



MEDIA KIT

Spring 2012

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 Spring.

This 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.



Spring in The Grampians

Introduction

As winter winds down, it's time to breathe deeply, delight the eye and visit Mother Nature at her best in the Grampians – known as 'Victoria's Garden'.

Spring is the crowning glory of the Grampians - famous for its natural wonders and associated outdoor pursuits. Abundant wildflowers present a glorious and evolving display that is augmented by the region's many other botanical treasures, including magnificent public and private gardens at their best in the spring.

Approximately 2 ½ hours west of Melbourne, The Grampians Region is easily accessible via Ballarat, or if you've got a little more time for the scenic route, the Great Ocean Road. This year a full calendar of special spring events is planned, from wildflower shows to photography tours, open gardens to exhibitions and so much more.

Key Events

Grampians Wildlife Arts Festival

28th August – 2nd September, Halls Gap

Hosted by The Grampians Arts Society, the 3rd annual Grampians Wildlife Arts Festival is an interactive, workshop-based event for aspiring artists.

A series of workshops led by some of Australia's most prominent and respected wildlife artists, including Ego Guitto and Linda Weil, give participants the opportunity to learn new techniques and further develop their skills with respected experts among the natural beauty of The Grampians.

The Show also features an exhibition of works. This year's theme is 'Wildlife Colours Our Natural World'. Some works have been specifically commissioned for the event, whilst a number of pieces from significant historical collections will also be on display.

For more information, visit www.gwas.org.au



Discover Dunkeld

20th October 2012, Dunkeld



Described as ‘A Mosaic of Experiences’, this annual family-friendly event highlights the food, wine, history, nature, and arts of delightful Dunkeld.

There is plenty to see and do during a day of live music and activities for all ages. Stop by the Market in the Park, take part in Koori art and craft workshops and storytelling sessions, check out the Aquila Eco Lodges Grampians Wildflower Nature Trail & Photography Exhibition, or enter the great Dunkeld scone-off (judged by a panel of selfless volunteers!).

Event-goers are also welcome at the Mt Sturgeon Homestead Open Day, where they can meet some of the region's native animals – including squirrel gliders, potoroos and the rare eastern quoll – as well as traditional farm animals such as sheep, horses and chickens.

For more information, visit <http://www.discoverdunkeld.com/>

Grampians Wildflower Show

4th October – 7th October 2012, Halls Gap

Now in its 75th year, the annual Grampians Wildflower Show draws visitors from near and far each year to enjoy a colourful celebration of the region's local flowers.

An array of wildflowers of all colours, shapes and sizes will be on display in full bloom at this family-friendly event.

Nature lovers and garden enthusiasts will appreciate the beautiful flowering orchids, lilies and natives that can be seen in all their glory throughout the woodlands, heathlands and wetlands of the region during Spring.



Visitors to the Show can chat with flower experts, or embark upon scenic trails with walking and bus tours departing twice daily from Halls Gap.

For more information, visit <http://grampianswildflowershow.org.au/>

Key Attractions

Public and Private Gardens

Hamilton Botanic Gardens

Hamilton

The fourth-oldest botanic gardens in Victoria, the Hamilton gardens were designed by William Guilfoyle, best known for his makeover of Melbourne's Royal Botanic Gardens. Much of the original gardens remain, including such classic 19th-century features as an ornamental lake, sweeping lawns and curved paths. Many of the original trees still grace the park as well, including rare and significant species such as the only known Kentucky coffee tree in Victoria. Because of the pristine state of the Hamilton Botanic Gardens, it was placed on the Victorian Heritage Register in 2008.

Cavendish Garden

Cavendish

The renowned private gardens of Cavendish in the Southern Grampians area, draw visitors from near and far who return again and again to view the stunning creations of the passionate, tenanted gardeners. The gardens of Wakefield Park, Imogen's Garden, and Aranbark have been recognised through their participation in Victoria's Open Garden Scheme. Whilst in Cavendish, the towns popular Settlers Walk is a local attraction that takes is the history and natural beauty of the region.



For more information, visit

<http://www.visitsoutherngrampians.com.au/towns/cavendish.html>

Wildflowers

Various locations

With more than 1,000 species on display, The Grampians is home to a truly astonishing portion of Victoria's wildflowers, with a third of the State's total flora found in the region.

