


MARGARET RIVER REGION

ON WADANDI BOODJA

BRAND ATLAS



The background of the entire image is a sunset or sunrise sky with soft, golden light and scattered clouds. On the left side, there is a dark silhouette of a person standing and facing right. The person is holding a long spear horizontally across their body. In the bottom right corner, there are several white, concentric, wavy lines that resemble topographical map contours or ripples in water.

MRBTA honours the traditional owners of this land, the Wadandi (Saltwater) people, and their elders past, present and emerging. We acknowledge the Wadandi people's 60,000-year custodianship of this special place, and we thank them generously sharing with us their immensely deep cultural knowledge and connection to the land.

MARGARET RIVER REGION

ON WADANDI BOODJA

Tens of millions of years ago, long before humans walked the earth, something happened in this remote corner of the planet.

The continents of Australia, India and Antarctica were joined at one point in the supercontinent of Pangea. As Pangea divided, a piece of Australia was ripped away by the dividing continents of India and Antarctica. A geological island-within-an- island was formed, surrounded by three seas; connected to the rest of Australia by a land bridge.

This land was spared the ravages of ice during the ice ages and desertification during drier periods. This land became a refuge for an exceptional abundance of plants and animals to survive, thrive and evolve. Life here flourished.

For over 60,000 years this land has supported one of the world's longest, unbroken human occupations, resulting in an immensely deep cultural knowledge and connection to the land. It is the traditional land of the Wadandi Aboriginal people; the Saltwater People.

The Wadandi have lived here through the last ice age. They have adapted and survived through tens of thousands of years through an intrinsic knowledge of how to care for, and benefit from, the abundance of this island refugium.

This land has changed in many ways during this long history. Yet, today, it remains a place of immense significance and of rich biodiversity. People come to share in the culture and environment of this land, and to gain from an appreciation and understanding of nature and life at its best.

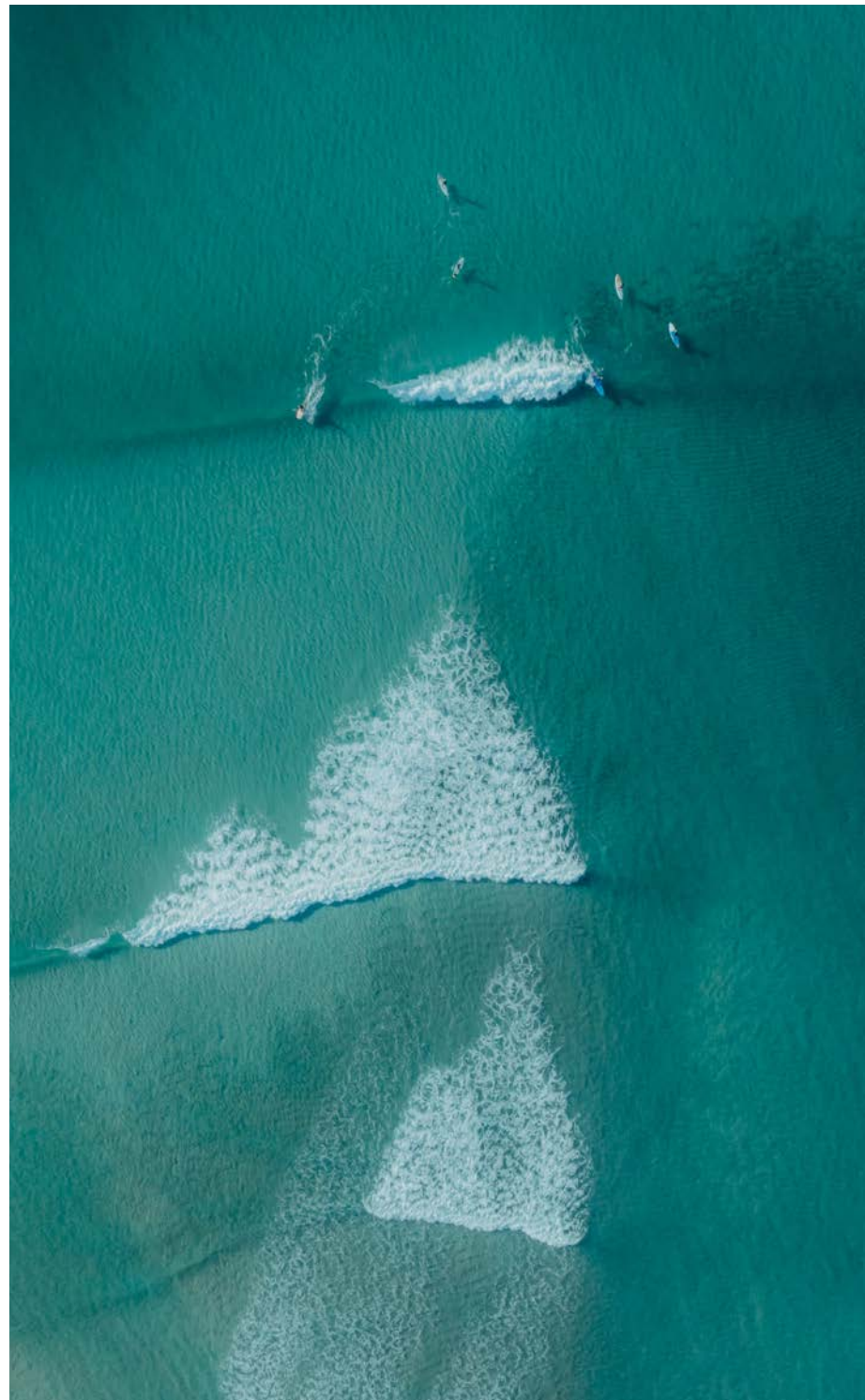
This place is known today as the Margaret River Region, on Wadandi Boodja (Wadandi Country).

