



AUSTRALIA'S
**SOUTH
WEST** REGIONAL
TOURISM
ORGANISATION

RESOURCES FOR
TRADE & MEDIA

WELCOME TO AUSTRALIA'S SOUTH WEST

Comprising of the Bunbury Geographe, Margaret River, Southern Forests and Valleys and Great Southern sub-regions, Australia's South West is home to awe-inspiring natural attractions, ancient coastal and inland landscapes and premium food and beverage experiences, connected by more than 1000 kilometres of coastline, towering forest, charming country towns and farmland. More than just a destination, Australia's South West is a hotspot for once-in-a-lifetime experiences, genuine encounters and dream-like escapes.

HOW TO USE THESE RESOURCES

This trade kit is designed to support our trade representatives in booking product, services and experiences in Australia's South West, by providing valuable information throughout the dreaming, planning, booking, experiencing and sharing phases of travel. This trade kit is best used hand-in-hand with our consumer-facing, annually produced [Holiday Planner](#), which provides a comprehensive snapshot of the best things to see and do in the region.

PAYING RESPECT TO COUNTRY

We acknowledge the Traditional Custodians of the South West, the Noongar people, and their enduring connection to, and care for, Boodja. We recognise the Pinjarup, Wilman, Wadandi, Pibelman, Kaneang, Menang and Koreng Aboriginal communities and invite visitors to respect and care for this ancient land and culture, contributing to its preservation for future generations.

Bunbury Geographe | Pijarup and Wilman Country
Margaret River Region | Wadandi Country
Southern Forests & Valleys | Pibelman & Kaneang Country
Great Southern | Minang & Koreng Country

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OUR REGION



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





SUGARLOAF ROCK

DREAM OF LEAVING THE EVERYDAY FAR BEHIND IN AUSTRALIA'S SOUTH WEST

Starting just two hours south of Perth, Western Australia, Australia's South West is abundant in nature, ancient culture, adventure, exceptional produce, wellness, and simple joys. It includes the the indulgent, adventurous, and naturally generous Margaret River Region; the wildly perfect Great Southern.; laid-back and effortlessly beautiful Bunbury Geographe; and the undiscovered charm of the Southern Forests and Valleys.

Our friendly and welcoming team lives and works in the region and are experts in new and mature bookable tourism experiences for all travellers.

Our Trade Kit has been compiled to assist you in crafting the best travel packages for your clients, including the latest itineraries and trade-ready products to make planning a visit to Australia's South West a dream.





DREAMING

To help promote this aspirational travel phase to your clients, we've collated some of our top dream-like experiences. Combined, they showcase the best on offer in each of our four sub-regions: Bunbury Geographe, the Margaret River Region, Southern Forests and Valleys and the Great Southern.



📍 WELLINGTON DAM, COLLIER

BUNBURY GEOGRAPHE

ARKLOW TRAIL, COLLIE

Bunbury Geographe is the closest South West region to Western Australia's capital city, Perth, with just a 2hr-drive landing visitors in the heart of its central hub – Bunbury. The region boasts a mix of city-meets-country experiences for you to discover, including boutique wine tours, family friendly farmstays and mountain biking adventures.

BALINGUP | BUNBURY | CAPEL | COLLIE | DARDANUP
DONNYBROOK | HARVEY



DOLPHIN DISCOVERY CENTRE

TOP HERO EXPERIENCES

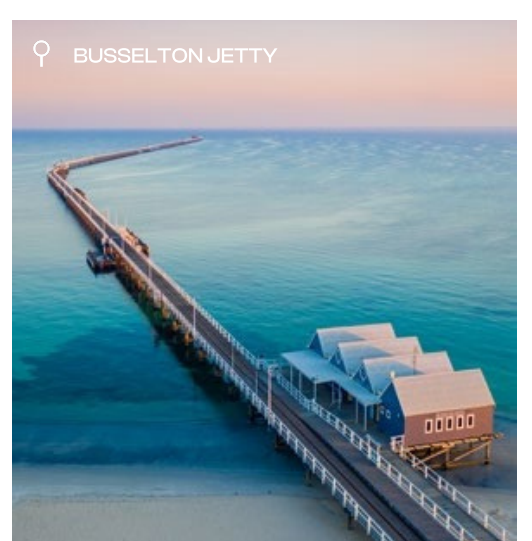
- Swim and/or interact with wild dolphins during an eco-friendly swimming (between November and April) or cruise experience with Dolphin Discovery Centre, or learn about these inquisitive mammals and other sea creatures in the interpretive centre.
- Take in the wonder of one of one of the most massive artworks around. The Wellington Dam mural, depicting the history of the town of Collie, can be seen from three angles - the road below, the viewing platform beside, and by walking across the top
- Come across dreamy turquoise waters at former open-cut mines-turned-lakes Black Diamond Lake and Stockton Lake near Collie.
- Find a handful of boutique wineries set in valleys or nestled between tree-lined hills, as well as a quirky village filled with miniature gnomes called Gnomesville, in the Ferguson Valley.
- Wander through WA's largest arboretum – the heritage-listed 60ha Golden Valley Tree Park in Balingup – which feature an assortment of trees that turn the most wonderful and vibrant shades of oranges, reds and yellows in autumn/early winter.
- Unlock the ancient methods of weaving bulrushes and mixing traditional ochre paint. Hear about the world's oldest living culture on a Ngalang Wongi Aboriginal Cultural Tour in Bunbury.

