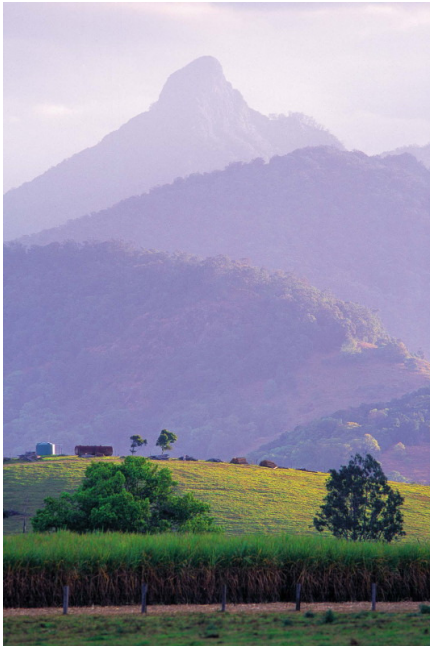

MT WARNING *WOLLUMBIN* CALDERA

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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WE'RE IN!

On June 15, the Minister for Tourism, the Honourable Martin Ferguson MP, will officially launch Tourism Australia's National Landscapes program and announce the first eight regions to be classified as Australia's new 'must see' destinations.

We are very pleased to tell you all that the Mt Warning *Wollumbin* Caldera is one of those regions that will be named.

Our selection is the result of a sustained effort by tourism industry representatives from Northern NSW and south-east Queensland, followed by an extensive and in-depth brand development process carried out by Calais Consultants and Associates over a five-month period.

Their detailed report was presented to the Mt Warning *Wollumbin* Caldera National Landscapes Steering Committee at the end of March, incorporating the identification of a National Landscapes brand and an audit of experiences available in the region.

After further discussion, their recommendations were accepted and presented to Tourism Australia for their final approval of the *Wollumbin* Caldera as an official 'National Landscape'.

Tourism Australia's official launch of the program on June 15 will be held during the Australian Tourism Exchange (ATE) in Perth. Due to the constraints of travel, there will be only a very few representatives from the Steering Committee in attendance so we will be holding our own local announcement on Tuesday, June 10 at the Tweed River Regional Art Gallery.

An official invitation will follow but we are asking all our stakeholders to mark that day in their diaries.

FIND OUT WHAT NATIONAL LANDSCAPES MEANS FOR YOU

In addition to celebrating our success at being named a National Landscape, our get-together at the Tweed River Regional Art Gallery on June 10 will also include a full workshop briefing on what this will mean to our tourism industry and how we can all capitalise on the international exposure it is expected to bring to the region.

Whilst his attendance has not yet been confirmed, we will be inviting Calais Consultants' Brand and Strategy Specialist, Mahesh Enjeti to give an abridged version of his report presentation, explaining the research and thinking that has gone into the brand development.

We are also hoping that Bruce Leaver from Parks Australia will be available to provide an overview of the National Landscapes strategy and how the Wollumbin Caldera fits into the bigger picture.

This event will be a key opportunity to learn what this exciting initiative means for you. As such, we are issuing an open invitation for all tourism operators, council representatives and other interested stakeholders in the Tweed, Ballina, Byron, Lismore, Kyogle, Scenic Rim, Gold Coast hinterland and Gold Coast regions to attend.

Please feel free to pass this newsletter and the invitation we will be sending in the next few days on to anyone who you think may be interested in coming along.

A VERY BIG THANK YOU TO OUR COMMITTEE MEMBERS

At this landmark stage of the National Landscapes process, it seems timely to acknowledge the hard work and commitment of all our Steering and Sub-Committee members.

This exercise has brought together representation from five local government areas in the cross-border region, as well as from the Department of State Regional Development, Parks and Wildlife, the tourism industry and the local indigenous community.

In addition to hosting and assisting the consultants during their explorations, our committee members have attended regular meetings at which they've all made a substantial contribution to the vigorous debates which have ultimately ensured the best possible outcome.

Particular thanks must go to our Steering Committee Chair, Robyn Rae, who has put in countless numbers of hours in a voluntary capacity (and the Rainforest Way Management Committee whose support enabled Robyn's participation). Our appreciation is also extended to:

Joanne Gurney - Tweed Tourism
Michael Curtis - Gold Coast Airport
Mark Johnston - Northern Rivers Region Parks & Wildlife Group
Steven Holle - Gold Coast Tourism
Tanya Lipus - Scenic Rim Regional Council
Mitch Lowe - Lismore City Council
Suzie Coulston - Kyogle Council
Ros Derrett - Office of Regional Engagement, Southern Cross University
Kyle Slabb - Wollumbin Indigenous Consultative Committee
Phil Villiers - Tweed Tourism
Frances Cream - Gold Coast Airport
Karen Ransome - Verve Consulting
Wendy Miller (Executive Assistant)

and Sub-Committee members:

Mary Watson - Gold Coast City Council
Craig Jenkins - DSRD Lismore
Trevor Wilson - DSRD Tweed
Innes Larkin - Beaudesert Country Tourism
Bernie Cochrane - O'Reilly's Rainforest Retreat
Nick McGuire - Scenic Rim Regional Council
Craig Wall - National Parks & Wildlife Northern Branch
Susana Heraud - Tourism Australia
Bill Mabey - Tourism New South Wales

WHAT IS THE MT WARNING *WOLLUMBINCALDERA*?

'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 Landscapes project, offering a mix of off-the-beaten-track locales, National Parks and nature-based activities, accessed by scenic touring routes and supported by established visitor infrastructure.

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