MARGARET RIVER REGION

ON WADANDI BOODJA

NARRATIVE





NATURE'S MADE US THIS WAY

Mother Nature gifted us an abundance and diversity unmatched in this part of the world, and many other parts of the world for that matter. Weather, caves, beaches, forests, produce and of course wine. This spirit of generosity kindly bestowed on us we pass on to others. We have a duty to respect, protect and nurture the gift and good fortune we've been given.

And it's why when you visit here you'll find the Margaret River Region has a Generous Nature.



An aerial photograph of a river meandering through a dense, green forest. The river's path is highly irregular, creating a complex, almost abstract shape. The water is a calm, greyish-blue, reflecting the sky and the surrounding trees. In the lower right, a small patch of land with lighter green, scrubby vegetation juts out into the river. A faint rainbow is visible in the distance, where the river bends sharply to the right. The overall scene is serene and majestic, showcasing the beauty of a natural landscape.

The essence of
the Margaret River
Region...

GENEROUS NATURE



When all's said and done, if you strip everything about the Margaret River Region back to its very core we'd say it all comes down to one thing. **the generosity of its nature.**

Everything we've got in this amazing part of the world stems from this very simple thing. In branding terms we call this our Brand Essence. So is it a slogan or tagline we use to describe the Margaret River Region? No, not quite, it's less explicit than that. It's more the thought and feeling that infuses everything we do, from how we look and talk to how we welcome visitors.

The moral of the story we want to tell people and be known for, if you like. We can live this idea in many ways through the way we look after our environment, through the experiences we develop for visitors, and the way we talk about the region.

This will continually reinforce the idea over time that the Margaret River Region is all about Generous Nature.

The 4 pillars that
informed Generous
Nature.

1.OUR PLACE

Our 'island' region was formed through the breaking up of the ancient super-continent Pangea, and became a refuge for an abundance of life to thrive.

2.OUR CULTURE

We have a culture of respect for the Wadandi People, their connection to country and to the culture, spirit and history of this region.

Our culture has also grown from the work and dedication of the farmers and growers who came before us; the land allowing them to build a life here.