MARGARET RIVER REGION

SMITHS BEACH

The Margaret River Region is home to the most awarded fine wine region in Australia, pristine beaches, tall timber karri forests, renowned surf breaks and ancient underground caves, making it one of the most unique destinations on Earth. Each of the towns can be found hugging the coast of the Indian Ocean, nearby vast landscapes of vineyards and kangaroo dotted farmland. Here you can indulge at fine restaurants and boutique breweries, seek out wildflowers and wildlife, explore bespoke art galleries and immerse yourself in nature.

AUGUSTA . BUSSELTON . DUNSBOROUGH . COWARAMUP .
MARGARET RIVER . YALLINGUP



TOP HERO EXPERIENCES:

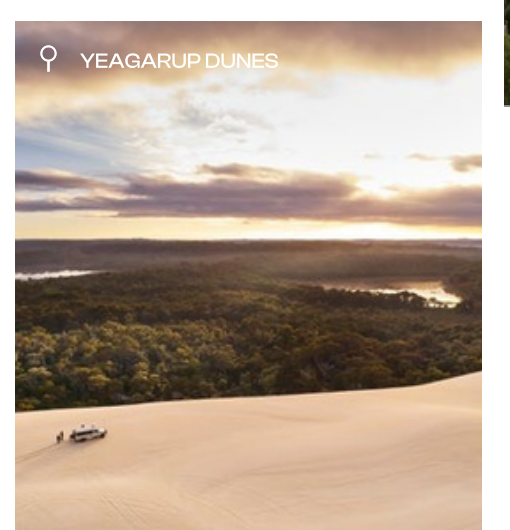
- 1 Head to the sunken depths of one of only 6 underwater observatories in the world at Busselton Jetty, Take the vibrant train the 1.8km journey out, or just enjoy the gentle half-hour stroll surrounded by turquoise blues.
- 2 Sip on award-winning, world-class wine at one (or a few) of the Margaret River Region's top wineries, or go behind-the-scenes and behind the cellar door on a private wine tour.
- 3 Glimpse some of the ocean's rarest and most spectacular wildlife up close on a whale watching tour from Augusta or Busselton. Or stop by Hamelin Bay to say hello to the stingrays in the shallow.
- 4 Go underground on a tour to explore the magic of the region's four ancient limestone caves - Jewel, Lake, Mammoth and Ngilgi. Be guided by Aboriginal traditional custodian, Josh Whiteland from Koomal Dreaming and experience the hauntingly beautiful sounds of the didgeridoo in the Ngilgi Cave
- 5 Try your hand at surfing at one of the many breaks located along the coast or try stand up paddle boarding, snorkelling or simply relaxing by the water.
- 6 Be greeted by dappled sunlight, quiet seclusion, birdsong and the scent of eucalyptus as you wander the world-class Boranup Forest.

SOUTHERN FORESTS & VALLEYS

♀ VALLEY OF THE GIANTS
TREETOP WALK, WALPOLE

The Southern Forests and Valleys is full of undiscovered adventure, with amazing forests, scenic country drives, pristine beaches and local produce at every turn. It is home to some of the most beautiful natural landscapes and charming small towns in the entire South West and will leave travellers feeling a world away from the every day.

♀ BRIDGETOWN . BOYUP BROOK . GREENBUSHES . MANJIMUP . NANNUP .
NORTHCLIFFE . PEMBERTON . WALPOLE



TOP HERO EXPERIENCES:

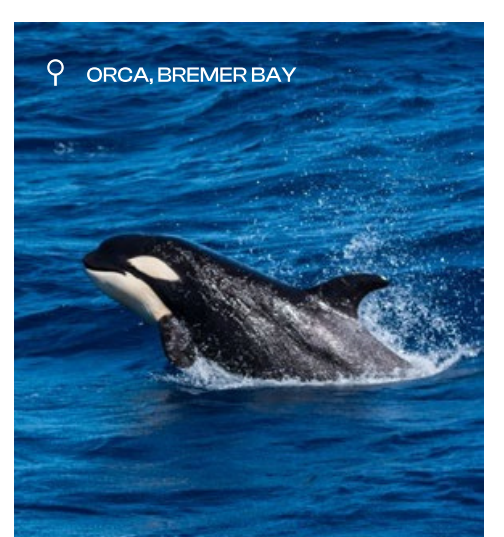
- 1 Strike gold on a hunt for the elusive Périgord Black truffle. Delicacies devoured the world over, these earthen treasures lurk in the abundant soils of Manjimup, and are celebrated gems during winter
- 2 Explore the D'Entrecasteaux National Park (approximately 20 minutes from Pemberton) and the Southern Hemisphere's largest land-locked dune system, the Yeagarup Dunes, with Pemberton Discovery Tours.
- 3 Scale the 75m-high Dave Evans Bicentennial Tree, a former fire lookout tree that has huge metal pegs hammered into its trunk to form a spiralling ladder which is located within the nearby Warren National Park.
- 4 Walk through the canopy of trees via a 40m-high suspension bridge at the Valley of the Giants Tree Top Walk, a sky-high attraction set in a forest of towering tingle trees.
- 5 Be adventurous and head out on one of the region's many mountain biking and cycling trails in Nannup and Pemberton, including the world-famous Munda Biddi Trail.
- 6 Dive into the depths of the serene Pemberton Pool. Expect picture perfect views in every shade of green.

