



## **MEDIA KIT**

**Autumn 2013**

### **Welcome to the Grampians!**

At the southern-most tip of the Great Dividing Range, just 2 ½ hours west of Melbourne, or only 1 hour off the Great Ocean Road, Western Victoria's Grampians is a region famous for its natural wonders and associated outdoor pursuits.

This media kit is a resource to inspire your exploration into all that the Grampians has to offer during Autumn.

Divided into seasons, the kit focuses on the region's array of arts and culture, food and wine, outdoor adventure, and family-friendly events and local attractions.

Also included are some suggested itinerary ideas relevant to the season.



# Autumn in The Grampians

## Introduction

Get out and about in the fresh air this autumn and enjoy the amazing range of activities and attractions that The Grampians has to offer.

Each Autumn, the region hosts a series of exciting events covering everything from art shows and concerts, to fun-runs and family friendly festivals.



Autumn is also the perfect time to get back to nature and take in the sights and sounds in the spectacular Grampians National Park. Visitors can get a bird's eye view of the region from one of the numerous lookout points; discover the park on foot, or explore

tranquil lakes and secret waterfalls by canoe.

With a range of activities on offer for athletes, foodies, and sightseers alike; there really is something for everyone!

## Key Events

### Stawell Gift

**29 March-1 April, 2013 Central Park, Stawell**

One of the world's most famous foot races, the Stawell Gift has been held since 1878. Each year, in the tiny gold-mining town of Stawell, people from far and wide gather for the excitement of the race, the history and the surrounding festivity.

The Stawell Gift Hall of Fame is located at Central Park, where the race is held. A modern facility, it's filled with the history of the event from its beginnings as entertainment for miners to present day professional athletes.

The events and bets surrounding the race are every bit as exciting as the event itself. Opening day ceremonies and athlete interviews build the excitement before race day. Fashions on the Field is a highlight each year, preceded by a local fashion parade. Family day is fun for the little ones with rides, and athletic events.

For tickets and information visit [www.stawellgift.com](http://www.stawellgift.com)

## Promenade of Sacred Music

*18-20 April 2013, various venues in Hamilton and surrounds*

Feed your soul and lift your spirits with the beautiful sounds of Hamilton's Promenade of Sacred Music.

Set in the historic churches and unique venues of Hamilton and surrounds, the Promenade of Sacred Music gives visitors access to world class performances from local artists and special guests.

The festival combines a wide range of musical performance, from traditional to contemporary, choral and instrumental. The festival also showcases young talent, who get the chance to perform with and learn from professional artists.



Last year's program featured ARIA nominee soprano Greta Bradman.

For more information visit: <http://www.promenadeofsacredmusic.com.au>

For ticket information contact the Hamilton Performing Arts Centre 03 5573 0429 or [www.hamiltonpac.com.au](http://www.hamiltonpac.com.au)

## Jailhouse Rock Festival

*13-17 March 2013 Ararat*

Ararat is set to swing its way into the 1950's with this rocking festival. Revellers will delight in the rock 'n' roll music of the 50's and dance the night away in poodle skirts and shiny shoes. Motoring enthusiasts will marvel at the hot rods, classic cars and motorbikes on display. Now in its 19<sup>th</sup> year, this festival just keeps getting bigger and better.



[www.jailhouserockfestival.com.au](http://www.jailhouserockfestival.com.au)

## Grampians Grape Escape

*May 2013 (TBC), various locations around the Southern Grampians*

Held during the first weekend of May each year, the Grampians Grape Escape is regional Victoria's premier food and wine festival, and showcases more than 100 of Western Victoria's best artisans of produce, fine food, and wine.

The Festival features live music, lots of family-friendly entertainment and cooking demonstrations from leading celebrity chefs.



See local chefs represent their shires and battle it out using locally sourced ingredients in a high-pressure cook-off at the Grampians Produce Marquee.

Kids will love the chance to compete in a pint-sized cooking challenge on Cupcake Sunday, and will be entertained for hours with face-painting and clown

antics.

For more information, visit [www.grampiansgrapeescape.com.au](http://www.grampiansgrapeescape.com.au)

## Run the Gap

*Late May 2013 (TBC), Halls Gap*

Walk or run this beautiful course that winds its way through the heart of the Grampians National Park, along the Fyans Creek trail and across the wall at the lovely Lake Bellfield.

Take in the stunning views of Mt. William and the Sierra ranges and catch glimpses of local wildlife at every turn. Participants will need to focus to stay on track!



Run The Gap is open to all ages, making for a fun and active family day out. The event caters to all fitness levels, giving entrants have the option to run a 6kms or 11kms, or take on the 6km walk. A free BBQ lunch in Halls Gap village is provided for all weary participants to tuck into after the run!

For more information, visit [www.runthegap.com.au](http://www.runthegap.com.au)

## Key Attractions

### Farm Gates

#### Grampians Pure Sheep Dairy

*Glenthompson, closed between 12 and 2pm*

The Grampians Pure sheep dairy is a working dairy farm that produces farmhouse style cheeses and specialty yoghurt. Tour the farm to learn how the process works from milking parlours to table and sample the wide range of fresh produce, including lemon and coconut yoghurt.

