

National Landscapes

A partnership between conservation and tourism

Background

The National Landscapes Program is a partnership between the conservation and tourism management sectors. The program captures and promotes the best of Australia to achieve conservation, social and economic outcomes for the country and its regions.

Australia has one of the world's most distinct and rich environments. It is also home to the world's oldest living culture. Australians have a lifestyle that is admired the world over.

It is these compelling assets that make Australia a highly desired visitor destination – one that we must interpret, visit and conserve.

The program

Tourism Australia and Parks Australia have formed a partnership to identify landscapes which capture the essence of Australia and offer distinctive natural and cultural experiences. Their aim is to brand and market these areas according to the unique experience each one offers to the global audience known as Experience Seekers – the target market of Australia's tourism marketing organisation, Tourism Australia.

The National Landscapes Program is designed to identify the best of Australia's natural and cultural landscapes – inspirational destinations that transcend borders and boundaries. In doing so, the program identifies the very best of Australia for the Experience Seeker who wants to get off the beaten track and immerse themselves in local culture.

A National Landscape goes beyond individual National Parks or iconic visitor attractions. The program transcends municipal and State boundaries. National Landscapes are united by their topography, and their environmental or cultural significance. This approach encourages greater collaboration between the parties that govern, preserve and promote these landscapes.

Essential to the success of this program is the long-term planning that brings together the National Landscapes Reference Committee to deliver both conservation and tourism outcomes. The National Landscapes Reference Committee includes government agencies such as Tourism Australia, Parks Australia, the Department of Resources, Energy and Tourism, as well as representatives from key Australian tourism, ecotourism, academic and conservation sectors.

Each landscape must meet certain criteria for selection. These include a commitment to:

- Protecting Australia's distinctive natural and cultural assets for our future.
- Aligning to Brand Australia and National Landscape values.
- Sustainability.
- Ongoing leadership and management.
- Co-operative regional planning and appropriate infrastructure.
- Building and sharing knowledge.

In identifying Australia's quintessential National Landscapes, the aim is to encourage regional planning, including the appropriate provision of access and infrastructure in balance with natural and cultural conservation outcomes. The program also aims to enhance the value of tourism to the regional economy and the role of protected areas in that economy.

Outcomes of the National Landscapes Program

The key outcomes of the National Landscapes Program are:

- To ensure tourism agencies, conservation agencies, infrastructure agencies, industry players and local government are collectively responsible for the conservation and enhancement of Australia's outstanding natural and cultural experiences for the future.
- To raise awareness and encourage visitation to these landscapes by Australia's global target market to achieve positive social, economic and environmental outcomes.
- To ensure that each landscape's natural and cultural experiences meet the target market expectations. These expectations are driven by evocative and focussed marketing strategies.

Outcomes for tourism operators

Operators in National Landscapes are likely to attract high-yield Experience Seekers – visitors who stay longer and travel more widely than other visitors.

Tourism operators working in National Landscapes will have access to:

- A unified, high profile brand from which marketing programs can be easily developed.
- A common marketing platform that all tourism operators in the National Landscape can use cooperatively.
- Toolkits to support marketing activities.
- Worldwide promotion through co-operative PR, media and digital activity targeting Experience Seekers.

The future

The National Landscapes Reference Committee, in partnership with Regional Steering Committees, will continue to work through key selection criteria and the selection process to identify future areas to be promoted as National Landscapes. The aim of this program is to ensure that Australia's collection of unique natural and cultural experiences are at the top of the list for every Experience Seeker.