

January 2020



Picture: Elephant Rocks, William Bay National Park | Credit: Tourism WA

# Renewal project for William Bay National Park

The William Bay National Park between Denmark and Walpole is being upgraded to accommodate continued growth in visitor numbers.

The park attracted almost 300,000 visits during 2018-19, an increase of about 20,000 visits compared with the previous year. Two of its most popular attractions are the extraordinarily beautiful Greens Pool and nearby Elephant Rocks, a protected beach which takes its name from massive granite boulders that look like a herd of elephants paddling in the shallow waters

# Autumn date with Karijini



Picture: Yoga workshop in the spectacular Karijni gorges landscape

The inspiring Karijini National Park will celebrate culture and connection in a five-day event timed to coincide with perfect Pilbara weather and the April school holidays.

The Karijini Experience program focuses on the fusion of art, music, food and culture.

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# Aboriginal Ranger Program applications invited



Picture: Bardi Jawi Rangers | Credit: Department of Biodiversity, Conservation and Attractions

Aboriginal rangers are playing an important part in the conservation of national parks and reserves in Western Australia. Through sharing knowledge, participating in education programs and creating immersive experiences they are building cultural awareness as well as supporting tourism.

Since its introduction in 2017-18, the State Government's Aboriginal Ranger Program has resulted in the employment of 189 rangers. More than half are women.

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# Magic moments at Opera in the Park



Picture: Opera in the Park at the Valley of the Giants Tree Top Walk | Credit: West Australian Opera

There is a magical quality about being in a park after dark, and if you have the opportunity to experience it you should jump at it. Whether it's enjoying a sunset picnic overlooking the city at John Forrest National Park or camping overnight along the Bibbulmun Track or in one of WA's spectacular national parks, a night under the stars or a forest canopy is definitely one for 2020.

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## **Explore**



#### Visit Yalgorup National Park

Just south of Mandurah, stretching to north of Myalup lies Yalgorup National Park. This

national park, the largest on the Swan Coastal Plain, offers peaceful settings of forest and woodland as well as sweeping views of its chain of ten lakes and the local beaches.

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#### Kings Park cultural journeys

Nyungar Tours is one of three tour operators in Kings Park (or 'Kaarta Gar-up' as it's known) who provide visitors with a chance to learn more about the rich and ancient history of the land, and the people who lived there.

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Tourism campaign promotes WA to German and Swiss markets



Picture: Sunset camel ride in Broome | Credit: Australian Traveller

The Germans and Swiss have a love of outdoor adventure and wildlife. Not surprising then, that camping, self-drive tours, outdoor activities, the beach, Indigenous tours and wildlife are activities featuring in a campaign to entice travellers from these two countries to holiday in Western Australia.

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# Managing interactions with humpbacks



Western Australia is one of the best places in the world to see whales as they migrate up and down the coast. An estimated thirty to forty thousand humpbacks and other whales swim along our coast each year in their migration from their Antarctic feeding grounds to their breeding and calving sites in tropical waters.

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# Instagram and Pinterest marketing tips



Picture credit: Tourism Council of WA

Western Australia's beautiful scenery and amazing wildlife provide outstanding content for promotional image sharing around the world. Image-led platforms continue to grow in popularity and offer huge opportunities for small businesses in the tourism sector.

A course offered by the Tourism Council of WA (19 February at Crowne Plaza Perth) will dive deep into Instagram and Pinterest, giving participants a sound understanding of these important platforms.

### Make a difference

Uniting the community through a shared love for our WA Parks to protect and conserve them for our physical and mental health, and so they can be enjoyed into the future.

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Become a partner

Get in touch with us info@ourwaparks.org.au

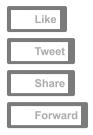


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