

AUSTRALIA'S SOUTH WEST

MEDIA KIT



AUSTRALIA'S
South West

WELCOME TO AUSTRALIA'S SOUTH WEST

Thank you for taking the time to research, and hopefully experience, our special corner of Australia. Our region is rich and diverse in its terrain, nature, climate, lifestyle and travel experiences, and wherever you go in Australia's South West you'll find warm hospitality and passionate locals happy to share their stories and show you their favourite places.

Some of our attractions will likely be familiar – Margaret River's surf breaks and vineyards, Albany's ANZAC heritage, Pemberton's giant karri trees, the Cape to Cape coastal hiking track, and the Busselton Jetty.

But we also have many surprises to share. With 1000km of coastline, 24 national parks, paddock to plate culinary experiences, a strong arts culture, nature and eco experiences and new trails to venture out on, there are still many hidden gems to unearth.

This media kit is designed to provide practical information to media representatives visiting the region and we'd recommend also having our Holiday Planner on hand for detailed information on what to see, do, taste, and experience in Australia's South West.





PAYING RESPECT TO COUNTRY

Australia's South West acknowledges that our role is to attract visitors to lands owned by the traditional custodians of the South West, the Noongar people. We recognise the deep connection to the land, waters and communities here in Noongar Boodjar. We pay homage to their people by encouraging visitors to respect and learn about the world's oldest living culture.

Bunbury Geopraphe |
Pinjarup, Wilman and Kaneang
(Ganeang on the Gnaala Karla Boodja site)
Margaret River Region |
Wadandi Country
Southern Forests & Valleys |
Pibelman & Kaneang Country
Great Southern |
Minang & Koreng Country

ABOUT AUSTRALIA'S SOUTH WEST

Australia's South West is the peak regional tourism organisation for the South West of Western Australia. We represent our region's attractions, tourism businesses and products and undertake a range of promotional activities in intrastate, interstate and international markets. Our team has a wealth of knowledge about our region and we're available for advice on international market-ready product, new product, local tips and bespoke itineraries.

OUR CEO AND SPOKESPERSON



Catrin Allsop is our Chief Executive Officer, spokesperson and passionate advocate for Australia's South West. She is available for interviews about the region in relation to tourism, travel, industry issues, new product, and marketing initiatives.

We welcome you to use the quote below:

"Australia's South West is one of five Regional Tourism Organisations in Western Australia. We are proud to represent a diverse region with its natural beauty, produce, community and character. As an organisation, we strive to be leaders and to grow a sustainable, collaborative and vibrant tourism region."

- Catrin Allsop, Chief Executive Officer,
Australia's South West

MEDIA SUPPORT

We welcome the opportunity to work with media on any pieces about the South West in the context of tourism. Please feel free to contact us for comment or for the opportunity for live interviews where appropriate.

Janice Platt
janice.platt@australiassouthwest.com

- BIBBULMUN TRACK
- CAPE TO CAPE TRACK
- MUNDA BIDDI TRAIL
- NATIONAL PARK



PLAN YOUR ROAD TRIP

DISTANCES BETWEEN TOWNS IN KILOMETRES AND HOURS

Tip: Take a break from driving every 2 hours to stay alert and avoid driving at dawn and dusk, when wildlife is more active on roads.