GREAT SOUTHERN

📍 THE GAP, ALBANY

The Great Southern is a destination for seekers of paths less-trodden, jaw-dropping natural environments that look out of this world, and authentic experiences with just the right amount of adventure. The largest and most diverse region within Australia's South West, the Great Southern varies from unspoilt coastline and idyllic seaside towns, to sprawling agricultural lands and national parks harbouring some of the world's rarest species of flora and fauna.

📍 ALBANY . BREMER BAY . CRANBROOK . DENMARK . FRANKLAND RIVER . KATANNING . KOJONUP . MOUNT BARKER . PORONGURUP



TOP 5 HERO EXPERIENCES:

- 1** Hike to the top of one of Western Australia's highest peaks, Bluff Knoll, for spectacular views of the Stirling Range National Park, or climb to the top of the Granite Skywalk for just as impressive views of the Porongurup National Park.
- 2** Explore rugged coastlines at The Gap, where you can walk on a cantilevered, accessible viewing platform that hangs off the edge of a 45m-high cliff and watch the waves crash below.
- 3** Immerse yourself in rich cultural heritage at the National Anzac Centre, which uses an innovative blend of interactive technology and historical artefacts to tell unique and engaging stories of World War One.
- 4** Spot one of the largest congregations of orcas (killer whales) in the Southern Hemisphere on a whale watching expedition out to the Bremer Canyon – a known, killer whale feeding ground – between December and early April every year.
- 5** Paddle in the peppermint-green waters found at Greens Pool and Elephant Rocks, popular destinations known for their white, sandy beaches and large, elephant-like boulders.
- 6** Explore the rich and vibrant history and heritage of Kojonup with a stop at The Kodja Place. Get lost in the rose maze, wonder at Aboriginal stories, and enjoy an ever-changing gallery of artworks.

PLANNING

From detailed self-drive itineraries to some important need-to-knows – this section provides all the information you need to plan out your clients' next South West trip.

BOOKABLE DESTINATION ITINERARIES

To aid you in curating the best itineraries for your clients, we've put together a number of comprehensive and highly detailed itineraries filled with important information, top trade product recommendations and more.

THE ULTIMATE AUSTRALIA'S SOUTH WEST ROAD TRIP

There's something for everyone in Australia's South West, a destination that's home to awe-inspiring natural attractions, ancient coastal and inland landscapes and premium food and beverage experiences. Meet the very best of the South West on this 10- to 14-day road trip.

THE SOUTH WEST EDGE

The South West Edge is an epic 12-day road trip around the southern tip of Western Australia. It's a journey that'll take travellers into the heartland of an undisturbed and uncrowded Australia and past a vibrant urban port city, breathtaking coastline, ancient forests, awe-inspiring mountain ranges and vast open outback.

A SNAPSHOT OF AUSTRALIA'S SOUTH WEST

From ancient mountain ranges and rugged coastal cliffs, to towering karri trees and seaside bliss – experience a snapshot of Australia's South West during this 6- to 8-day itinerary.

AN ECO CONSCIOUS JOURNEY ALONG RAC'S ELECTRIC HIGHWAY

Discover the very best of an eco-conscious Australia's South West, which encourages participants to leave nothing but footprints behind, during this 12-day itinerary along RAC's Electric Highway.

BEYOND THE FARM GATE

From behind-the-scenes vineyard tours to gourmet truffle hunts – discover Australia's South West's authentic agritourism experiences on this 5- to 6-day itinerary.



HIGHLIGHTS OF THE GREAT SOUTHERN

The Great Southern is a destination for seekers of paths less-trodden, jaw-dropping natural environments, and authentic adventure experiences. This South West road trip is well-worth the five-hour drive (or one-hour flight) from Perth, showcasing some of Western Australia's most impressive natural and man-made icons over the course of 3- to 6-days.

NEED TO KNOWS

Flights into Western Australia from a number of capital cities across the world and all Australian capital cities. East Coast visitors can also access Perth via rail.

Australia's South West is located just a few hours' drive south of Western Australia's capital city, Perth, making it a great self-drive destination.

The easiest way to travel to Australia's South West is by flying to either Perth Airport, the Busselton Margaret River Airport (Jetstar flights depart from Melbourne and Sydney to the Busselton Margaret River Airport) or the Albany Airport (via Rex).

HIGHLIGHTS OF THE MARGARET RIVER REGION

With more than 130 kilometres of pristine coastline hugging its side, enhanced by towering native forest, seasonal wildflowers and rows of grape-laden vines. An idyllic setting primed for relaxation and/or adventure, the Margaret River Region should be part of your client's next Australian trip. Plan their itinerary today, with this 3- to 5-day Margaret River best-of compilation.

For Perth Airport transfers, we recommend Australian Pinnacle Tours, Australian Transit Group (ATG) and South West Coachlines.

Avis, Avraa Car Hire, Busselton & South West Rent A Car, Europcar and Hertz car hire options are available at the Busselton Margaret River Airport. For Albany Airport transfers, clients can hire a taxi or organise a charter with Albany Tours.

Most of Western Australia's national parks have entry fees; we suggest buying a multi-park pass prior to travel.

A LUXURIOUS MARGARET RIVER ESCAPE

Lavish long table lunches, exclusive vineyard wine tastings and idyllic retreats surrounded by nature – no other destination in Australia's South West radiates luxury and splendour quite like Margaret River. For the traveller looking for a little more luxury, this 3- to 5-day itinerary covers all they need to experience an indulgent Margaret River holiday.