3.OUR TRUTH

Diversity is a central truth of this region's experiences. But "Abundance" and "Generosity" are warmer, more evocative ways to describe it.

4. OUR FEMININITY

The connection that we all have with Mother Earth is central to Wadandi culture. For Wadandi People, this land represents the bosom of the wider region, which nurtures its people. Margaret River as a name, is intrinsically feminine.

These truths underpin a
truly unique, premium
positioning for the region.

"Compared to peoples from outside of this region, when I was growing up, our family had a greater richness and diversity of natural resources to utilise and care for. Here, we are provided for by the abundance of the land throughout the year."

Dr. Wayne “Wonitji” Webb,
Wadandi Elder and Traditional Custodian



THE EXPERIENCE

Everything we have in this region Nature has given us. The surf, wine, caves, turquoise water, incredible trees, even the jetty we've built is in response to nature.

The diversity and abundance of what you can see, do, eat, drink and feel when you're here is down to one thing only, Nature's generosity.

THE PEOPLE

It's no surprise the atmosphere in the Margaret River Region is relaxed and laid back given the environment in which we live. It nurtures that sense in us.

It makes people in this part of Australia generous by nature. Generous towards guests to this region with our time. We are friendly, welcoming and helpful.

GENEROUS NATURE



PAST

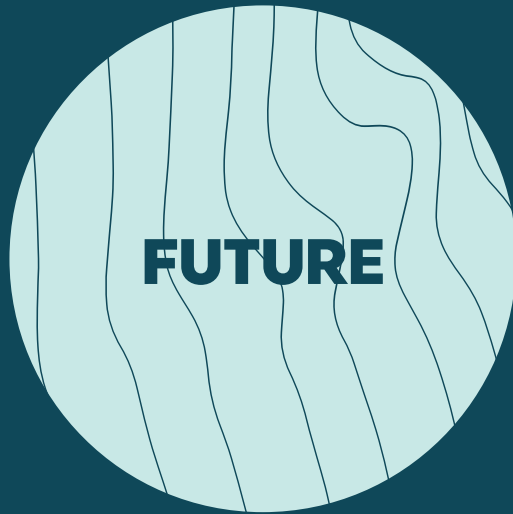
The richness of this region's natural environment is central to our past, from the time of Pangea, to the origins of Wadandi culture, to our recent history of farming and the establishment of the tourism sector.



PRESENT


Tourism research indicates that in the post- Covid world, travelers are expected to seek reconnection with nature and pristine natural environments, with the relative isolation of destinations like ours increasing in appeal.

Leading with a nature-based brand story will help to increase our destination's appeal in the eyes of these travelers.



FUTURE

More and more, travelers are expected to seek sustainable travel choices, and the opportunity to feel that they are having a positive impact on the destinations they visit. Our nature-based brand story, along with the local tourism industry's active contributions to the environmental, cultural and economic sustainability of the region, will enhance our ability to attract these 'high values' travelers.

An aerial photograph of a coastline. The water is a vibrant turquoise color, transitioning to a lighter, sandy hue near the shore. The beach is a mix of light sand and dark, wet sand, with some seaweed visible. The sky is a pale, hazy blue. The text is centered in the middle of the image, written in a white, serif font.

Nature was so generous in the
Margaret River Region that she gave us
six seasons rather than four

OUR BRAND VALUES



We're always warm and welcoming towards visitors curious enough to come and experience what this part of the world has to offer.



As nature has been generous to us so we in turn feel obliged to be generous. To share our great gift with those interested in it, to introduce people to it, to pass it on.



Things in the Margaret River Region never feel forced or contrived. Experiences and interactions are always authentic, genuine and natural.



There's a definite nurturing feel to the people and place of the Margaret River Region. Nature's made us that way.

EXPERIENCE PILLARS

The Generous Nature story is brought to life for visitors through a spectrum of experiences on offer.



**NATURE &
NURTURE**

Natural icons.
Forests & reserves,
Animal farms, Spa,
Wellness.