	Perth	Bunbury	Busselton	Margaret River	Augusta	Nannup	Bridgetown	Manjimup	Pemberton	Walpole	Denmark	Albany	Mount Barker	Kojonup	Bremer Bay
Perth	—	166km	222km	262km	315km	267km	253km	293km	323km	418km	421km	413km	363km	260km	503km
Bunbury	—	2hrs	2hrs 40mins	3hrs	3hrs 40mins	3hrs 10mins	2hrs 50mins	3hrs 30mins	3hrs 40mins	5hrs	4hrs 40mins	4hrs 30mins	4hrs 5mins	3hrs	5hrs 30mins
Busselton	166km	—	52km	101km	145km	97km	95km	132km	162km	256km	331km	348km	289km	197km	431km
Margaret River	262km	101km	—	40mins	1hr 15mins	1hr 40mins	1hr 10mins	1hr 15mins	2hrs	3hrs 5mins	3hrs 40mins	3hrs 40mins	3hrs 10mins	2hrs 15mins	5hrs
Augusta	222km	52km	—	50km	90km	60km	107km	131km	138km	243km	312km	332km	293km	217km	464km
Nannup	2hrs 40mins	40mins	—	40mins	1hr 10mins	40mins	1hr 15mins	1hr 35mins	1hr 40mins	3hrs	3hrs 30mins	3hrs 40mins	3hrs 15mins	2hrs 30mins	5hrs
Bridgetown	262km	101km	50km	—	91km	70km	150km	130km	139km	114km	325km	379km	292km	267km	478km
Manjimup	3hrs	1hr 15mins	40mins	—	30mins	50mins	1hr 30mins	1hr 35mins	1hr 40mins	3hrs	3hrs 45mins	3hrs 50mins	3hrs 15mins	2hrs 45mins	5hrs 15mins
Pemberton	315km	145km	91km	40km	—	87km	133km	129km	124km	247km	309km	355km	292km	240km	490km
Walpole	3hrs 40mins	1hr 40mins	1hr 10mins	30mins	—	1hr	1hr 35mins	1hr 35mins	1hr 30mins	2hrs 55mins	3hrs 35mins	3hrs 55mins	3hrs 15mins	2hrs 50mins	5hrs 20mins
Denmark	267km	97km	60km	70km	87km	—	46km	53km	78km	183km	252km	272km	222km	153km	408km
Albany	3hrs 10mins	1hr 10mins	40mins	50mins	1hr	—	40mins	45mins	1hr	2hrs 10mins	2hrs 50mins	3hrs	2hrs 30mins	1hr 50mins	4hrs 25mins
Mount Barker	253km	95km	107km	150km	133km	46km	—	37km	68km	163km	221km	274km	192km	117km	355km
Kojonup	2hrs 50mins	1hr 15mins	1hr 15mins	1hr 30mins	1hr 35mins	45mins	—	30mins	50mins	1hr 55mins	2hrs 30mins	2hrs 45mins	2hrs 5mins	1hr 40mins	3hrs 55mins
Bremer Bay	293km	132km	131km	130km	129km	53km	37km	—	31km	119km	184km	213km	161km	145km	331km
Wagin	3hrs 30mins	1hr 35mins	1hr 35mins	1hr 35mins	1hr 35mins	45mins	30mins	—	20mins	1hr 20mins	2hrs 10mins	2hrs 15mins	1hr 40mins	1hr 40mins	3hrs 30mins
Dumbleyung	323km	162km	138km	139km	124km	78km	68km	31km	—	126km	186km	239km	182km	184km	367km
Nyabing	3hrs 40mins	2hrs	1hr 40mins	1hr 40mins	1hr 30mins	1hr	50mins	20mins	—	1hr 30mins	2hrs 20mins	2hrs 40mins	2hrs	2hrs 10mins	4hrs
Pingrup	418km	256km	236km	114km	249km	184km	163km	119km	126km	—	74km	—	127km	229km	300km
Katanning	5hrs	3hrs 5mins	3hrs	3hrs	2hrs 55mins	2hrs 10mins	1hr 55mins	1hr 20mins	1hr 30mins	—	1hr	1hr 35mins	1hr 30mins	2hrs 35mins	3hrs 20mins
Broomehill	421km	331km	312km	325km	309km	252km	221km	184km	186km	74km	—	53km	57km	157km	229km
Gnowangerup	4hrs 40mins	3hrs 40mins	3hrs 30mins	3hrs 45mins	3hrs 35mins	2hrs 50mins	2hrs 30mins	2hrs 10mins	2hrs 20mins	1hrs	—	45mins	40mins	1hr 40mins	3hrs 20mins
Ongerup	413km	348km	332km	379km	355km	272km	274km	213km	239km	127km	53km	—	53km	155km	181km
Borden	4hrs 30mins	3hrs 40mins	3hrs 40mins	3hrs 50mins	3hrs 55mins	3hrs	2hrs 45mins	2hrs 15mins	2hrs 40mins	1hr 35mins	45mins	—	40mins	1hr 40mins	1hr 55mins
Jerramungup	363km	289km	293km	292km	292km	192km	161km	182km	182km	122km	57km	53km	—	104km	172km
Tambellup	4hrs 5mins	3hrs 10mins	3hrs 15mins	3hrs 15mins	3hrs 15mins	2hrs 30mins	2hrs 5mins	1hr 40mins	2hrs	1hr 30mins	40mins	40mins	—	1hr 5mins	1hr 55mins
Cranbrook	260km	197km	217km	267km	240km	153km	117km	145km	184km	229km	157km	155km	104km	—	248km
Mount Barker	3hrs	2hrs 15mins	2hrs 30mins	2hrs 45mins	2hrs 50mins	1hr 50mins	1hr 40mins	1hr 40mins	2hrs 10mins	2hrs 35mins	1hr 40mins	1hr 40mins	1hr 5mins	—	2hrs 40mins
Porongurup	503km	431km	464km	478km	490km	408km	355km	331km	367km	299km	229km	181km	248km	248km	—
Denmark	5hrs 30mins	5hrs	5hrs	5hrs 15mins	5hrs 20mins	4hrs 25mins	3hrs 55mins	3hrs 30mins	4hrs	3hrs 20mins	3hrs 20mins	1hr 55mins	2hrs 40mins	2hrs 40mins	—

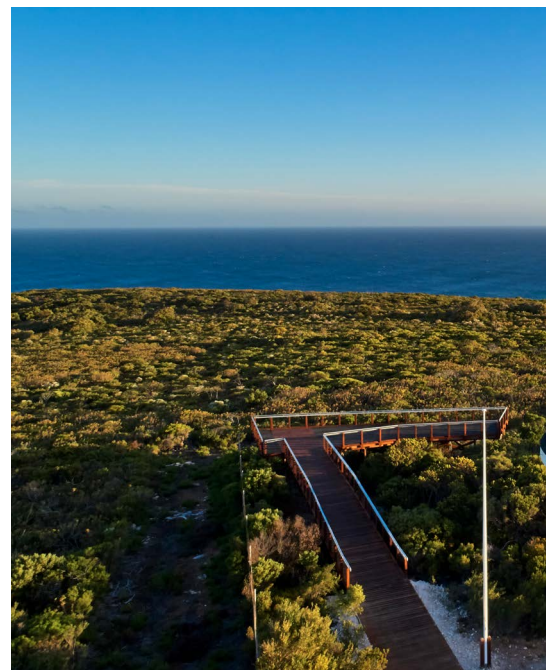


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@australias_southwest

LINKEDIN

www.linkedin.com/company/australia-s-south-west

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MEDIA CONTACTS

AUSTRALIA'S SOUTH WEST

Catrin Allsop, Chief Executive Officer
0408 896 323
ceo@australiassouthwest.com

BUNBURY GEOGRAPHE

Bunbury Geographe Tourism Manager
0407 206 860
info@visitbunburygeographe.com.au

GREAT SOUTHERN

Great Southern Tourism and Trade Manager
glen.thompson@australiassouthwest.com

GREAT SOUTHERN TREASURES

Marketing & Industry Liaison Coordinator
marketing@greatsouthernntreasures.com.au

WITHIN AUSTRALIA'S SOUTH WEST

BUNBURY GEOGRAPHE

Bunbury, Capel, Collie, Dardanup/Ferguson Valley, Donnybrook/Balingup, Harvey

www.visitbunburygeographe.com.au

Instagram @visitbunburygeographe

Facebook @visitbunburygeographe

#visitbunburygeographe #BunGeo

THE MARGARET RIVER REGION

Augusta, Busselton, Cowaramup, Dunsborough, Gracetown, Margaret River, Yallingup

www.margaretriver.com

Instagram @margaretriver

Facebook @MargaretRlver

#margaretriver

THE GREAT SOUTHERN

Albany, Denmark + Great Southern Treasures

www.amazingalbany.com.au

denmarkchamber.com.au/discover-denmark

www.denmarkwesternaustralia.com

Instagram @amazingalbanywa

#shareamazingalbany

@discoverdenmarkwa

#DiscoverDenmark

GREAT SOUTHERN TREASURES

Broomehill-Tambellup, Cranbrook, Gnowangerup, Katanning, Kent, Kojonup, Plantagenet, Woodanilling, Jerramungup