Australia's South West aims to be an inclusive tourist destination, and as such, is continually developing products, services, amenities and infrastructure to allow everyone to access its beautiful sights and experiences. For more information on accessible tourism destinations in the South West visit bit.ly/SWaccessibility.



📍 WALK TALK TASTE, MARGARET RIVER

BOOKING

Help make your customers' dreams a reality by booking the best products and experiences for their trip. Here are some of our favourite bookable experiences in Australia's South West:

FOOD AND WINE

Taste Margaret River on a plate at Cullen Wines, which focuses on serving the finest of produce, most of which is grown on the secluded Wilyabrup property.

For a premium wine experience, visit one of the Ultimate Winery Experiences Australia's Margaret River wineries – Leeuwin Estate, Vasse Felix or Voyager Estate – and embark on a wine tasting or tour that goes beyond the cellar door.

Or if you prefer to be guided by a local expert, book a tour with Harvest Tours and indulge in a delightful day filled with the region's top wineries, gourmet eateries, and hidden gems.

NATURE AND WILDLIFE

Between May and November, join Naturaliste Charters aboard their luxury 20-metre catamaran and cruise between the Capes in search of Humpback, Southern Right, Blue and Minke whales.

Discover some of the region's cute, furry and critically endangered animals – including the native Woylie – on South West Eco Discoveries' Nocturnal Animal Tour.

For a superb, insightful and entertaining tour of the Torndirrup National Park and/or Stirling Range National Park, choose one of Albany Tours' day trip experiences.

OUTDOOR ADVENTURE

Go off the beaten track and explore the natural beauty of the Wambenger Trails in Wellington National Park on an e-mountain bike with Adventure Connections.

Ride through the bush, farm and forest while on one of Jesters Flat's horse-riding tours.

Experience the beautiful Margaret River from the water during Margaret River Discovery Tours' Sunset Canoe Tour.



ART, HISTORY AND CULTURE

Soak in spectacular views of Cape Leeuwin the Indian Ocean and Southern Ocean from the top of Australia's tallest mainland lighthouse.

Forage and taste native bushfood, or hear the stories of the Wadandi people on one of Koomal Dreaming's immersive cultural tours.

For a history lesson, go on an interpretive, personalised adventure through the National Anzac Centre. Learn about the lives of ANZAC servicepeople during the wars, and whether or not they survived.

Discover unique, nature-complementing artworks along the Understory Art & Nature Trail, a 1.2km walk trail that meanders through pristine native forest.

FAMILY FRIENDLY

Glide through the trees like a flying fox at the eco-certified Forest Adventures* – a high ropes adventure park located, mostly, in a canopy of old-growth Tuart trees.

Located by Frenchman's Bay and next to the Torndirrup National Park, Albany's Historic Whaling Station offers an insight into Albany's whaling history through interactive exhibits, a full-size replica ship and a giant sperm whale skeleton.

Watch chocolate being made then eat it at The Margaret River Chocolate Company.

LUXURY

Experience the Great Southern or the Margaret River Region's world-class attractions and pristine scenery from above with Scenic Helicopters.

Cruise in six-star comfort along the turquoise blue, calm waters of Geographe Bay onboard Eclipse Expeditions' premium sailing catamaran for an all inclusive luxury experience.

Take the afternoon to relax and recharge with a treatment at Empire Spa Retreat in Yallingup or Chimes Spa Retreat in Denmark

For our full trade-ready list of Australia's South West operators, [click here.](#)



 GRANITE SKYWALK

EXPERIENCING

Make your clients' journeys that extra bit easier with these handy contacts and top travel tips.

IMPORTANT CONTACTS

Emergency services (police, ambulance, fire brigade): 000 or 112 (mobile)
Roadside assistance (RAC): 13 11 11
Road conditions (Main Roads): 13 81 38.
mainroads.wa.gov.au

BEACH AND SWIMMING SAFETY

Australian beaches are some of the best in the world. We hope you enjoy them, but please take a moment to learn about rip currents and coastal dangers at mybeach.com.au.

When swimming at lifeguard patrolled beaches, stay safe by swimming between the flags. If you are exploring coastal areas and rock pools, be sure to take extra care and check tide times at willyweather.com.au before you travel to coastal areas.

Water at recreation areas including Black Diamond Lake, Minninup Pool and Stockton Lake is tested regularly for the presence of harmful organisms. Stay up-to-date with the latest safety information and check recent water tests of natural water bodies on the Shire of Collie website.

TRAVEL TIPS

Tourists are advised to check for alerts and road/park closures before commencing their travel on www.emergency.wa.gov.au and alerts.dbca.wa.gov.au.

In Australia, vehicles drive on the left-hand side of the road. You must wear a seat belt if you are travelling in a moving vehicle.

You must carry an international driving permit if your driver's licence is not in English.

Be sure to appoint a designated driver when visiting cellar doors or if you plan to drink alcohol, as driving under the influence of alcohol or drugs is considered an offence in Australia.

It is illegal to use your mobile phones while driving. Our tip – enjoy the view instead.

When two lanes merge into one, the vehicle in front has the right of way.

When entering a roundabout, always give way to any vehicle already in the roundabout, and to your right.

You may cross a broken line if it is safe to do so, but continuous unbroken lines should not be crossed unless you need to avoid an obstruction.

Give way to cyclists and when overtaking, allow a distance of 1.5m between your vehicle and the cyclist.

When making a U-Turn give way to all other road users and use the indicator to signal your manoeuvre.

Tips for driving on gravel roads:
- Slow down on bends.
- Don't break suddenly.
- Be prepared for dust and stones from passing vehicles.