Whether walking, riding or driving in the Grampians, you are likely to encounter wildflowers. It can be as easy as driving along the popular Grampians Road connecting Halls Gap and Dunkeld.

One of the most accessible unsealed routes for reliable wildflower spotting is the Mount Zero Road through Roses Gap, in the north of the Grampians National Park, while further south the Serra Road area is particularly rich with orchid species.



Among the routes in the Serra Road area is the Little Desert National Park, best with a four wheel drive vehicle and the Deep Lead Flora and Fauna Reserve near Stawell, which is especially abundant with orchids.

For more information, visit <http://www.visitvictoria.com/Regions/Grampians/Activities-and-attractions/Nature-and-wildlife/Wildflowers.aspx>

Bushwalking and Hiking

Lake Hamilton

Hamilton



Summer in the Grampians is warm and dry, but there are plenty of lakes around to stay cool and keep adventuring. Lake Hamilton is a great spot to take part in water sports or just lounge by the lakeside and watch the action.

A 4.2 km walking and cycling track surrounds the lake and at the end of Rippon Road there is a beach, playground and a picnic and barbecue area. Fishing, sailing, windsurfing, canoeing and swimming are permitted at Lake Hamilton and a boat ramp is available

for public use.

After a day on the lake, the wool town of Hamilton is home to plenty of delights. Hamilton boasts beautiful old houses, museums, galleries and botanic gardens for all to enjoy.

For more information visit <http://www.visitsoutherngrampians.com.au/towns/hamilton.html>

Byaduk Caves

Hamilton



Explore the underground and see evidence of the volcanic activity that shaped the Southern Grampians Region many years ago. Byaduk Caves is part of a lava flow that once stretched over 20 kilometres.

Formed when the lava flow solidified on top but continued to flow underneath, the caves contain stalactites, stalagmites and ropy lava.



Closed during the winter months for the health and safety of Bentwing bats that winter in the caves, the warmer months are a great time to venture down into the cool depths.

Only one of the caves, Harmans 1, is open to the public and access is limited in certain areas. Contact the Hamilton Information Centre for more information.

<http://www.visitvictoria.com/regions/Grampians/Travel-information/Visitor-information-centres/Hamilton-and-Grampians-Visitor-Information-Centre.aspx>

Itinerary Ideas:

Day	Activity	Perfect for
1	<p>Nursery Tour Pomonal Wildflower Nursery</p> <p>Pomonal Wildflower Nursery is among the most significant nurseries in the area. The nursery only stocks Australian natives, a third of which are native to the Grampians. The nursery's dedication to regional and national plants makes it a popular destination for gardeners seeking hard-to-find plants. The display garden also makes the nursery a favourite with green-thumbs and a lovely spot for an afternoon stroll, regardless of your gardening prowess.</p> <p>For more information contact the nursery (03) 5356 6250.</p>	Couples
2	<p>Grampians National Park</p> <p>Get out in the fresh air and enjoy a stunning Spring day with the family in The Grampians National Park.</p> <p>Home to an array of native flora and fauna, the park is full of captivating sights and sounds. Enjoy a casual stroll through the walking tracks, discover a hidden waterfall or take a quiet moment to take in the incredible views from one of the many lookout points.</p> <p>Come face to face with kangaroos, koalas, emus, as well as over 200 species of birds. Be on the lookout for the ancient Aboriginal rock art paintings in shelters found throughout the park.</p> <p>http://www.visitvictoria.com/Regions/Grampians/Activities-and-attractions/Nature-and-wildlife/National-parks-and-reserves/Grampians-National-Park.aspx</p>	Families
3	<p>Rock Climbing & Abseiling</p> <p>Based out of Halls Gap, 'Hangin Out in The Grampians' caters to all skill levels and features a full day 'Rock Intro' session that teaches beginners the basics of rock climbing and abseiling. Learn how to manage equipment, tie basic knots, and communicate with your partner or group when climbing.</p> <p>Single or multi-pitch climbing and half day or full day packages are available.</p> <p>For more experienced climbers who want to go out on their own, Mt. Arapiles is one of the most popular climbing and abseiling destinations in Australia, and has over 2,000 designated climbs.</p> <p>http://www.hanginout.com.au/index.html</p>	Adventurers