

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



**MT WARNING CALDERA MOVES  
CLOSER TO NATIONAL ICON STATUS**

The Mt Warning caldera is officially in the running to be accepted as one of Australia's iconic National Landscapes.

Following a series of workshops with key stakeholders in Northern NSW and Southeast Queensland and intense lobbying by the local Mt Warning *Wollumbin* Caldera National Landscapes Steering Committee, Tourism Australia recently announced that the region has been admitted into the experience branding and audit phase of the acceptance process.

The National Landscapes program was launched by Tourism Australia and Parks Australia in December 2006.

"The aim of the program is to identify a select number of destinations across the country that exemplifies the very best experiences that Australia has to offer," said Wendy Hills, Co-Convenor, National Landscapes Reference Committee.

"The chosen areas will then be promoted nationally and internationally under the National Landscapes brand to the 'first-time experience seeker' target market, as key destinations to visit in Australia."

The Mt Warning caldera has been identified as a possible contender due to the unique nature of its volcanic origins and subsequent evolution as one of Australia's most biodiverse flora and fauna eco-systems.

"The area under consideration stretches across a sizeable portion of Northern NSW and Southeast Queensland, and encompasses a total of eleven National Parks, the majority of which have World Heritage status," said the Chair of the Mt Warning *Wollumbin* Caldera National Landscapes Steering Committee, Robyn Rae.

"It circles from Mt Warning and the surrounding Tweed Valley to the Scenic Rim escarpment and beyond to include the lava flows that stretch towards Lismore and Byron

Bay in the south, Kyogle and the foothills of the Great Dividing Range in the west and Beaudesert and the Gold Coast Hinterland in the north.”

The National Landscapes ordination would serve as an umbrella branding for the National Parks, touring routes and established tourism infrastructure.

“If we are ultimately accepted as a National Landscape, Mt Warning and the surrounding region would be positioned at the forefront of Tourism Australia’s destination marketing strategy,” said Ms Rae.

“Their targeted ‘experience seeker’ market represents exactly the sort of serious, environmentally conscious traveller that would bring significant benefits to the region in a sustainable manner.

“These are the visitors who prefer to get off the beaten track and immerse themselves in the real culture of a destination. It’s a segment that is not defined by socio-economic parameters but, as travellers, they tend to stay longer and therefore spend more without the impact of mass market group tourism.”

According to Ms Rae, acceptance into the National Landscapes program would also serve as a catalyst for long-term strategic planning to manage the development of infrastructure, products and experiences within the context of the branding’s conservation, environmental and sustainability guidelines.

Having been officially accepted by the National Landscapes Reference Committee as a candidate, the Mt Warning *Wollumbin* Caldera Steering Committee will now work with consultants over the next four-months to conduct an experiences audit and develop an identifiable National Landscape brand that reflects the region’s individual attractions.

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