Avoid driving in hazardous weather. Turning your headlights on is a great way to be seen at day or night.

There can be limited phone reception in some areas of the South West. Always plan your route beforehand and pack a hard copy of a map, just in case.

Wildlife is most active at dawn and dusk, so try to avoid driving at these times.

Stick to designated trails and heed warning signs alerting you to cliff risk areas, king waves and strong ocean currents.

Plan ahead, check weather conditions and always let somebody know your itinerary.

VISITOR SERVICING

To get the most out of your Australia's South West holiday, speak to the experts at one of the many visitor centres or Community Resource Centres (CRCs) in the region. The friendly staff can offer advice on accommodation, tours, services and the best things to see and do in the region. Look for the blue and yellow italic or white and blue 'i' signs to find a visitor centre on your holiday route.

BUNBURY GEOGRAPHE

Balingup Visitor Centre
South Western Highway, Balingup
Tel: (08) 9764 1818
www.balinguptourism.com.au

Boyup Brook Visitor Centre
84 Abel Street, Boyup Brook
Tel: (08) 9765 1444
www.boyupbrooktourism.com.au

Bunbury Visitor Centre
Bunbury Museum & Heritage Centre,
1 Arthur Street, Bunbury
Tel: 1800 286 287
www.visitbunburygeographe.com.au

Collie River Valley Visitor Centre
156 Throssell Street, Collie
Tel: (08) 9734 2051
www.collierivervalley.com.au

Donnybrook Visitor Centre
Old Railway Station,
South Western Highway, Donnybrook
Tel: (08) 9731 1720
www.donnybrookwa.com.au

Ferguson Valley Visitor Centre
5 Ferguson Road, Dardanup
Tel: (08) 9728 1551
www.fergusonvalley.net.au

MARGARET RIVER REGION

Busselton Visitor Centre
17 Foreshore Parade, Busselton
Foreshore

Margaret River Visitor Centre
100 Bussell Highway, Margaret River
Tel: (08) 9780 5911
www.margaretriver.com

SOUTHERN FORESTS AND VALLEYS

Bridgetown-Greenbushes Visitor Centre
11 Stewart Street, Bridgetown
Tel: (08) 9761 1740
www.bridgetown.com.au

Manjimup Visitor Centre
151 Giblett Street, Manjimup
Tel: (08) 9771 1831
www.manjimupwa.com

Nannup Visitor Information
Tel: (08) 9756 1018
www.experiencenannupwa.com.au

Northcliffe Visitor Centre
Muirillup Road, Northcliffe
Tel: (08) 9776 7203
www.southernforestsandvalleys.com/Northcliffe

Pemberton Visitor Centre
Brockman Street, Pemberton
Tel: (08) 9776 1133
www.pembertonvisitor.com.au

Walpole-Nornalup Visitor Centre
South Coast Highway, Walpole
Tel: (08) 9840 1111
www.walpole.com.au

GREAT SOUTHERN

Albany Visitor Centre
221 York Street, Albany
Tel: (08) 6820 3700
www.amazingalbany.com.au

Bremer Bay Community Resource
and Visitors Centre
7 Mary Street, Bremer Bay
Tel: (08) 9837 4171
www.bremerbaycrc.com.au

Broomehill-Tambellup Community
Resource Centre
34 Norrish St, Tambellup
Tel: (08) 9825 1177
www.tambellupcrc.net.au

Cranbrook Tourist Centre
Gathorne Street, Cranbrook
Tel: (08) 9826 1008
www.cranbrook.wa.gov.au

Denmark Visitor Centre
73 South Coast Highway, Denmark
www.denmark.com.au

The Kodja Place & Kojonup Visitor Centre
143 Albany Highway, Kojonup
Tel: (08) 9831 0500
www.kojonupvisitors.com

Mount Barker Visitor Centre
6/622 Albany Highway, Mount Barker
Tel: (08) 9851 1163
www.mountbarkertourismwa.com.au

In the towns of Frankland River,
Gnowangerup, Katanning, Ongerup and
Pingrup, visitor information is available at
the local Community Resource Centre.

TRADE READY DIRECTORY

📍 FOREST EXPLORERS, COLLIE

BUNBURY GEOGRAPHE

ACCOMMODATION

Balingup Heights Hilltop Forest Cottages
info@balingupheights.com.au

Bunbury Apartment Motel
info@bunburymotel.com.au

Bunbury Seaview Apartments
stay@bunburyseaview.com.au

Discovery Parks Bunbury Foreshore
bunburyforeshore@discoveryparks.com.au

Evedon Lakeside Retreat Ferguson Valley
info@evedon.com.au

Mantra Bunbury Lighthouse
res@mantrabunbury.com.au

Peppermint Lane Lodge
info@peppermintlanelodge.com.au

Quest Apartments Bunbury
questbunbury@questapartments.com.au

EXPERIENCES

Adventure Connections
Guided e-bike tours through the Wellington National Park; Bike, hiking and kayak hire; shuttle service to the Mountain Bike trails
info@adventureconnections.com.au

Boola Bidi Dreaming
Bush food & medicine workshops; guided tours; artefact & tool making workshops; cultural centre & gift shop
info@harveyabcorp.com.au

Dolphin Discovery Centre
Dolphin Eco cruises, swim with the dolphins (seasonal); Marine discovery and interpretive centre
bookings@dolphindiscovery.com.au