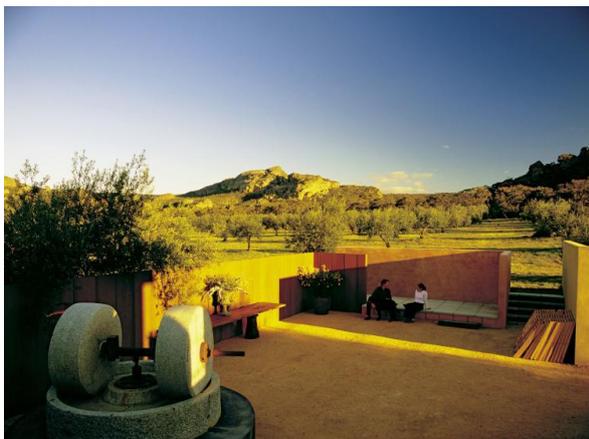


<http://www.visitsoutherngrampians.com.au/grampians-pure-sheep-dairy>

### Mount Zero Olive Grove

*41 Mount Zero Rd, Laharum. Open Thursday-Sunday and school holidays, 10am-5pm.*

With views of the stunning Grampians National Park, Mount Zero Olive Grove is an award winning biodynamic farm and produce store. Stocking a range of their own highly praised olives, olive oils and other olive products, the farm gate also offers an impressive selection of delicious seasonal produce from the surrounding region.



<http://www.mountzeroolives.com/>

## Scenic Picnic Spots



### ***The Balconies***

One of the region's most famous attractions, The Balconies lookout consists of two enormous sandstone rocks jutting from a cliff face, and provides the perfect spot to take in views all the way to the Victoria Valley.

### ***Boroka Lookout***

Stop by the Boroka Lookout to view the incredible Wonderland and Mount William Ranges, and spy the beautiful village of Halls Gap nestled between the mountain ranges. The lookout is easily accessible for visitors with limited mobility or small children.

### ***Mount William***

Mount William is the highest point in the park, standing at 1,167 metres. Those who make their way to the top of the mountain are rewarded with spectacular 360-degree views of mountain ranges and open plains. Take the steep walk to reach the summit.

Grampians Dunkeld Tourist Road, South East Grampians

## Local Brews

### **Three Troupers Brewery**

Available from Three Troupers Pantry, Western Hwy, Beaufort and other regional licensed cafes and restaurants

The Three Troupers, cousins William, Macgregor and George, came to the Victorian goldfields from Scotland in 1853. They didn't find gold; instead they started a brewery and modestly named their Pale Ale, Amber Ale and Wheat beer after themselves.

Today their descendants, Marianne and George Troup continue the Three Troupers legacy with the same enthusiasm for great, local beer.

They brew the pale ale, pilsner, amber ale and wheat beer with wheat and barley from the Grampians and Pyrenees region and using a recipe that has been in the family for generations.

Their beers are stocked at local bottle shops and bars, and they are a welcome presence at the Ararat Farmers Market, Grampians Grape Escape and other special events in the region.

For more information visit [www.threetroupers.com.au](http://www.threetroupers.com.au)

## Itinerary Ideas

Day	Activity	Perfect for
1	<p><b>Grampians and Pyrenees Wine Tour</b></p> <p>Early settlers around the Pyrenees considered the Grampians region to be the “natural garden of Victoria.” The diverse area produces beautiful Shiraz, Sparkling, Rieslings, Chardonnay and Pinot Gris.</p> <p>The Grampians Wine Region hosts an array of wineries, from contemporary boutique wineries to some of the most historic wineries in Victoria. The full and half day tours available in the area are a great way to see the scenery and learn something new about the wine grown in Victoria’s back yard.</p> <p>Organised tours can be booked, or a custom tour can be built through one of the many knowledgeable tour guides in the area.</p> <p><a href="http://www.grampiansregionalwinetours.com.au">http://www.grampiansregionalwinetours.com.au</a></p> <p><a href="http://www.pyrenees.org.au/winery_tours.htm">http://www.pyrenees.org.au/winery_tours.htm</a></p>	<b>Couples</b>
3	<p><b>Great Outdoors</b></p> <p>Give the family a wildlife experience outside of the zoo. The Grampians National Park is home to many rare and endangered species, and a beautiful place to see Australian wildlife in its natural habitat. Autumn is a great time to go walk the park to avoid hot summers and wet winters.</p> <p>After you’ve seen the real Grampians, visit Grampians Adventure Golf to play a round of miniature golf among the miniature mountains and waterfalls. Treat the family to a hot chocolate at the cafe or bring some food to cook up a family style feast on the available barbeques.</p>	<b>Families</b>

<p>4</p>	<p><b>Mountain Bike Riding</b></p> <p>Plenty of narrow bush trails and nooks and crannies make the Grampians an exhilarating place to visit on two wheels. There are tracks throughout the National Park to suit all skill levels, and bike hire is available. Brambuk—The National Park and Cultural Centre in Hall’s Gap has all the information you will need on trails and trips.</p> <p>If you’re feeling extra adventurous, take a mountain biking tour by night to see the national park in another light. Guides lead tours under starry night skies. If you’re lucky you will run into some of the park’s nocturnal wildlife!</p> <p><a href="http://www.visitvictoria.com/regions/Grampians/Activities-and-attractions/Aboriginal-Victoria/Arts-and-culture/Brambuk-The-National-Park-and-Cultural-Centre.aspx">http://www.visitvictoria.com/regions/Grampians/Activities-and-attractions/Aboriginal-Victoria/Arts-and-culture/Brambuk-The-National-Park-and-Cultural-Centre.aspx</a></p>	<p><b>Families</b></p>
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