourism to the Goldfields region.

Advertising

52 Short Breaks - Sunday Times Feature



Australia's Golden Outback took out a full page advertisement promoting various Outback self drive routes in the Sunday Times '52 Short Breaks' feature published on 10 October.

The advert contained information on some of our well promoted self drive routes, together with details on how to purchase copies of some of the trail books.

Esperance Pre Summer Sale



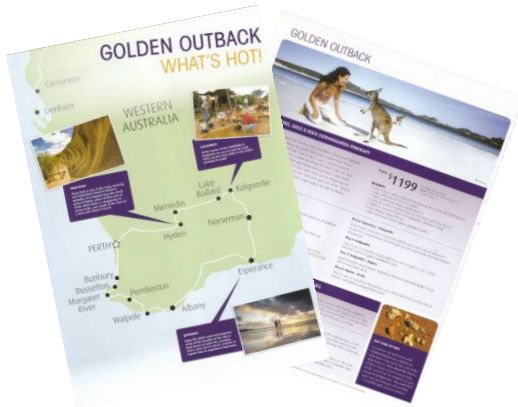
The Shire of Esperance, Esperance Regional Tourism Association and AGO cooperatively ran an 'Esperance Pre Summer Sale tactical campaign' in the Sunday Times and Kalgoorlie Miner.

A total of 14 press ads ran weekly from 17 October - 1 December, aimed at encouraging holidaymakers to visit the region during the pre-summer shoulder period.

Some 30 accommodation providers in Esperance, ranging from motels through to B&B's, chalets, apartments and houses provided a value add offer of book 3 nights and get the 4th night free.

Joining them in this campaign were some 14 other discount offers provided by tour companies, shops, galleries, restaurants and attractions. Many thanks to the Shire of Esperance and ERTA for contributing funds towards this tactical campaign and the Esperance Visitor Centre for handling the reservations.

House of Travel New Zealand WA Holiday Deals



Tourism WA and the five RTO's were involved in a campaign in New Zealand, with a local New Zealand wholesaler House of Travel. A special brochure was produced for the campaign featuring AGO product and self drives.

Advertising for the campaign ran in print, on radio and included an online competition with consumers winning a trip to Western Australia.

Tourism WA's Extraordinary Domestic Campaign



As an extension of the 'Extraordinary Taxi Ride' campaign, Tourism Western Australia has been undertaking press, magazine and cinema advertising with a series of ads promoting the taxi ride itineraries and experiences.

A special 3 minute AGO cinema commercial was generated from the taxi ride footage. It features the Goldfields and Gormley Sculptures at Lake Ballard and has been shown in selected WA and east coast cinemas.

Double page press advertisements were created for magazines and newspapers, an AGO based ad ran in The West Australian travel section on 23 October.

AGO November Self Drive Campaign

AGO ran a self drive campaign in November in the Sunday Times Escape. Adverts appeared almost weekly promoting 'Extraordinary' self drives to Esperance and Coast, Goldfields and Nullarbor Links and the both Northern and Southern Wheatbelt regions.

EXTRAORDINARY ESPERANCE PRE SUMMER SALE AND SELF DRIVES
 The best of the South West
 The longest beach in the world Lucky Bay
 Lighthouse Esperance, Western Australia

3 day self drive - Coastal Esperance Self Drive
 Discover the coastline from the world's longest beach to the rugged coast of Esperance. Includes: Lucky Bay, Esperance, and the Lighthouse.

2 day self drive - Esperance & Lakes Self Drive
 Discover the inland beauty of Esperance and the lakes region. Includes: Esperance, Lake Stirling, and Lake Stirling National Park.

4 day self drive - Esperance & Rock Self Drive
 Discover the rugged beauty of Esperance and the rock formations of the region. Includes: Esperance, the Rock, and the surrounding area.

Call WA Visitor Centre 1800 812 808

EXTRAORDINARY GOLDFIELDS & NULLARBOR SELF DRIVES
 The Goldfields and Nullarbor region offers a unique experience. Includes: Kalbarri National Park, Lake Stirling, and the Nullarbor Plain.

3 day self drive - Kalbarri National Park Self Drive
 Discover the beauty of Kalbarri National Park. Includes: Kalbarri National Park, Lake Stirling, and the surrounding area.

2 day self drive - Lake Stirling Self Drive
 Discover the beauty of Lake Stirling. Includes: Lake Stirling, the surrounding area, and the surrounding area.

3 day self drive - Nullarbor Plain Self Drive
 Discover the beauty of the Nullarbor Plain. Includes: the Nullarbor Plain, the surrounding area, and the surrounding area.