www.greatsouthernntreasures.com.au

Instagram @greatsouthernntreasures

Facebook @GreatSouthernTreasures

#greatsouthernntreasures

SOUTHERN FORESTS AND VALLEYS

Boyup Brook, Bridgetown, Greenbushes, Manjimup, Nannup, Northcliffe, Pemberton, Walpole

www.southernforestsandvalleys.com

Instagram @southernforestsandvalleys

Facebook @southernforestsvalleys

#southernforestsandvalleys

THE SOUTH WEST EDGE

Albany, Bunbury, Busselton, Denmark, Esperance, Ferguson Valley, Fremantle, Hopetoun, Hyden, Margaret River, Nannup, Pemberton, Perth, Porongurup, Rottne Island, Walpole, Yallingup

www.thesouthwestedge.com.au

Instagram @thesouthwestedge

Facebook @thesouthwestedge

#TheSouthWestEdge #TheEdge

YouTube: The South West Edge

TALKING POINTS

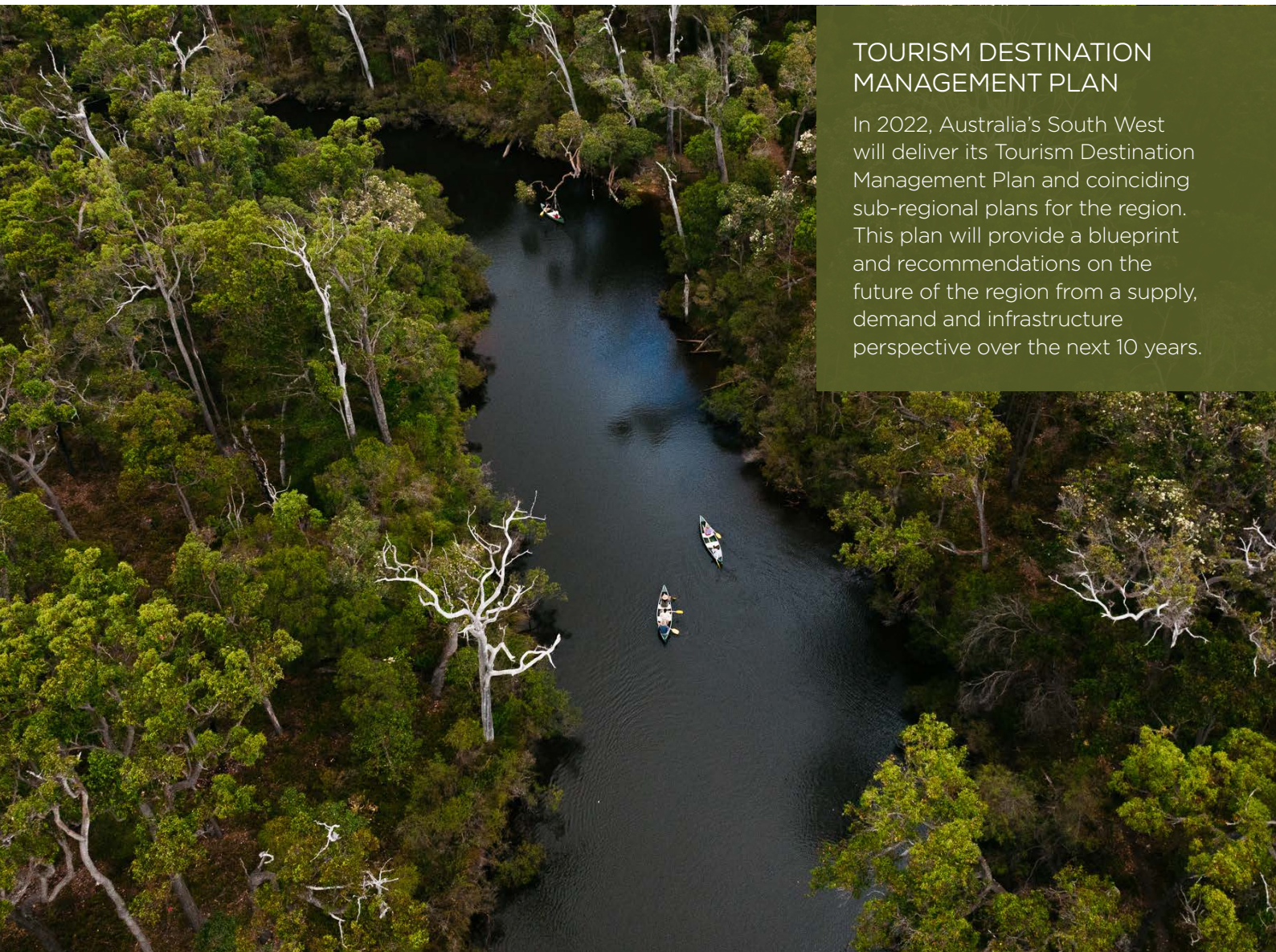
THE SOUTH WEST EDGE ROAD TRIP

In partnership with other Regional Tourism Organisations, Destination Perth and Australia's Golden Outback, ASW promotes an epic 12-day 1200km road trip from Perth to Esperance featuring some of the South West's most iconic experiences. The route travels through wine regions, towering forests, dramatic and stunning coastline and outback. www.thesouthwestedge.com.au



TOURISM DESTINATION MANAGEMENT PLAN

In 2022, Australia's South West will deliver its Tourism Destination Management Plan and coinciding sub-regional plans for the region. This plan will provide a blueprint and recommendations on the future of the region from a supply, demand and infrastructure perspective over the next 10 years.



WHAT'S NEW IN 2022



DIRECT FLIGHTS TO THE SOUTH WEST

The Busselton Margaret River Airport welcomed its first interstate flights in 2022. Jetstar now flies direct from Melbourne to Busselton 3 days a week, creating a new gateway to the South West.

NEW EXPERIENCES

The **World's Biggest Dam Mural** in Collier. Created in 2021, Australian artist Guido Van Helten coated 8000 square metres of the 34m-high, 367m-wide Wellington Dam wall with stunning portraiture, titled Reflections, inspired by local stories and photos.