**ACTIVE &
ADVENTURE**

Walking & Hiking,
Cycling, Scenic Flights,
Horse riding, Camping.



**CULTURE &
CREATIVITY**

Aboriginal culture,
Galleries, Boutique shopping,
Historical sites & Museums.
Artisans,



**WINE &
CULINARY
EXCELLENCE**

Wineries, Breweries,
Distilleries, Restaurants,
Farm gates.



**CONNECTION
TO COAST**

Beaches & Swimming,
Surfing, Fishing & Boating,
Stand up paddling,
Whale watching.

MARGARET RIVER REGION

ON WADANDI BOODJA

BRAND IDENTITY

A high-angle, wide shot of a dense forest. The trees are mostly dark green and brown, with some lighter green patches. A river or stream flows through the center of the forest, reflecting the surrounding trees and foliage. The lighting is soft, suggesting a late afternoon or early morning setting.

**BRINGING GENEROUS NATURE TO LIFE
THROUGH OUR BRAND IDENTITY**

AESTHETIC

In the same way that nature connects as all, we have a number of distinctive design elements to help our brand positioning come to life. The aesthetic celebrates the beauty and abundance of nature through carefully selected imagery, combined with design assets that give an effortless flow to all our communications and collateral. Space is a premium too. It gives a brand confidence and sophistication; our region has an abundance of nature, but we don't want our brand design to be cluttered. So we use space wisely, to give copy and headlines and images and logo lock-ups the space to breathe. Speaking of lock-ups, they are a crucial part of this identity as they use a typeface that has the feel of the ebb and **Flow** of the tide; the wind coming from one direction and then the other; the push and pull, the breathe in and breathe out; a font that feels like it truly belongs to this place.

The Margaret River Region. Let's use it to show Australians and the world just how generous this place can be.

An aerial photograph of a vast, teal-colored ocean. The water's surface is marked by numerous thin, white, wavy contour lines that curve across the frame. Several small figures of people on surfboards are scattered across the water, some standing and others in motion. The overall scene conveys a sense of calm and vastness.

FLOW

**MARGARET
RIVER
REGION
MASTER
LOCK UP**

MARGARET RIVER REGION

ON WADANDI BOODJA

TYPOGRAPHY

With a Brand Positioning of 'Generous Nature' you might find yourself looking for natural, organic fonts to work with. But in this case we want to have a contemporary, premium brand and often those rustic fonts can make a brand feel twee, cheap and unprofessional. Importantly the other elements of the identity will do the heavy-lifting when it comes to 'generous nature'. Which allows the typography to be simple, functional and modern, while still having a timeless quality, so it can be a long-lasting part of the brand design. The primary font is a clean, sans serif called LOTO which comes in a variety of weights to aid in creating beautiful typesetting. LOTO is then supported by BRODAERS EXPANDED for mastheads and BODONI BOOK ITALIC which is used for pull-out text and quotations. The variety in these type choices should aid in the creation of dynamic graphic layouts, print and digital materials.

MRR PRIMARY FONT

LOTO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%?&*()<>?_+

LOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%?&*()<>?_+

LOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%?&*()<>?_+

LOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%?&*()<>?_+

MRR HEADLINE FONTS

BRODAERS EXPANDED

AABBCCDDEEFFGGHHIIJJKKLLMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ
1234567890!@#\$%?&*()<>?_+

Bodoni book

AaBbCcDdEeFfGgHhIiJjKkLlMm
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1234567890!@#\$%?&*()<>?_+