Call WA Visitor Centre 1800 812 808

EXTRAORDINARY SOUTHERN WHEATBELT SELF DRIVES
 Discover the beauty of the Southern Wheatbelt. Includes: the Swan Valley, Margaret River, and the South Coast.

3 day self drive - Swan Valley Self Drive
 Discover the beauty of the Swan Valley. Includes: the Swan Valley, the surrounding area, and the surrounding area.

3 day self drive - Margaret River Self Drive
 Discover the beauty of Margaret River. Includes: Margaret River, the surrounding area, and the surrounding area.

3 day self drive - South Coast Self Drive
 Discover the beauty of the South Coast. Includes: the South Coast, the surrounding area, and the surrounding area.

Call WA Visitor Centre 1800 812 808

EXTRAORDINARY NORTHERN WHEATBELT SELF DRIVES
 Discover the beauty of the Northern Wheatbelt. Includes: the North West, the North East, and the North South Coast.

2 day self drive - North West Self Drive
 Discover the beauty of the North West. Includes: the North West, the surrounding area, and the surrounding area.

2 day self drive - North East Self Drive
 Discover the beauty of the North East. Includes: the North East, the surrounding area, and the surrounding area.

3 day self drive - North South Coast Self Drive
 Discover the beauty of the North South Coast. Includes: the North South Coast, the surrounding area, and the surrounding area.

Call WA Visitor Centre 1800 812 808

These ads provided holidaymakers with specific self drive itineraries including driving times, distances and attractions.

Consumer Events Attended by AGO

Kings Park Wildflower Festival - 24-27 September

AGO exhibited a large marquee promoting 'Outback Wildflowers' at the Kings Park Wildflower Festival. Despite a poor 2010 wildflower season due to drought conditions throughout most of our region, some 25,000 consumers attended the festival with many visiting the AGO stand seeking up-to-date information.

The AGO stand was staffed by a number of volunteers from our region and we would like to thank the following people for giving up their time to help us promote Outback Wildflowers:

- Brent Parkinson - Shire of Dalwallinu
- Sonya Thomas - Wongan Hills Visitor Centre
- Rod Clarke - Wongan Hills Visitor Centre
- Ellen Bradley - Distinctive Tours

A noticeable trend at the show was a lack of European visitors, but an increase in Asian visitors. It would appear the GFC is negatively affecting visitation from long haul markets, but people from Asian countries were taking advantage of great value super low cost airfares to Perth.

4WD Adventure Show - 12-14 November

AGO took out a 12m x 9m marquee at the 4WD Adventure Show held at McCallum Park, near the Causeway Bridge. A number of operators and tourism associations contributed to the overall cost of the promotion and staffing of their own regional displays. These were:

- Esperance Regional Tourism Association
- Golden Quest Discovery Trail
- Tourism Northern Goldfields

We give a big thank you to the volunteers who gave up their time to help on the AGO stand:

- Heather Gee - Esperance Regional Tourism Association
- Arianne Webb - Golden Quest Discovery Trail
- Sarah Mazza & Laurinda Hill - Tourism Northern Goldfields
- Vern Mincherton - Wongan Hills Visitor Centre
- Brent Parkinson - Shire of Dalwallinu
- Bill Cutler & Judy Wilkie - The National Trust's Golden Pipeline
- Alf Thompson, Goldfields author & personality

This show had a record attendance of 27,437 people all interested in 4WD self drive adventures.

S.A. Caravan & Camping Show, 23-27 Feb

AGO was part of the Western Australian stand at the South Australian Caravan and Camping Show. Many thanks to Kathryn Donovan from Kalgoorlie Goldfields Visitor Centre who attended the AGO/Tourism WA stand on our behalf.

VIC. Caravan & Camping Show, 10-15 Mar

The Victorian Caravan and Camping Show is one of the biggest in Australia. Frances Jones from Wooleen Station/Gascoyne Murchison Tourism Inc was scheduled to attend the stand on our behalf, but unfortunately was unable to leave Wooleen Station due to severe flooding. At short notice AGO was able to secure a Melbourne based representative to look after our stand.

This year, two other AGO operators also attended the VIC Caravan Show in their own right. We thank Arianne Webb from Goldfields Tourism Network and Alf Caputo from Nullarbor Links for their promotion of Australia's Golden Outback in the Victorian market.

W.A. Caravan & Camping Show, 17-21 Mar



This year AGO and its regional operators had biggest presence at the Perth Caravan and Camping Show. All up, some 11 booths side-by-side formed the AGO promotional area.

