

Received 30/5/07
Submission no.32

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Comments:

The Volcanoes Discovery Trail Committee has promoted the Western District of Victoria and South Eastern South Australia since 1999 with small funding from 7 Shire Councils, it is a very pro active committee and was approached in 2005 to apply for UNESCO Global Geopark status for the region.

UNESCO Global Geopark status is one step below World Heritage listing and is recognition on the World stage.

The Application to UNESCO was received in Paris in December 2006 and now the region is to host a UNESCO Expert Mission who will assess the region for Global Geopark status, that visit is taking place between 17 June and 26 June 2007.

If successful the region will then be listed with 50 other regions throughout the World with this recognition.

Our motto is Education, Promotion and Protection and the status will be the ultimate promotion tool for our volcanic region. Tourism through geotourism will certainly benefit and the branding that will follow will allow a new Destination Branding for this area.

The Volcanoes Discovery Trail is well established and the Kanawinka Global Geopark will become recognised as the Brand for the region to tourists and all education bodies.

This is the way forward for tourism in Western Victoria and needs to be recognised in any studies at all levels of government.

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