

**MT WARNING *WOLLUMBIN*  
CALDERA  
National Landscapes Steering Committee**



**MT WARNING *WOLLUMBIN* CALDERA  
NAMED AS A 'NATIONAL LANDSCAPE'**

The Mt Warning *Wollumbin* Caldera stretching across northern NSW and south-east Queensland has been named as a 'National Landscape' and will be marketed as 'Australia's Green Cauldron' by Tourism Australia to travellers from all over the world.

The official announcement was made today [June 10, 2008] at the Tweed River Regional Art Gallery to a gathering of tourism industry operators, representatives from the five Council areas involved and other interested stakeholders from the region.

"This classification positions the Mt Warning *Wollumbin* Caldera with iconic locations like the Red Centre, Kakadu and the Flinders Ranges as a uniquely Australian landscape and a must-see destination," said Robyn Rae, Chair of the Mt Warning *Wollumbin* Caldera National Landscapes Steering Committee.

"Whilst those of us who live here have always known how special this area is, we are thrilled that it is now being recognised by other people too."

The area covered by the National Landscapes classification encompasses the entire geographical footprint of the largest shield volcano in the Southern Hemisphere, extending over 5000 square kilometres.

It circles out from the central volcanic plug of Mt Warning to the surrounding Tweed Valley and escarpment, taking in the ancient lava flows that stretch out to the Gold Coast hinterland and Scenic rim in south-east Queensland, to Kyogle and the foothills of the Great Dividing Range in the west and down to Lismore and Byron Bay.

"Securing this classification has been a joint cross-border effort, bringing together representatives from five local Council areas across two states," said Ms Rae.

"Our steering committee and sub-committees also included tourism operators, environmental agencies, infrastructure managers and local tourism authorities who will

continue working together to ensure that all issues relating to conservation and tourism are addressed.

“Through the input of everyone concerned, Tourism Australia’s branding specialists, Calais Consultants & Associates, were able to develop clear guidelines for how the region will be presented which ultimately led to the creation of our new brand name.

“As an official National Landscape, Australia’s Green Cauldron will now play an upfront role in Tourism Australia’s global marketing to increase international and national visitation to the region.”

The National Landscapes program is a joint initiative by Parks Australia and Tourism Australia to identify a select number of landscapes which “capture the essence of Australia and offer distinctive natural and cultural experiences.”

The first eight regions to be chosen will be launched by Federal Minister for Tourism, the Hon. Martin Ferguson AM MP, at the Australian Tourism Exchange in Perth on June 15.

These regions are: The Red Centre and Kakadu in the Northern Territory, the Flinders Ranges in South Australia, the Great Ocean Road and the Wilderness Coast around Lakes Entrance in Victoria, the Australian Alps in the NSW/Victoria border region, the Blue Mountains west of Sydney and Australia’s Green Cauldron.

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Mt Warning *Wollumbin* Caldera National Landscapes Steering Committee

**FURTHER INFORMATION:**

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