NEW EVENTS

Fine Vines Festival launched in September 2021, celebrating the best of our world-class Margaret River Wine Region. There will be more than 30 events featuring 80 local producers. It's designed for both aficionados and occasional quaffers. finevinesfestival.com.au

Lost & Found Festival - celebrating Spring in the lush Ferguson Valley and surrounds. Over four days, festival goers can experience first-hand some of WA's best-kept secret wines, as well as discovering a diverse range of offerings from the region's burgeoning beverage scene (think handcrafted gins, rums and locally crafted beers) lostandfoundfestival.com.au

Coastopia - coming in 2024, this seafood festival in the Great Southern will spotlight all of the culinary delights that the region has to offer focussing on the famous akoya pearl oyster, prevalent in these shores.

NEW PRODUCT

Mountain Bike Trail expansion - the expansion of mountain bike trails has grown and continues to grow exponentially across the South West but particularly in Collier, Margaret River, Nannup, Pemberton, Walpole and throughout the Great Southern. Visit trails.wa.com.au website for more information.

Origins Market - opened in Busselton in late 2021, this undercover market with 60 vendors is open year-round and celebrates the best of West Australian produce, craftspeople, and producers.

South West Cruises - this new deluxe dining experience on the water showcases WA produce and wine over 7 courses while cruising the stunning Geographe Bay coastline. It runs seasonally from January to April.

EXCITING NEW BAR AND RESTAURANT OPENINGS

Frui Momento - award winning chef Seth James has joined noted WA Winemaker Larry Cherubino to create a stylish but relaxed contemporary restaurant, alfresco champagne lounge and cocktail bar with Italian influences in Willyabrup.

The **Colourpatch** in Augusta has operated from its enviable waterfront location for many years but has undergone a recent transformation and is now a stylish seafood bistro.

Lady Lola Deli Bar & Bistro in Dunsborough is small and understated and a firm favourite with locals and visitors.

Lagoon Yallingup is a refined but relaxed seafood restaurant and café at Yallingup Beach.

Majuba Bistro in Albany is a European-inspired bistro in a stunning heritage-listed building - once Albany's first cinema.

The Dam at Raintree is Denmark's new must-visit restaurant and distillery and hemp grown on the farm is used to make a range of Cannabis spirits.

The lovingly titled '**Froth Craft Bunbrewery**' & Bunbury's inaugural microbrewery is the newest kid on the block in the region and is sure to make waves.

AWARDS

The **Horsepower Highway** won three awards at the 2021 Street Art Awards - gold in the Best Rural Art and Best Sculpture Park or Trail categories, as well as picking up silver in the prestigious Best Street Art Trail award. The Horsepower Highway is an evolving 75km trail of roadside tractors and other artworks, created to encourage people to take the scenic route through stunning farmlands to the iconic Stirling Range National Park.

Little-known **Misery Beach**, 20 kilometres south of Albany, was named the **best beach in the country** by Tourism Australia for 2022.

Margaret River was recognised in the global **Green Destinations Top 100** Sustainable Destination Awards 2021 and has been listed as the first destination in Western Australia to receive its **Ecotourism Accreditation**.

FAST FACTS



FOOD & WINE

Nature's pantry awaits in the South West. With hundreds of vineyards, orchards, farms and groves, the region is a one-stop shop for all things gourmet. World-renowned wineries, breweries, cideries and distilleries, farmers markets and gathering fresh fruit, vegetables and produce await.

Australia's South West is home to around **350 wine producers** across five regions: Margaret River Wine (200 producers), Great Southern Wine Region, Geographe Wine Region, Blackwood Valley, and Southern Forests Wine, and with varying climates and soils, they're able to produce a range of wines, the variety of which would span Spain, Italy and France – from Cab Sav to Pinot, Chardonnay to Riesling.

Our region has two wineries in The **World's Best Vineyards** current World's Top-100 Wine Tourism Destinations List - Cullen Wines and Leeuwin Estate.

The Great Southern is the largest wine producing region by area in Australia.

Foodie hotspots include Margaret River (wine, fine dining, seafood, food markets), Albany (wine, dining, seafood) Manjimup (black Périgord truffles, avocados, fruit, cherries). Pemberton is gaining a reputation for fresh new dining and small bar experiences.

Thirsts for **beer, cider and spirits** are well and truly quenched with craft and commercial breweries, cideries and distilleries throughout the region.

We are home to six **distilleries** and more than 20 craft breweries and cideries at last count.

SELECT YOUR FAVOURITES FROM OUR FOOD BOWL

CHEESE

With a significant dairy industry, we're spoilt with some delicious cheesemakers in Harvey (Ha Ve), Yallingup, (Yallingup Cheese Company), Margaret River (Margaret River Dairy Company), and Nannup (Cambay Cheese - cheese factory and sheep dairy).

ABALONE

Ocean Grown Abalone is cultivated right off the coast of Augusta here in our Margaret River Region.

APPLES

Donnybrook is the largest apple producing area in Western Australia & Manjimup produced the world's first Bravo apple.

CHOCOLATE

The Margaret River Chocolate Company is an institution and a number of smaller producers are now ensuring a sweet fix is never far away.

AKOYA

Akoya are harvested from the waters of Western Australia's Great Southern coast and can be enjoyed cooked, cured or raw.

TRUFFLES

WA's first black truffle was harvested in Manjimup in 2003, and 19 years later the region is firmly on the international map for producing the highest quality Périgord truffles. During winter visit a truffiere for a truffle dog hunt and unearth black gold!

MARRON (FRESHWATER CRAYFISH)

Enjoy this delightful sweet shellfish at restaurants throughout the region, sourced predominantly from our Southern Forests and Valleys, along with trout and perch.

CHESTNUTS (NANNUP)

Stay at Chestnut Brae's 70 acre farm to make the most of this delicious winter treat.

TAKE ONE OF OUR MANY FOOD TRAILS

The WA Food and Wine Trails provide you a sample of what is available across the state. For a selection of South West Trails that you can download, visit www.australiasouthwest.com/things-to-do/natures-pantry



NATURE

With 24 national parks and over 1000km of coastline, Australia's South West is the perfect place to embrace nature. This biodiversity hotspot is home to more than 8000 species of native plants and animals that have evolved in isolation for millions of years. It also boasts some of the most pristine, sandy white beaches and clean, clear waters in the world.