Forest Explorers
Walking Tour of Collie (Mural trail, Heritage, Taphouse); Wildflower Tours; Trail transfers for hikers
info@forestexplorers.com.au

Secret Picnic Adventures
Self guided tours - following clues and collecting ingredients for a picnic
secretpicnicadventures@gmail.com

Vineyard 28
Guided Wine tasting experiences with optional food pairing
wine@vineyard28.com.au

TRADE READY DIRECTORY

📍 CAPE LEEUWIN LIGHTHOUSE, AUGUSTA

MARGARET RIVER REGION

ACCOMMODATION

Abbey Beach Resort

info@abbeybeach.com.au

(The) Aqua Resort Busselton

info@theaquaresort.com.au

Bayview Geographe Resort

reservations.bgr@bayviewhotels.com

Bina Maya Yallingup Escape

info@binamaya.com

Cape Lodge

stay@capelodge.com.au

Eight Willows Retreat

reservations@eightwillowsretreat.com.au

Heyscape Tiny Cabins Busselton & Yallingup

sales@heyscape.com.au

Hilton Garden Inn Busselton

bqbgj_hotel@hilton.com

Margaret River Hideaway & Farmstay

stay@margaretriverhideaway.com

Margaret River Holiday Cottages

andrew@mrholidaycottages.com.au

Margarets Beach Resort

stay@margaretsbeachresort.com.au

Margarets In Town Apartments

stay@margaretsintown.com.au

Pullman Bunker Bay Resort

H8775@accor.com

RAC Busselton Holiday Park

parks.sales@rac.com.au

RAC Margaret River Nature Park

parks.sales@rac.com.au

Seashells Yallingup

slang@seashells.com.au

Smiths Beach Resort

sales@smithsbeachresort.com.au

Stay Margaret River

gm@staymargaretriver.com.au

The Sebel Busselton

bus.gm@accorvacationclub.com.au

Timothee Resort (The)

stay@thetimothee.com.au

Willow Wood Glamping Retreat

info@willowwoodglamping.com

Busselton Jetty

Electric train; Underwater observatory; Marine Discovery Centre; underwater sculptures

bookings@busseltonjetty.com.au

Cape2Camp

Self guided hikes off Cape to Cape Track with all amenities provided

cape2camp@gmail.com

Cape Mentelle

Behind the scenes tour; food and wine pairing experience

info@capementelle.com.au

(The) Capes Foundation

Cape Naturaliste & Cape Leeuwin Lighthouse; Capes Raptor Centre; Forest Adventures; Mammoth, Lake & Jewel Cave; Ngilgi Cave and Ancient Lands

attractions@margaretriver.com

Cape to Cape Explorer Tours

Guided or self guided hikes of Cape to Cape incl. accommodation option

info@capetocapetours.com.au

Clairault Streicker Wines

Wine blending experience

bookings@clairaultstreicker.com.au

Discover Deadly

Reptile education centre

info@discoverdeadly.com.au

Domaine Naturaliste Wines

Guided tasting with grazing board

cellar@domainenaturaliste.com.au

Eclipse Expeditions

2 - 3 night charter aboard a luxury catamaran

info@eclipsewa.com.au

EXPERIENCES

Bettenays Wines & Nougat

Wine & nougat pairing experience

info@bettenaysmargaretriver.com.au

Bushtucker River and Wine Tours

Winery & Brewery tours; canoe tour; private charter

info@bushtuckertours.com

TRADE READY DIRECTORY

LEEWIN ESTATE, MARGARET RIVER

MARGARET RIVER REGION

EXPERIENCES CONT...

Forage Safaris

Farm gate tours; walking tour of Busselton

foragesafaris@gmail.com

Fraser Gallop Estate

Wines & Vines tour of the vineyard; info@frasergallopestate.com.au

Harvest Tours

Single day tours of the region incl. food, wine and coffee; multi day tours departing Perth

indulge@harvesttours.com.au

Howard Park Wines

Wine education classes in the 'Wine Chapel'

hpw@hpw.com.au

Inspiration Outdoors

Guided walking tour of the Cape to Cape track ex. Perth

walk@inspirationoutdoors.com.au

Jesters Flat

Horse trail rides in Margaret River

info@jestersflat.com

Koomal Dreaming

Aboriginal cultural tours at Ngilgi Cave

info@koomaldreaming.com.au

Margaret River Chocolate Company & Margaret River Providore

Chocolate, coffee and wine tasting; the Ultimate Taste of Margaret River ann@chocolatefactory.com.au

Margaret River Truffle Farm

Join a delightful truffle hunt through the hazelnut and oak groves with skilled dogs during the winter season

info@themargaretrivertrufflefarm.com.au

Margaret River Discovery Co

Unique wine and adventure tours

sean@margaretriverdiscovery.com.au

McLeod Tours

3-Day escape or 3-Day platinum tour ex. Perth

info@mcleodtours.com.au

MyDriver Margaret River

Premium touring option - single or multi day

info@mydrivermargaretriver.tours

Passel Estate

Wine & Cheese tasting; Nature & Wine walk through Possum Conservation Sanctuary

tastingroom@passelestate.com

Sailing Charters WA

A range of day cruise options in Geographe Bay

info@sailingcharterswa.com

Scenic Helicopters

Scenic flights, accommodation to winery transfers

jackson@scenichelicopters.com.au

Shelter Brewing Company

Brewery behind the scenes tours

paul@shelterbrewing.com.au

South West Eco Discoveries

Unique tours of the Margaret River Region; nocturnal wildlife tour

info@southwestecodiscoveries.com.au

South West Luxury

Bespoke luxury transport

rebekah@southwestluxury.com.au

Swings & Roundabouts

Swings backyard stories wine experience

bookings@swings.com.au

The Grove Distillery

Talk and Taste distillery tour

orders@thegrovedistillery.com.au

Untamed Escapes

Multi day tours in the Margaret River Region, focused on sustainable and regenerative tourism

