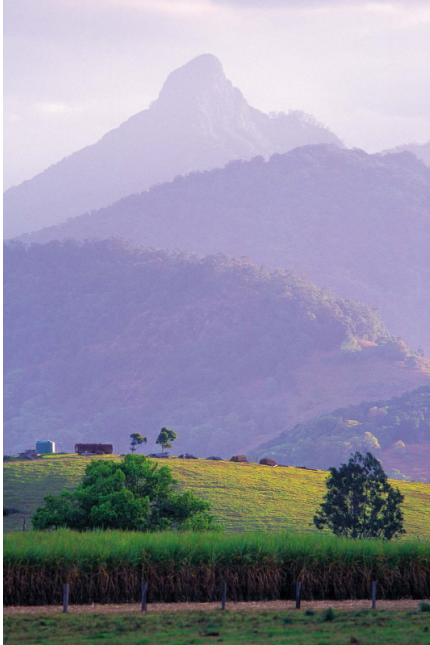

MT WARNING *WOLLUMBIN* CALDERA

National Landscapes Project UPDATE

The Mt Warning *Wollumbin* Caldera Steering Committee will be issuing regular updates on the progress of the National Landscapes strategy over the coming months to stakeholders who have expressed their interest by attending the initial workshops. If you would like more information on the process, contact the Committee's Executive Assistant, Wendy Miller on 07-5536 4244 or via email: marketing@tweedtourism.com.au. Please feel free to forward this email to any other parties who may be interested.

Issue No. 1 - January 2008



IN THIS ISSUE:

Mt Warning *Wollumbin* Caldera accepted into brand development phase

Calais Consultants & Associates appointed to conduct Branding and Experiences Audit

Regional workshops generate solid support for National Landscapes Project

Steering Committee established

What is the Mt Warning *Wollumbin* Caldera?

WE'RE OFFICIALLY IN THE RUNNING!

Tourism Australia has confirmed that the Mt Warning *Wollumbin* Caldera has been officially accepted into the brand development phase of the National Landscapes project.

This is a significant step forward in our application to become one of only a limited number of regions in Australia to be accepted as part of this major marketing initiative. If we are ultimately approved as a 'National Landscape', the Mt Warning *Wollumbin* Caldera will be showcased as a key natural and cultural landscape which Tourism Australia will promote as offering the 'very best of Australia' for the global audience of Experience Seekers.

This broad-based market segment is characterized by international travellers who prefer to get off the beaten track and be immersed in local culture. They encompass all socio-economic groups and tend to stay longer and travel far more widely than other visitors. Through the National Landscapes project, Tourism Australia will develop a unique and representative brand identity that matches the desires of the Experience Seeker, for each of the selected regions.

As such, it represents a unique opportunity for the Mt Warning *Wollumbin* Caldera to play an upfront role in Tourism Australia's global marketing and increase international and national visitation to the region.

BRANDING CONSULTANTS ON BOARD

The Steering Committee has supported Tourism Australia's appointment of Calais Consultants and Associates as the Branding and Experiences Audit Consultants for the Mt Warning *Wollumbin* Caldera.

Calais Consultants have a wealth of experience in the tourism and hospitality industry, having worked on a wide range of projects for Tourism Australia, Tourism NSW, the Sydney Olympic Park Authority and a number of Regional Tourism Organisations in NSW and Queensland.

Their team for our branding exercise will include Satwant Calais, Mahesh Enjeti, Bruce Dickson and Michelle Serone. Over the next 4-5 months, they will work closely with local stakeholders to develop a unique promotional identity for the Mt Warning *Wollumbin* Caldera which will encompass:

- An identifiable name for the region (please note – Mt Warning *Wollumbin* Caldera is a working title only)
- Guidelines for how the region will be presented in words and images that will directly appeal to the target market
- An audit of products which can be promoted to the target market through the National Landscapes project
- Identification of potential opportunities, product gaps and infrastructure needs.

We anticipate that this branding exercise will be completed in April/May and presented to Tourism Australia for their consideration of the region's acceptance as a National Landscape.

HOW WE GOT THIS FAR

The acceptance of the Mt Warning *Wollumbin* Caldera into the branding phase of Tourism Australia's National Landscapes project has followed a series of workshops held throughout the region over the past few months.

The workshop roadshow travelled to Murwillumbah, the Gold Coast and Beaudesert to brief local tourism operators, associations, Council representatives and other interested stakeholders.

These presentations included an introduction to the National Landscapes project, an overview of the Mt Warning *Wollumbin* Caldera footprint and a summary of how our region meets the project criteria.

Based on widespread support for the initiative, a Working Group was formed to liaise further with Tourism Australia and advance the Mt Warning *Wollumbin* Caldera's application for acceptance.

STEERING COMMITTEE APPOINTED

An official Steering Committee has now been appointed to liaise with Tourism Australia and Calais Consultants & Associates during the brand development phase:

Robyn Rae (Chair) – Rainforest Way
Joanne Gurney – Tweed Tourism
Michael Curtis – Gold Coast Airport
Mark Johnston – Northern Rivers Region Parks & Wildlife Group
Steven Holle – Gold Coast Tourism
Nick McGuire – Beaudesert Shire Council
Mitch Lowe – Lismore City Council
Suzie Coulston – Kyogle Council
Ros Derrett – Office of Regional Engagement, Southern Cross University
Wendy Miller (Executive Assistant)

Two sub-committees have also been appointed to manage the Branding and Experience Audit processes.

WHAT IS THE MT WARNING *WOLLUMBIN* CALDERA?

'Mt Warning *Wollumbin* Caldera' is the interim working title chosen for an area stretching across Northern NSW and Southeast Queensland, encompassing the geographical footprint of the world's second largest shield volcano.

The area being considered for the National Landscapes branding circles out from the central volcanic plug of Mt Warning to the surrounding Tweed Valley and escarpment, extending further across the ancient lava flows and the landscapes they have created.

As such, the region is roughly bounded by the Gold Coast hinterland and Beaudesert Shire in the north, Kyogle and the foothills of the Great Dividing Range to the west, and Lismore/Byron Bay in the south.

Within this landscape, the rich volcanic soils and subtropical climate have created a veritable Garden of Eden, surrounded by World Heritage rainforests, renowned as one of Australia's most biodiverse flora and fauna eco-systems.

The experiences available here marry perfectly with the goals of the National Land-