

# AUGUSTA MARGARET RIVER REGION

## FACT SHEET



### LOCATION

The Augusta Margaret River region is located in Australia's extreme southwest corner some 283 kilometres south of the Western Australian capital city of Perth.

### SIZE

- 2370 square kilometres:
  - North to South : 61 kilometres
  - West to East : 62 kilometres

### MAJOR TOWNS

- Margaret River Lat: 33 57 S Long: 115 04 E
- Augusta Lat: 34 19 S Long: 115 09 E

### OTHER TOWNSHIPS

- Inland:
  - Cowaramup
  - Witchcliffe
  - Karridale
- Coastal:
  - Gracetown
  - Prevelly
  - Yallingup

### MAJOR INDUSTRIES

- Tourism
- Viticulture and Wine production
- Sheep
- Beef Cattle
- Dairy cattle
- Fishing
- Horticulture

## **ESTIMATED POPULATION**

- 11 380 (2004) Source: Bureau of Statistics figures released 2005

## **ESTIMATED VISITORS TO THE REGION ANNUALLY**

- Over 1 million to the region and 500,000 to the Shire

## **MAJOR TOURIST ATTRACTIONS**

- Cape Leeuwin Lighthouse (LightWorks Interpretative Centre)
- Lake, Mammoth and Jewel Caves (CaveWorks Interpretative Centre & the Jewel Cave Preservation Centre)
- Blackwood River
- Margaret River
- Flinders Bay
- Boranup Forest
- Hamelin Bay
- Surfers Point (Scene of Classic and Masters Surfing events held annually)
- Heritage Walking Trails
- Leeuwin Naturaliste National Park
- Scott River National Park
- Old Settlement Historical Museum at Margaret River
- Augusta Historical Museum
- Ellensbrook Homestead
- Wineries
- Art Galleries
- Local Producers

## **CLIMATE**

- Mediterranean with warm dry summers and cool wet winters
- Average annual rainfall 850 – 1200 mms

## **VEGETATION**

- State Forest makes up 998 square kilometres (125 400 hectares) in the Augusta Margaret River Shire
- National Parks include Leeuwin-Naturaliste National Park, Scott River National Park and Margaret River National Park
- Forest: Karri, Jarrah and Marri trees are predominant. Tingle trees further to the south
- Coastal Heath: Peppermint tree
- Rare and Endangered Flora : 66 species identified

## **NATIVE FAUNA**

- Includes kangaroos, possums, various reptiles, insects and marine life
- Huge variety of bird life including cockatoos, Blue Wrens, Willy Wagtails
- Migratory birds
- Rare and Endangered Fauna: 5 species identified

## **ACTIVITIES**

Water based:

- Boating
- Canoeing
- Diving
- Fishing
- Kite surfing
- Snorkelling
- Surfing
- Swimming
- Water Skiing
- Wave skiing
- Whale watching
- Windsurfing

Land Based:

- Abseiling
- Bush walking
- Caving
- Cycling
- Four-wheel driving
- Horse riding
- Motorbike riding
- Orienteering
- Rock Climbing
- Shopping
- Trekking

## **ANNUAL EVENTS**

### **JANUARY**

South Bound Festival	Busselton
Movies in the Vineyard	Cape Mentelle

### **FEBRUARY**

Leeuwin Estate Concert	Leeuwin Estate
Movies in the Vineyard	Cape Mentelle
Free Sunday Sundowners	Cowaramup
Busselton Jetty Swim	Busselton

### **MARCH**

Margaret River Wine Region Festival	Margaret River Region
Sandalford Estate Concert	Sandalford Estate
Augusta River Festival	Augusta
Great WA Bike Ride	Margaret River region

#### **APRIL**

Margaret River Pro & Fringe Festival	Prevelly
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#### **MAY**

Vintage Stomp	Voyager Estate
Readers & Writers Festival	Margaret River
Busselton Festival of Triathlon	Busselton

#### **JUNE**

Whale Song	Augusta
Melbourne Comedy Festival	Margaret River

#### **AUGUST**

Capes Long Lunch	Various Wineries
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#### **SEPTEMBER**

Wildflower Season Launch	Lake and Mammoth Cave Precincts
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#### **OCTOBER**

Flourish Margaret River	Margaret River Region
Cape to Cape MTB	Margaret River Region
Margaret River Surf Classic	Prevelly

#### **NOVEMBER**

Margaret River Agricultural Show	Margaret River
Anaconda Adventure Race	Augusta

#### **DECEMBER**

Ironman WA Triathlon	Busselton
Movies in the Vineyard	Cape Mentelle
Christmas Street Party and Carols	Augusta & Margaret River

#### **WINERIES**

- The Margaret River Wine region is renowned for its premium wines
- There are approximately 120 wineries in the region,
- The wine sub regions are Wilyabrup, Treeton, Wallcliffe, Karridale

#### **FIRST WINE PRODUCER IN THE REGION**

- Vasse Felix

#### **HARVEST**

- End of February – late April

#### **MAJOR SURFING BEACHES**

- Margarets Mainbreak, Surfers Point, Prevelly Park
- Rivermouth (Prevelly Park)
- Cow Bombie
- North Point (Gracetown)
- South Point (Gracetown)
- Hussawuies (Gracetown)
- Lefthanders (Gracetown)
- Guillotines

- Contos
- Grunters
- Boat Ramp
- Jay's Beach (Augusta)

### **SWIMMING BEACHES**

- Gnarabup
- Redgate
- Cowaramup Bay Main Beach
- Hamelin Bay
- Granny's Pool (Augusta)

### **CONTACT DETAILS**

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