- Australia's South West's **wildflowers** are ecologically significant, with over 8000 species blooming in the region between August and November, 80 percent of which cannot be found anywhere else in the world.
- There are 300 species of delicate **orchids** that also grow in the South West, with many species endemic to the region.
- Australia's South West makes up part of Australia's only **biodiversity hotspot** - and one of just 34 around the world.
- A biodiversity hotspot acknowledges some of the richest and most threatened reservoirs of plant and animal life on Earth. To qualify as a hotspot, a region must contain at least 1500 species of endemic vascular plants, and it must have lost at least 70 percent of its original habitat. The South West of Australia meets these two criteria. Separated from the rest of the continent by desert, the plants and animals in the hotspot have evolved in isolation for millions of years.
- Australia's South West is home to southern WA's highest mountain and the **region's highest peak** - Bluff Knoll in the Stirling Range, 1095m above sea level. It's one of the few places in WA that occasionally experiences snowfalls and is one of our most popular climbing locations.
- Enjoy the exhilaration of our **rugged coastline**. Stand on the platform that hangs over the Southern Ocean at **The Gap** near Albany with the sea spray and roar of crashing waves.
- **Picture perfect beaches** - turquoise water and pure white sand - it doesn't get more beautiful than the beaches of the south coast and Margaret River Region. Our favourites are Greens Pool and Elephant Rocks in Denmark, Bunker Bay and Meelup Beach near Dunsborough, and Little Beach near Albany.
- **WA's largest arboretum** is the heritage-listed 60 hectare Golden Valley Tree Park in Balingup and stunning in Autumn.

WILDLIFE

DOLPHINS

Interact with wild bottlenose dolphins in Bunbury on an eco cruise or visit the impressive Dolphin Discovery Centre.

WHALES

Along our region's entire coastline, southern right, humpback and sometimes pigmy blue whales make their annual migration from winter through to spring. Charter tours are available in season for an up-close experience.

ORCAS

Bremer Canyon's wild orca population can now be witnessed from a research vessel as they migrate from January to early April. It's the largest pod of killer whales in the Southern Hemisphere with up to 100 spotted in the area at one time.

STINGRAYS

Meet the Hamelin Bay stingrays seen most days from the shore or the end of the jetty as they cruise the turquoise shallows looking for an easy fish catch.



MAJESTIC TALL TIMBER FORESTS

Find some of the world's tallest trees in and around Margaret River, Pemberton, and Walpole, and have a bird's eye view from the Valley of the Giants Treetop Walk, a spectacular lightweight bridge through the forest canopy.



BIRDS OF PREY

Eagles Heritage is home to one of the largest collections of eagles, hawks, falcons and owls in Australia. Have a close encounter during a twice daily flight display.

MALLEEFOWL

Engage in some fowl play at Yongergnow Australian Malleefowl Centre – a community owned centre in Ongerup, sharing environmental awareness and education of this endangered native bird.





SUSTAINABILITY

Sustainability is not just a buzz word in the South West. Many of our growers, producers and operators live and breathe sustainable principles, providing low impact food, wine and tourism experiences.

Margaret River was recognised in the global **Green Destinations Top 100 Sustainable Destinations** Awards 2021 and in 2022 has been listed as the first destination in Western Australia to receive its **Ecotourism Accreditation**.

Our region's future health and tourism success depend highly on a fragile balance between regional development and the preservation of its unique natural environment. Since 2019 we've been part of an international sustainability study known as **Australia's South West Tourism Observatory**, hosted by Curtin University and the first of its kind in Australia. The observatory monitors 20 region-specific indicators of tourism impacts.

Nature-based attractions and tours abound in the South West. The Valley of the Giants Tree Top Walk is internationally recognised, whale watching tours connect visitors with these fascinating creatures, killer whales can be observed gathering in the marine hotspot of Bremer Canyon on a marine expedition, and Aboriginal cultural experiences educate and inform.

Discover five fully certified organic and biodynamic wine producers on the **Margaret River Certified and Biodynamic Wine Trail**. Each has cellar door experiences with a wide range of wines to enjoy.

Arimia Estate operates fully off-grid, is certified organic and uses biodynamic principles to grow much of the produce used in its restaurant under the creative direction of chef Evan Hayter.

Cullen Wines in Wilyabrup is the only biodynamic and carbon positive winery in the Margaret River region. Visit their Biodynamic Wine Room for seated tasting experiences, dining, and a self-guided biodynamic garden tour.

Stay in **low impact accommodation** – a safari tent on a sustainable organic olive farm at Olio Bello; amongst nature at Forest Rise Chalets and Lodge; on an off-grid houseboat on the Blackwood River, a tree chalet or treehouse retreat, an adults-only eco cabin in a vineyard or conservation sanctuary.

South West Eco Discovery Tours offer a **Meet the Woylies** nocturnal wildlife tour in the Margaret River region where visitors encounter some of our lesser known marsupials.

Black Point, Dead Man's Lake and Goblin Swamp might sound ominous, but they are actually fascinating ecological features of a **Beach and Forest Eco Adventure** day trip with eco-certified Pemberton Discovery Tours.

Hike our pristine coastline with expert guides. Cape to Cape Explorer Tours offers an array of hiking tours from single to multi-day, self-catered to creature comforts.

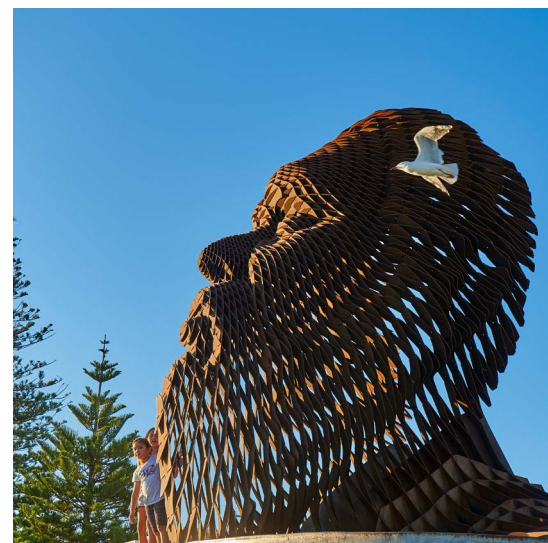
In Walpole, join a **WOW Wilderness Eco Cruise** to learn about the history of this area while cruising down the Walpole inlet to biodiverse and untouched landscapes.