Stands in the AGO area included Goldfields Tourism Network, Nullarbor Links, Gascoyne-Murchison Tourism Inc, AGO general stand, Wheatbelt, Wave Rock, Esperance Regional Tourism Association, Ravensthorpe Hopetoun Area Promotions.

All up, over 50,000 consumers attended the show and we would like to thank all the organisations and volunteers that made the huge AGO presence at the Caravan Show, the envy of other regions.

Upcoming Trade Events

Australian Tourism Exchange, 2-8 April

The biggest annual travel trade event in the southern hemisphere is Australian Tourism Exchange (ATE), this year to be held in Sydney.

Up to 600 senior travel wholesaler 'buyers' and Aussie Specialists Travel Agents from western and eastern countries worldwide, are brought to Australia by Qantas, Tourism Australia and the various state tourism organisations, to meet with 'sellers' such as AGO showcasing their holiday products.

Over the 7 days Jac Eerbeek will meet some of these buyers in 13 minute appointments, with the intention of encouraging these overseas wholesalers and travel agents to sell or feature AGO product in their new season programs.

Corroboree UK and Europe, 2-5 June

Certified 'Aussie Specialist' travel agents from UK, Europe and South Africa will be flown to Australia by Tourism Australia to participate in a 3 day training workshop to be held in Darwin. Gabby Simoni will be attending Corroboree presenting AGO's attractions and operators to the 300 travel agents that are attending.

New Product

New Lake Ballard Tour

Kalgoorlie Tours & Charters have just introduced a brand new full day Lake Ballard Sculptures Off Road Experience.

Departing every Tuesday and Friday at 9am, this tour travels on Outback tracks past historical town sites such as Ora Banda and Siberia before stopping for an Aussie BBQ. After lunch the tour continues to Lake Ballard to walk amongst Antony Gormley's Inside Australia exhibition.

Prices start at \$85 for children, \$155 for seniors and \$160 for adults. More information at www.kalgoorlietours.com

Stonehenge Taking Shape - Esperance



The Esperance Express has reported that Jillian and Kim Beale have begun construction of what is thought to be the world's only life size replica of the ancient Stonehenge Druid ruins on their Merrivale Road property, just out of Esperance.

Stonehenge/Esperance comprising of some 137 pink Esperance granite stones weighing a total of 2,500 tonnes is expected to be completed sometime in May, subject to weather and the farm's other activities.

Already some 9 trilithons are in place, with the middle pair the tallest standing some 7.7 metres high.

This attraction is located on a hill top on the way to Cape Le Grand National Park and is bound to attract lots of visitors on its completion. AGO congratulates Jill and Kim for their foresight in developing this unique attraction, another reason for visitors to linger longer, in the Esperance region.

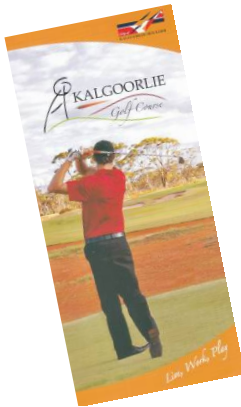
The Green Trail



A new self drive Green Trail has been developed linking in with the Golden Quest Discovery Trail. This highlights sites in the Coolgardie bio region with outstanding environmental, historic and cultural values.

At each of six Green Trail sites, holidaymakers will discover different landscapes, flora and fauna and learn about ancient Aboriginal culture. For more information on The Green Trail sites, visit www.goldenquesttrail.com

The New Kalgoorlie Golf Course



The recently developed and opened multi-million dollar Kalgoorlie Golf Course is going from strength to strength. The reticulated fairways and putting greens make a spectacular contrast to the rich red earth and gum trees surrounding this 18 hole champion golf course.

Even though it has only been open for a few months, it has already been rated by a major golfing magazine as being in the top 50 golf courses in Australia. For more information on the new course visit www.kalgoorliegolfcourse.com

Great South West Edge National Landscape Announced

After an extensive consultation process amongst regional stakeholders, the Federal Minister for Tourism the Hon Martin Ferguson AM MP, announced at the National Tourism Awards on Friday 11 March, that **The Great South West Edge Landscape** is now officially declared.

This Landscape running from Geographe Bay, along the entire south coast through Fitzgerald River National Park to Esperance and Cape Arid, is now recognised as only one of 15 Landscapes in Australia.

This Landscape will be promoted by Tourism Australia in overseas markets through their website and other associated campaigns.

For more information on the National Landscape program visit www.tourism.australia.com/en-au/marketing/5651_national-landscapes-program.aspx

For further information on any of these articles, please contact Jac Eerbeek, ceo@goldenoutback.com or Gabby Simoni, marketing@goldenoutback.com