



What's Hot for 2010 - Monday, 28 June 2010

"People rarely succeed unless they have fun in what they are doing" – **Dale Carnegie**

Dear BFIRSTNAME and Team

The rest of 2010 is offering up an abundance of signature events for the Margaret River region. With adventure sports, whale watching and wildflowers on the agenda the team at the Augusta Margaret River Tourism Association thought we had better give you the heads up!

Mark them into your calendar and check out the Top 5 things to do in Margaret River during the Winter and Spring months.

Warm Regards

Cory & the Augusta Margaret River Tourism Association Team

Featured in this Edition:

What's Hot Still in 2010

Whale Season Augusta
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Whale Season Dunsborough
Cape to Cape MTB
Anaconda Adventure Race
Australian Chamber Orchestra

Top 5 things to Do

Jewel, Lake and Mammoth Caves
Cape Leeuwin Lighthouse
Savour a gourmet lunch
Whale Watching!
Adventure activities

What's Hot Still in 2010

Whale Season June to September

Augusta

The Southern Right and Humpback whales are currently making their annual northern splash in the waters off Cape Leeuwin, Augusta. At any one time in the month of July there can be over 200 whales in the safe waters of Flinders Bay, providing a spectacle for those on the mainland or aboard the many water craft in the area. Cape Leeuwin Lighthouse is the perfect vantage point for land-based whale watching! Climb to the top of mainland Australia's tallest lighthouse or gaze out to sea where two oceans meet through the decking binoculars! Augusta is simply the best place to see the whales!

Contact details: Margaret River Visitor Centre on +61 8 9780 5911 or welcome@margaretriver.com

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Cow Charity Auction 10th July

Signal Park, Busselton

The CowParade Margaret River finale sees these masterful 3D bovine canvasses auctioned off for the benefit of non profit charities and regional projects. The live auction will be held at Signal Park, Busselton, on the 10th of July 2010. Viewing of the cows commences at 3.00pm with the auction kicking off at 4.30pm. Tickets are \$55 each and on sale now at the Margaret River Visitor Centre and include drinks, canapés and, of course, the opportunity to bid! There is also an online auction from 10th – 19th July at www.tradeaway.com.au.

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Wildflower Tours September and October

Lake and Mammoth Cave

Margaret River Wildflower Tours provide enthusiasts with an informative and memorable wildflower experience. Conducted by passionate guides the tours take you to the best wildflower hot spots and also include exploration into an ancient underground wonderland of limestone caves. See if you can recognise the dominant whites and yellows of the *Wattles*, *Hibbertias*, and *Beardheaths*. Or perhaps spot the rich colours of the *Co! ttonheads*, *Purple Tassles*, *Fan-Flowers* and *Flame Peas*. And for lovers of the delicate orchid, admire the *King in His Carriage*, *Flying Ducks*, *Cowslip*, *Donkey's* and *Spider Orchids*. Margaret River is not only the best place to experience wildflowers, it is a natural paradise.

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Whale Season September to December

Dunsborough

The 6-month whale watching season continues in Geographe Bay as the warmer months approach. During this time the whales returning to the cooler waters of the Southern Ocean migrate south along the Western Australian coast before congregating again off the Margaret River region. The combined Flinders Bay and Geographe Bay whale-watching season is one of the longest in the world and with the spectacular coastal scenery and activities on-shore it is easy to see why it makes for an incredible escape from reality. Getting up close and personal to nature's largest beasts in Margaret River is a truly magical experience.

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Cape to Cape MTB 14th to 17th October

Margaret River Wine Region

The Cape to Cape MTB four day mountain bike race through the Margaret River Wine Region from Cape Naturaliste in the north to Cape Leeuwin in the south. The event is a challenge to riders of all levels, either competitive or recreational. The course is set to an iconic backdrop of world-famous surf beaches, private farmlands, vineyards, rocky outcrops and national forests.

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Anaconda Adventure Race 7th November

Augusta

A spectacular off-road event in a truly wild part of the world. Competitors follow a course that commences at the base of the Cape Leeuwin Lighthouse and entails running around dramatic rocky headlands before an ocean swim. The race finishes with paddling on the stunning Hardy Inlet and Southern Ocean before mountain biking through scenic inland forests. This international event was hosted in Augusta for the first time in 2009 and was a great success.

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VASSE FELIX

Australian Chamber Orchestra 3rd to 5th December

Vasse Felix

The Australian Chamber Orchestra, under the direction of Richard Tognetti, will perform in the stunning Vasse Felix Barrel Hall for a weekend of musical delights. Accompanied by fine food and wine in enchanting surrounds this is a unique musical highlight of the Summer calendar.

Contact details: Michelle Grigg on +61 8 9756 5016 or michelle.grigg@vassefelix.com.au

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Top 5 Things To Do



Explore the dazzling limestone display of an ancient world

The dynamic underground cave network of the Leeuwin-Naturaliste Ridge is an awe-inspiring natural wonder. A visit to Jewel, Lake and Mammoth Caves will blow you away with a sparkling array of crystal-like formations. Learn more about these fragile systems with a visit to the Caveworks Interpretive Centre at Lake Cave. The spectacular new Jewel Cave precinct will be unveiled in December!

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Climb mainland Australia's tallest Lighthouse at Cape Leeuwin

The Cape Leeuwin Lighthouse is located at the most south-westerly point of Australia. Climbing to the top of the lighthouse and gazing out to sea where two oceans meet is a highlight of any Margaret River itinerary.

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Savour a long gourmet lunch at a famous winery

While on your wine trail a stop for lunch in one of the many secluded locations is a must. The Margaret River Wine Region is the 'foodies' mecca of Western Australia. With a meandering wine trail set amongst the divine countryside of the Leeuwin-Naturaliste ridge this is an experience to remember.

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Experience the magnificence of Whale Watching

Whale watching in the Margaret River region is a breathtaking experience. Get up close and personal to these majestic beasts on a whale watching tour or catch a glimpse of the whales playing in the bays from a land-based vantage point.

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Raise the adrenaline with some adventure activities

Margaret River is more than just a place to relax and indulge. Break up your revitalising holiday by trying your hand at mountain biking, horseriding, 4 wheel-driving, canoeing or even rock climbing!

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CONTACT US

Email us with any questions you may have on communications@margaretriver.com or call (08) 9780 5921.

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