ART AND CULTURE

The South West has a thriving arts community and a plethora of events and festivals that attract homegrown, national and international artists, chefs, musicians, filmmakers and creatives to our shores. Discover artisan markets, unique art exhibitions, state-of-the-art entertainment precincts, Aboriginal cultural tours and food and arts festivals.

- Find the **World's Biggest Dam Mural** in Collie. Created in 2021, Australian artist Guido Van Helten coated 8000 square metres of the 34m-high, 367m-wide Wellington Dam wall with stunning portraiture, titled Reflections, inspired by local stories and photos.
- **Australia's largest regional street art and public art collection** adds character to Bunbury's city streets.
- **Giant grain silo murals** in Albany and Pingrup which are part of the PUBLIC Silo Trail. While on route, stop by Katanning to discover vibrant street art.
- Enjoy Australia's largest regional Open Studios art event – Margaret River Region Open Studios - each September
- Attend the renowned CinefestOZ Film Festival, Australia's largest destination film festival spread over four days each August.
- There's plenty of reasons to BRAG about Bunbury's contribution to the arts. **Bunbury Regional Art Gallery (BRAG)** is home to the largest collection of public art in regional WA. Its distinctive pink exterior of the once convent building also makes the perfect backdrop for an Insta pose!
- **Collie Art Gallery** opened in 2015 and was the first purpose-built A-class gallery to open since the Art Gallery of WA opened in 1979 and provides a year-round exhibition program and permanent and growing art collection. It also has one of regional Australia's largest art prizes.
- The **Understory Art and Nature Walk** from the Northcliffe Visitor Centre provides a trail of creative installations and sculptures created by local and international artists celebrating the South West's spirit.
- **Galleries** can be found in almost all towns throughout the region with most being in and around Margaret River, Yallingup, Bridgetown, Denmark, Walpole and Albany.





HERITAGE

Australia's South West has a 50,000 year history and we're proud to represent Aboriginal experiences and tours to understand how our First Nations people lived on and with the land. Our post colonial and military history is also accessible through moving experiences, tours and attractions.

ABORIGINAL

The first inhabitants of Australia's South West were the Aboriginal people, believed to have had a connection with this land for almost 50,000 years. Learn more about our indigenous heritage with tours and experiences: **Kodja Place Interpretive Centre** in Kojonup, **Koomal Dreaming** in the Margaret River region for tours of **Ngilgi Cave** and **Cape Naturaliste**, local guide Troy Bennell from **Ngalang Wongi Aboriginal Cultural Tours** in Bunbury and Koombana Bay, and wildflower walks with **Kurrah Mia** in Albany

EUROPEAN

Albany is Western Australia's oldest settlement (1826) and is rich in heritage, charm and historically significant buildings.

MILITARY

The last Australian soil many Australian soldiers walked on before departing our shores to fight in World War I was in Albany. Thousands of troops departing Australia for the First World War left from Albany's King George Sound. The **National ANZAC Centre** opened in 2014, 100 years since the first Australian and New Zealand convoy departed. The Centre provides a deeply personal connection with the ANZAC legend through interactive multimedia displays, artefacts, image and film and audio commentary. Albany Heritage Park is home to the National ANZAC Centre and incorporates a range of significant pre and post European cultural and historic attractions. The Padre White lookout marks the location of what is believed to be the first observance of a Dawn parade on ANZAC Day.

INDUSTRIAL

The world's only complete whaling station tourism attraction can be found on our south coast. **Albany's Historical Whaling Station** was Australia's last operating station and is engaging and educational, providing an insight into the cultural and social significance of the industry that existed here well before wheat and wool.

NATIONAL TRUST HERITAGE TOWN

Bridgetown is a charming heritage town on the banks of the Blackwood River surrounded by rolling hills and tall jarrah and marri forest. Gazetted in 1868, many of Bridgetown's impressive historic buildings still stand proud.



ADVENTURE

The South West's vast landscape provides the perfect environment for outdoor adventure. It's easy to go off the beaten track, with beautiful coastal scenery, ancient mountain ranges and towering old growth forests to discover. Team that with a soft adventure experience such as caving; or a heart-stopping experience, like abseiling down a coastal cliff, and you've got a prime destination for all adventure seekers.

SURFING

The Margaret River region has more than 40 top surfing spots along its coastline and lesser-known local favourite breaks can be found in Bunbury, Denmark and Albany.

CLIMBING

Bluff Knoll is a round trip of about three to four hours and requires a reasonable level of fitness. Hikers will be rewarded with sweeping views to the coastline near Albany and across the Stirling and Porongurup Ranges.

MOUNTAIN BIKING

You'll be spoilt for choice with the Munda Biddi Mountain Bike Trail or take on one of Collie and Wellington National Park's epic off road trails.

CANOE OR KAYAK

Down the Blackwood River and white-water raft it in winter, the Margaret River from the river mouth, or the gentle waters of Geopraphe Bay.

DIVE AND SNORKEL

Dive the sunken wrecks off Bunbury and Dunsborough.

FISHING

Dhufish, nannygai, crayfish, abalone, marron (freshwater crayfish) and more can be caught in the South West. The region's lengthy coastline and waterways offer plenty of spots for angling, including the Blackwood River and Big Brook Dam, which are stocked annually with rainbow trout.

ROAD BIKES

There's an outstanding network of mountain biking and cycling trails throughout the South West with options for casual riders to serious mountain bikers, with paths that lead into the heart of the region's wildflower country, native forests and coastline. We host international standard cycling events in and around Nannup each year.

COASTEERING

The South West is home to Australia's only coasteering tour experience. Reach otherwise inaccessible stretches of coastline with steep sea cliffs, caves and ledges before splashing into spectacular clear-water bays.

HIKING

The **Bibbulmun Track** is recognised as one of the world's great long distance walk trails, stretching for nearly 1000km, starting in Perth and finishing in Albany. It takes in old growth forest, farmland, rugged coastline and remote beaches. The 124km **Cape to Cape Track** spans the coast from Cape Naturaliste near Dunsborough to Cape Leeuwin near Augusta and enjoy stunning coastal scenery, whale migration, wildflowers and wildlife. Companies offer end-to-end services, transfers and everything in between.

CAVING

Explore the **ancient limestone caves** of Margaret River.

OFFROAD DRIVING

Take an **offroad 4WD adventure**. Our tip: The Yeagarup Sand Dunes is a large moving sand dune system in the Southern Forests and Valleys.