anna@untamedescapes.com.au

Vasse Felix

The Original, The Epicurean, The Cellar Experience, The Cape to Vine Tour

info@vassefelix.com.au

Vasse Virgin

Olive Oil, Perfumery and Lip Balm workshops

admin@vassevirgin.com.au

Voyager Estate

Guided tastings, tours and immersive masterclasses

winerom@voyagerestate.com.au

Walk Into Luxury

Great Walks of Australia - multi day tour departing Perth

info@walkintoluxury.com.au

Whale Watch Western Australia

Seasonal tours in Dunsborough, Busselton and Bremer Bay for Humpback whale and Orca migration

contact@whalewatchwesternaustralia.com

Whicher Ridge Wines

Pick and Sip Experience in the Wine Sensory Garden

cmhoward@westnet.com.au

Windows Estate Wines

Organic Farm/Vineyard Tour & Tasting

sales@windowsestate.com

Xanadu Wines

Behind the scenes experience and museum tastings

sread@xanaduwines.com

TRADE READY DIRECTORY

📍 RAC KARRI VALLEY RESORT, PEMBERTON

SOUTHERN FORESTS & VALLEYS

ACCOMMODATION

Ampersand Estates

melissa@ampersandestates.com.au

Chestnut Brae Farmstay

info@chestnutbrae.com.au

Diamond Forest Farm Stay

info@diamondforest.com.au

Forest Lodge Resort Pemberton

info@forestlodgeresort.com.au

Holberry House

info@holberryhouse.com.au

Jarrah Glen Cabins

jarrahglen@westnet.com.au

Pump Hill Farm Cottages

pumphillfarm@bigpond.com

RAC Karri Valley Resort

parks.sales@rac.com.au

EXPERIENCES

Aerial Adventure Pemberton

Ziplining high ropes course for all ages

hello@aerialadventurepemberton.com.au

Ampersand Estates Cellar Door

Tasting experiences of wines or spirits;
Gin botanical garden coming soon

melissa@ampersandestates.com.au

Donnelly River Cruises

Morning and Afternoon cruises along
the Donnelly River through the
D'Entrecasteaux National Park

peter@donnellyrivercruises.com.au

Pemberton Discovery Tours

Beach and Forest eco 4WD tours
through the Landlocked Yeagarup
Dunes in D'Entrecasteaux National Park

info@pembertondiscoverytours.com.au

Secret Picnic Adventures

Self guided tours - following clues and
collecting ingredients for a picnic

secretpicnicadventures@gmail.com

Southern Forests Experiences

providing unique and exclusive small
group tours within the Southern
Forests' region of Western Australia

annette@travelwithme.com

Truffle Hill

Providing small group truffle hunts in
the winter months

huntingtruffles@trufflehill.com.au

Valley of the Giants Treetop Walk

Famous for its suspended walkway that
takes you 40 metres above the forest
floor, weaving through the canopy of
ancient red tingle trees

Peter.Worthington@dbca.wa.gov.au

WOW Wilderness EcoAdventures

single and multi-day immersive, guided
experiences combining hiking,
packrafting, and mountain biking to
explore the diverse landscapes of the
Walpole Wilderness

ecoadventures@wowwilderness.com.au

TRADE READY DIRECTORY

📍 GRANITE SKYWALK,
PORONGURUP NATIONAL PARK

GREAT SOUTHERN

ACCOMMODATION

Albany Motel & Apartments
info@albanymotel.com.au

**BIG 4 Middleton Beach Holiday Park &
BIG 4 Emu Beach Holiday Park**
internationalsales@big4.com.au

Cape Howe Cottages
holiday@capehowe.com.au

Chimes Spa Retreat
jeanne@chimes.com.au

Dog Rock Motel
info@dogrockmotel.com.au

Hilton Garden Inn Albany
alhgi_hotel@hilton.com

Ibis Styles Albany
info@ibisstylesalbany.com

Karma Chalets & Karisma Spa
info@karmachalets.com.au

Maitraya Private Retreat
bookings@maitraya.com

Mandala Ace Albany Hotel
manager@mandalaacealbany.com.au

Quality Suites Banksia Gardens
admin@banksiagardens.com.au

The Beach House at Bayside
luxury@thebeachhouseatbayside.com.au

Upland Farm
hello@uplandfarm.com.au

EXPERIENCES

Alkoomi Wines
Located in the centre of Albany, offering tasting experiences whilst learning about Great Southern wine making
info@alkoomiwines.com.au

Albany Tours
Immersive guided experiences that showcase the natural beauty, rich history, and vibrant culture of Albany and the Great Southern region.
info@busybluebus.com.au

Albany's Historic Whaling Station
The only complete whaling station tourism attraction in the world, the site also features a native wildlife park and a vibrant wildflower garden
marketing@discoverybay.com.au

Great Southern Outback Tours
intimate, small-group safari-style adventures through Outback WA
wmonks@westnet.com.au

Kurrah Mia - Culturally Noongar
Aboriginal cultural tours in and around Albany, led by Menang Noongar guides who share stories, traditions, and deep connections to Country
info@kurrahmia.com.au

