



Australian Government  

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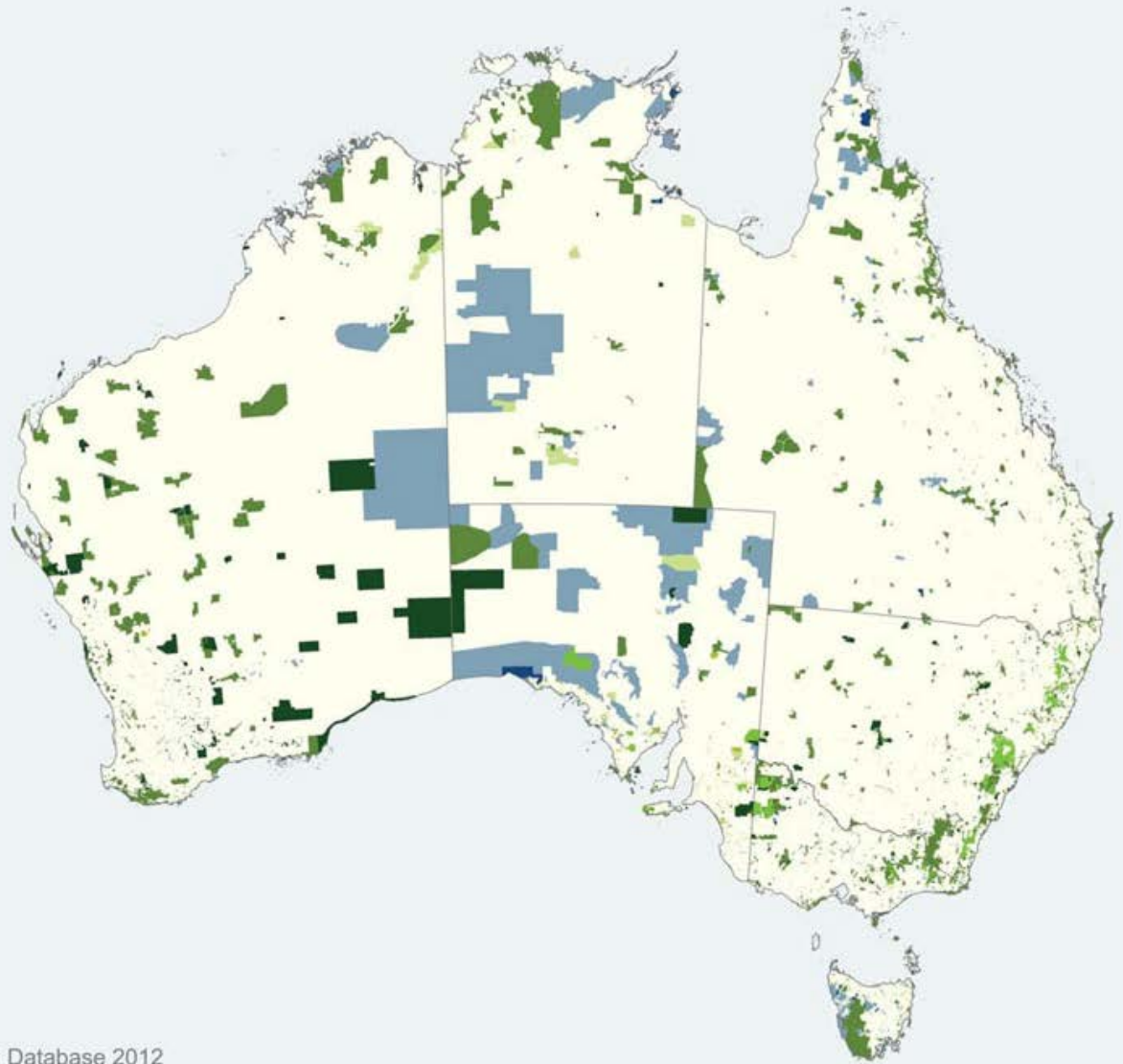
Director of National Parks



TOURISM  
AUSTRALIA

# *Australia's National Landscapes Initiative*

**A conservation and  
tourism partnership**



Source: Collaborative Australian Protected Area Database 2012



**Australian Government**  
 Director of National Parks



*The Great Barrier Reef*



*Uluru*



Australian Government  
Director of National Parks



Ningaloo Reef, Western Australia



Wet Tropics, Queensland



Bay of Fires, Tasmania



Blue Mountains, New South Wales



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TOURISM AUSTRALIA

# Australia's National Landscapes



# Keys to success

Long-term partnerships

Unique point of difference

Priority projects

Mutual benefits

Set high standards for conservation

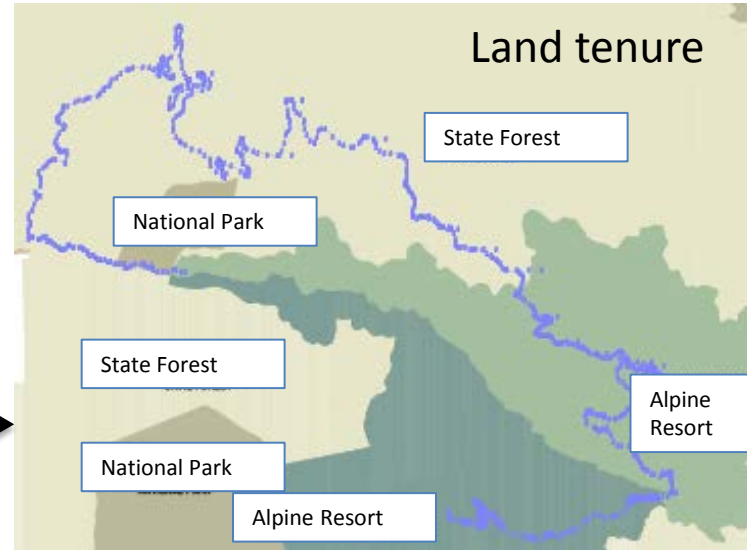
Share best practice



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# Case Study: Australian Alps - EPIC bike trail



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# Thank You



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