FAMILY FRIENDLY

With peaceful bays, friendly dolphins, magical caves, farm animals, mazes and delicious treats such as chocolate, cheese and ice cream, it's easy to see why the South West has been a traditional family holiday spot for years.

- **Beaches and swimming** – kids love the calm, clear waters and white sand of Geopraphe Bay, Albany's Middleton Beach and Emu Point, Denmark's Greens Pool and Dunsborough's Meelup Beach.
- The 1.8km **Busselton Jetty** is the longest wooden piled jetty in the Southern Hemisphere and provides a wonderful attraction with its Underwater Observatory and jetty train.
- The South West is known for its larger than life playgrounds with the Apple Fun Park in Donnybrook, the All Ages Playground in Katanning and the Manjimup Timber and Heritage Park, to name a few.
- **Animal farms** abound in the South West (Bunbury Wildlife Park, Sunflowers, Taunton Park, Denmark Animal Farm) and mazes (Yallingup, Margaret River, Katanning)
- **Fruit and apple picking** is offered at many farms and orchards in season and the Donnybrook Apple Fun Park is believed to be Australia's largest free entry playground.
- **Busselton foreshore** features a sea-themed adventure playground, skate park, free BBQs and bike path along the bay as well as cafes, restaurants, kiosks and a family-friendly brewery.
- **Foodie kids** – with celebrated ice cream producers like Simmos and Millers plus chocolate factories (Margaret River Chocolate Company, Temper Temper), dairies (Margaret River Dairy Company, Ha Ve and Cambray) and sweet producers like Taffys, foodie experiences aren't just for adults.
- **Family friendly holiday parks** are plentiful, particularly in Bunbury (which comes with a new splash park!), Busselton, Albany, Denmark and Pemberton.
- **Caves** with guided tours include Ngilgi, Mammoth, Lake, Jewel and Carlgardup caves.
- **Have a nature adventure** on the swing bridge at Beedelup National park, climb the treetops at the Valley of the Giants, climb to the top of lighthouses, and visit The Gap and Natural Bridge in Albany.
- Get to know our **Gnomes!** See right for details.





QUIRKY ATTRACTIONS

Gnomes, big oranges, and fibreglass cows ... we have something for everyone in Australia's South West!

- Our region has its own Gnome home – **Gnomesville** near Dardanup in the Ferguson Valley, where more than 3000 gnomes have been gifted to the park over many years and it remains a mystery as to how it all began.
- Find **The Big Orange** in Harvey, set amongst orange orchards.
- Harvey was also the home of May Gibbs, author of beloved children's storybook characters, Snugglepoot and Cuddlepie. May lived in **Stirling Cottage** on the Harvey River, built by the first Governor of WA. Visitors to the rebuilt home enjoy extensive gardens, tearooms and a gift shop.
- Australia's smallest church is **St Nicholas** in Australind, measuring just 3.6m wide and 8.2m long. It's WA's second oldest church.
- **Bunbury** was once considered 'the Brighton of the Colony' – a pleasant seaside resort for miners flush from the goldfields.
- Stop in at **Cowaramup**, between Busselton and Margaret River to see how many of its 42 resident fibreglass lifesize cows you can find in its streets, parks and shops and don't miss the legend-dairy Deja Moo country fair in July.
- Pay a visit to the **Quacking Frog Teapot Shed** in Boyup Brook to witness a collection of over 5000 teapots.



ANNUAL EVENT CALENDAR



Wildflowers, Margaret River region



Nannup Music Festival



JANUARY

BUNBURY FRINGE FESTIVAL

Bunbury Geographe

FEBRUARY

BOYUP BROOK COUNTRY MUSIC FESTIVAL

Bunbury Geographe

MARCH

SOUTH WEST CRAFT BEER FESTIVAL

Margaret River Region

APRIL

MARGARET RIVER PRO WORLD SURF LEAGUE

Margaret River Region

MAY

TASTE GREAT SOUTHERN

Great Southern

JUNE

ALBANY CLASSIC

Great Southern

BUSSELTON JETTY SWIM

Margaret River Region

NANNUP MUSIC FESTIVAL

Southern Forests & Valleys

X ADVENTURE DUNSBOROUGH

Margaret River Region

CINEFESTOZ ALBANY

Great Southern

TRUFFLE KERFUFFLE

Southern Forests & Valleys

BANDAK MERENY YANGINY (OUTDOOR GIVING OF FOOD)

Great Southern

RAC KARRI VALLEY TRIATHLON

Southern Forests & Valleys

DONNYBROOK APPLE FESTIVAL

Bunbury Geographe

MARGARET RIVER READERS AND WRITERS FESTIVAL

Margaret River Region

DARDANUP ART SPECTACULAR

Bunbury Geographe

ENLIGHTEN

Bunbury Geographe

FOREST RALLY NANNUP

Southern Forests & Valleys

MARGARET RIVER ULTRA MARATHON

Margaret River Region

KATANING HARMONY FESTIVAL

Great Southern Treasures

X-ADVENTURE DUNSBOROUGH

Bunbury Geographe

FOREST RALLY

Bunbury Geographe and Southern Forests & Valleys

PORONGORUP FESTIVAL

Great Southern Treasures

SEVEN AUSTRALIA'S PREMIER GRAVEL RACE - UCI GRAVEL WORLD SERIES

Southern Forests & Valleys

Details correct at time of publishing. Please check with event organisers for up-to-date information regarding location and dates.



