
MT WARNING *WOLLUMBIN* CALDERA National Landscapes Project UPDATE

Please forward this email on to anyone you know who is involved in the local tourism industry or who may be interested in the future of sustainable tourism in Northern NSW and south-east Queensland. For more information on the National Landscapes program, contact the Committee's Executive Assistant, Wendy Miller on 07-5536 4244 or via email: marketing@tweedtourism.com.au

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MT WARNING *WOLLUMBIN* CALDERA TO BE BRANDED 'AUSTRALIA'S GREEN CAULDRON'

For those of you who weren't able to attend our presentation in Murwillumbah earlier this month, we are very pleased to announce that the chosen brand name for the Mt Warning *Wollumbin* Caldera is ...

Australia's Green Cauldron

We had an excellent roll-up at the presentation, with over 80 stakeholders, industry operators and Council/government representatives from the entire Caldera region in attendance, along with a strong contingent of local media.

After a very moving and emotive 'Welcome to Country' by Kyle Slabb on behalf of the Wollumbin Indigenous Consultative Committee, our Steering Committee Chair, Robyn Rae, made the official announcement that the Mt Warning *Wollumbin* Caldera has been accepted as a National Landscape and will be marketed internationally by Tourism Australia as Australia's Green Cauldron.

This was followed by a presentation from Mahesh Enjeti of Calais Consultants and Associates who were appointed by Tourism Australia earlier this year to develop the branding strategy. Mahesh explained the thinking behind the brand name and how it encapsulates the spirit of the Wollumbin Caldera's landscape and culture.

Overall, the new brand name was well received, generating plenty of enthusiasm for the fact that we have taken the first steps to forge an ongoing partnership between conservation and tourism management that will ultimately ensure the protection of this very special and truly unique landscape.

If you would like a copy of the information that was handed out on the day, incorporating the brand development information and the suggested language we use in our collateral, please contact ea@tweedtourism.com.au

[We would also like to extend our thanks to Mahesh Enjeti who gave his time free of charge to fly up from Sydney for the presentation. One of the unexpected bonuses of the National Landscapes process has been the relationship we have established with one of Australia's foremost branding and strategy consultancies who have continued to assist us far beyond the parameters of their contract with Tourism Australia.]

THE BIGGER PICTURE

Federal Minister for Tourism, the Honourable Martin Ferguson AM MP, officially launched Tourism Australia's first eight National Landscapes at the Australian Tourism Exchange in Perth on the weekend.

Australia's GreenCauldron is in great company and will be marketed internationally alongside:

- Australia's Red Centre, NT
- Kakadu, NT
- Flinders Ranges, SA
- Great Ocean Road, Vic
- Australian Alps, NSW/Vic
- Australia's Coastal Wilderness, Vic
- Greater Blue Mountains, NSW

In the coming years, the National Landscapes Reference Committee will continue to work in partnership with Regional Steering Committees around Australia to identify additional areas that meet the key selection criteria as 'unique natural and cultural experiences'.

Ultimately, the program is designed to ensure that Australia's National Landscapes are at the top of the list for every global Experience Seeker.

WHERE TO FROM HERE

The next phase of the project will be the development of a unified brand identity for each of the selected National Landscapes.

The key word here is 'unified' – i.e. that each National Landscape will have a unique, instantly identifiable brand that represents the region in question AND fits in with the look and feel of Tourism Australia's overarching National Landscapes marketing.

The brand ultimately developed for Australia's Green Cauldron will provide a common marketing platform that all tourism operators in the Wollumbin Caldera region can use cooperatively to develop and enhance the region's profile.

As with the initial branding strategy and product audit, this brand development phase of the project will be commissioned by Tourism Australia, working in close cooperation with the Mt Warning Wollumbin Caldera National Landscapes Steering Committee.

At this stage, we should also point out that, as the commissioning authority of the National Landscapes branding strategy, Tourism Australia holds the copyright to the brand 'Australia's Green Cauldron' and any variation thereof, together with all its potential applications (e.g. websites, brochures, etc.)

Whilst we certainly appreciate the enthusiasm with which our stakeholders have accepted the new brand name, we have been advised that the words 'Australia's Green Cauldron', 'Green Cauldron', 'The Green Cauldron' or any other related phraseology cannot be independently owned and that the brand cannot be represented in any logo format – i.e. involving the use of unique colours, fonts, graphics, etc – other than the version that is ultimately developed and approved by Tourism Australia's National Landscapes Reference Committee.

What this all means is that, while you are all welcome to promote the fact that you are part of 'Australia's Green Cauldron' in any copy or text you may be writing, the words cannot be designed into any sort of logo or brand.

Aside from the legalities of the situation, I'm sure you can all appreciate the logic behind this – i.e. that the whole benefit of the National Landscapes program can only be realised if we all work under the same brand umbrella as part of Tourism Australia's overall program. Random logos or graphic representations developed by individual stakeholders will ultimately only confuse the marketplace and detract from the power of the official brand identity once it is launched.

We would really appreciate everyone's cooperation in this matter. If you have any questions whatsoever regarding your usage of the new brand name, please contact the Steering Committee for clarification – email: ea@tweedtourism.com.au.

In the meantime, we assure you that we will be moving into the branding process as soon as we possibly can.

Click [here](#) for more information on Tourism Australia's National Landscapes project.