Luxury Outback Tours
offers premium small-group adventures across WA, blending comfort with rugged exploration
luxurytours@iinet.net.au

National ANZAC Centre
a world-class museum that brings to life the personal stories of Australian and New Zealand soldiers who served in World War I
info@nationalanzaccentre.com.au

Naturaliste Charters Whale Watching
Whale Expeditions from December to April, taking guests into the spectacular Bremer Canyon to witness orcas and other marine wildlife in the wild
info@whales-australia.com.au

Singlefile Wines
A Sense of Place guided tour, a Cool-Climate Chardonnay Masterclass, chocolate and wine pairings, or a Chardonnay gin tasting and cocktail session
perthops@singlefilewines.com

The Lake House Wines
a picturesque winery, cellar door, and restaurant offering seated tastings, vineyard platters and house-made Vinofood condiments
office@lakehousedenmark.com.au

Whale Watch Western Australia
Bremer Bay Orca Experience is a premier full-day expedition running from January to mid-April, offering the chance to witness orcas in the wild at the Bremer Canyon.
contact@whalewatchwesternaustralia.com

TRADE READY DIRECTORY

VINEYARD, MARGARET RIVER

WHOLE REGION / EX PERTH

TOURS & TRANSPORT

4Xploring Rentals

Offering high-quality, adventure-ready camper vehicles for exploring Western Australia's rugged terrain

info@4xploringrentals.au

Australian Pinnacle Tours

Offers a wide range of guided adventures across Australia's South West, departing from Perth in luxury coaches and 4WD vehicles

reservations@pinnacletraveltours.com.au

Crikey Camper Hire

offers fully equipped 4WD and camper or caravan packages ideal for exploring Australia's South West and beyond.

info@crikeycamperhire.com.au

Red Sands Campers

Based in Perth, their custom-designed Toyota Hilux vehicles feature rooftop tents, high-end camping gear, and all-inclusive pricing

adam@redsandscampers.com.au

EXPERIENCES

Fly Legendaire

luxury air charter service based at Jandakot Airport in Perth, offering bespoke flights across Western Australia.

info@legendaire.com.au

True North Adventure Cruises

An exclusive 8-night "Adventure South West" cruise exploring Western Australia's stunning southern coastline between Esperance and Fremantle

sales@truenorth.com.au

Off The Beaten Track WA

Offers award-winning hiking and adventure tours across Australia's South West. Their experiences range from multi-day treks and weekend escapes to Hike, Wine & Dine adventures and accessible hikes, all designed to connect people with nature in meaningful ways.

tracy@offthebeatentrackwa.com.au

DMC SERVICES






Best Of Margaret River

Drew Bernhardt - Destination specialist, private touring, travel design, signature safaris

info@bestofmargaretriver.com.au




SHARING

If your clients would like to share their stories, experiences and journeys with us, we encourage them to like and follow us on the accounts below, and tag us in their posts, stories, videos and reels.

-  @Australias_SouthWest
-  @AustraliasSouthWest
-  AustraliasSouthWest
-  AustraliasSouthWest
-  @Australias_SouthWest
- #AustraliasSouthWest

THE SOUTH WEST EDGE

Albany, Bunbury, Busselton, Denmark, Esperance, Ferguson Valley, Fremantle, Hopetoun, Hyden, Margaret River, Nannup, Pemberton, Perth, Porongurup, Rottnest Island, Walpole, Yallingup
<https://thesouthwestedge.com.au/>

-  @thesouthwestedge
-  @thesouthwestedge
-  The South West Edge

WESTERN AUSTRALIA



- @westernaustralia
- #WATheDreamState

AUSTRALIA

- @australia
- #SeeAustralia #HolidayHereThisYear

BUNBURY GEOGRAPHE

Boyup Brook, Bunbury, Capel, Collie, Donnybrook, Ferguson Valley, Harvey
www.visitbunburygeographe.com.au

-  @visitbunburygeographe
-  @visitbunburygeographe
- #Bungeo



THE MARGARET RIVER REGION

Augusta, Busselton, Cowaramup, Dunsborough, Gracetown, Margaret River, Yallingup
www.margaretriver.com

-  @margaretriver
-  @themargaretriverregion
- #margaretriver



THE GREAT SOUTHERN

Albany, Denmark and Great Southern Treasures
www.discovergreatsouthern.au

-  @discovergreatsouthern
-  @discovergreatsouthern
- #wanderwiththewild



GREAT SOUTHERN TREASURES

Broomehill-Tambellup, Cranbrook, Gnowangerup, Katanning, Kent, Kojonup, Plantagenet, Woodanilling, Jerramungup
www.greatsoutherntreasures.com.au

-  @greatsoutherntreasures
-  @greatsoutherntreasures
- #greatsoutherntreasures

GREAT SOUTHERN TREASURES

Balingup, Boyup Brook, Bridgetown, Greenbushes, Manjimup, Nannup, Northcliffe, Pemberton, Walpole
www.southernforestsandvalleys.com

-  @southernforestsandvalleys
-  @southernforestsvalleys
- #southernforestsandvalleys

CONTACT

Please contact the Australia's South West team if you have any further questions.

Phone : +61 8 9791 9197

Email : admin@australiassouthwest.com

Website : www.australiassouthwest.com

Address: PO Box 252 Bunbury, WA 6231

AUSTRALIA'S

**SOUTH
WEST** REGIONAL
TOURISM
ORGANISATION