Tour of Margaret River, Nannup



Manjimup Cherry Harmony Festival



Cabin Fever, Margaret River



Truffle hunt, Manjimup

JULY

CABIN FEVER FESTIVAL

Margaret River Region

ALBANY MARITIME FESTIVAL

Great Southern

AUGUST

CINEFESTOZ FILM FESTIVAL

Margaret River Region
Bunbury Geographe

BALINGUP MEDIEVAL FESTIVAL

Bunbury Geographe

NANNUP FLOWER AND GARDEN FESTIVAL

Southern Forests & Valleys

SEPTEMBER

MARGARET RIVER REGION OPEN STUDIOS

Margaret River Region

LOST AND FOUND FESTIVAL

Bunbury Geographe

SOUTHERN ART AND CRAFT TRAIL

Great Southern

BLOOM FESTIVAL

Great Southern
Treasures

OCTOBER

FINE VINES FESTIVAL

Margaret River Region

STRINGS ATTACHED: THE WEST AUSTRALIAN GUITAR FESTIVAL

Margaret River Region

DARDANUP BULL AND BARRELL FESTIVAL

Bunbury Geographe

SOUTHERN ART AND CRAFT TRAIL

Great Southern

BLOOM FESTIVAL

Great Southern
Treasures

CAPE TO CAPE MARGARET RIVER MOUNTAIN BIKE RACE

Margaret River Region

WEST AUSTRALIAN PRO SURF SERIES

Margaret River Region

NOVEMBER

BLUES AT BRIDGETOWN

Southern Forests & Valleys

EAGLE BAY EPIC

Margaret River Region

TOUR OF MARGARET RIVER PRO AM

Margaret River Region
and Southern Forests & Valleys

DECEMBER

STORY IDEAS



STILL LOOKING FOR MORE INSPIRATION?

Here's some story ideas to get you started.

AWESOME ANIMAL ENCOUNTERS

Whales, dolphins, killer whales, sting rays, woylies, birds of prey and malleefowl.

MOUNTAIN BIKE YOUR WAY THROUGH THE SOUTH WEST

Discover new trails, tips and tricks to enjoying the offroad experience.

TO MARKET TO MARKET

Eating your way around the best markets in Australia's South West. (Origins Market in Busselton, Margaret River Farmers Market, Bunbury Farmers Market, Albany Farmers Market).

OFF THE BEATEN TRACK

Exploring alternative routes around Australia's South West - The Horsepower Highway, Margaret River Region Open Studios, Collie Mural Trail, PUBLIC Silo Trail.

DISCOVER OUR LESSER KNOWN WINE REGIONS

Porongurup, Mount Barker, Frankland River, Albany and Denmark, Ferguson Valley, Donnybrook/Preston River Valley.

LAKE LOVING

We're famous for our spectacular beaches and coastline, but did you know about our lovely lakes? - Collie's Honeymoon Pool, Black Diamond Lake, Stockton Lake, Logue Brook Dam and even pink salt lakes in Cranbrook.

HIKING THE HEIGHTS

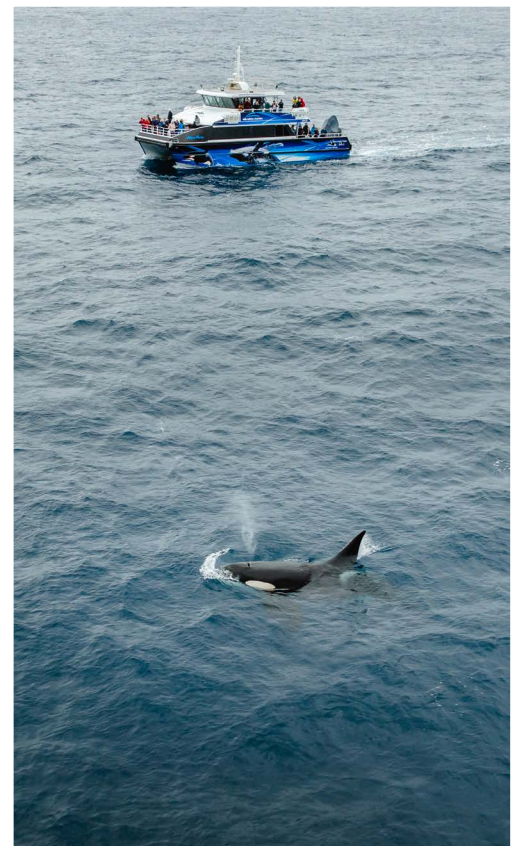
Granite Skywalk at Castle Rock in the Porongurup National Park, Bluff Knoll in Stirling Range National Park, and The Gap in Albany.

THE SPIRIT OF THE SOUTH WEST

This is actually the name of a gin made by Cuprum Distillery in Bunbury and the region is home to six distilleries at last count. Producing award-winning gin, whiskey, rum and more, our region's first distillery opened in 1995 and now we're spoilt for choice. (Margaret River Distilling Co, West Winds Gin, Limeburners/Great Southern Distilling Co, The Grove, Dune Distilling, SouWester Spirits, Woodlands Distillery).

GOING WILD FOR SOUTH WEST FLOWERS

Learn more about this biodiversity hotspot.



REGIONAL TALENT



DON'T JUST TAKE OUR WORD FOR IT.

We'd love to introduce you to some of our local ambassadors who would love to share their passion for our region.

BUNBURY GEOGRAPHE

Julie Hillier

Harris River Estate

hrebusiness@gmail.com

David Kerr

Dolphin Discovery Centre Bunbury

ceo@dolphindiscovery.com.au

SOUTHERN FORESTS & VALLEYS

Toni & Graeme Dearle

Pemberton Discovery Tours

0427133335

info@pembertondiscoverytours.com.au

Melissa Bell

Ampersand Estates

0451 372 207

melissa@ampersandestates.com.au

Ed Fallens

Tall Timbers Brewing Co

0409 399 420

ed@talltimbersmanjimup.com.au

MARGARET RIVER

Sharna Kearney

Margaret River Busselton Tourism Assoc

0409 180 383

Sharna.Kearney@margaretriver.com

Nicola Chirico

Surfpoint Resort Margaret River

0406 704 080

office@surfpoint.com.au

Gareth Thomas

Seashells Hospitality Group

0439 980 897

gthomas@seashells.com.au

Trevor Paddenburg

Cape to Cape Explorer Tours

0459 452 038

info@capetocapetours.com.au

Andrew Hughes

Margaret River Holiday Cottages

0488 024 588

stay@mrholidaycottages.com.au

GREAT SOUTHERN

Susan McCabe

Busy Blue Bus - Albany

0488 175 432

susan@busybluebus.com.au

Elise Van Gorp

Albany's Historic Whaling Station

(08) 9844 4021

generalmanager@discoverybay.com.au

Laura Condon

National ANZAC Centre / City of Albany

(08) 6820 3009

laura.condon@albany.wa.gov.au

AUSTRALIA'S *South West*

PR & Marketing Enquiries

Annabel Owen

*Destination Marketing and
Communications Specialist*

+61 477 778 353

annabel.owen@australiassouthwest.com