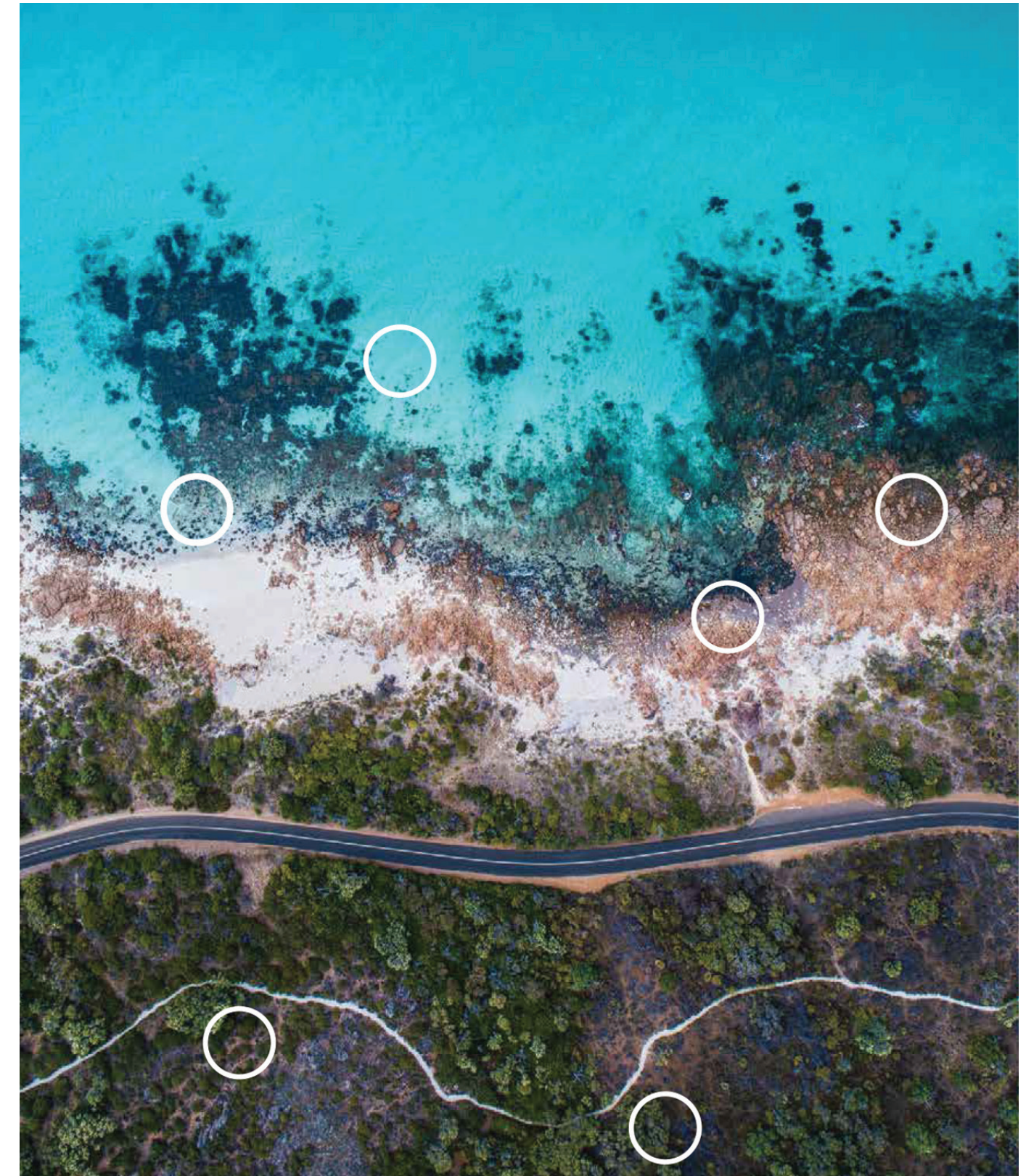
MRR WEBSAFE FONTS

Calibri Regular

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NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%?&*()<>?_+

COLOUR

First and foremost the colour palettes are inspired by the region and the towns. Not always in a literal way, but more trying to capture the essence and 'feel' of each town, whilst simultaneously laddering-up to a cohesive masterbrand palette for the region as a whole. As we know, nature is all about balance. So in the colour palettes we balance the more premium, sophisticated, lush, deep, native and rich tones you find in the natural world, with more soft, elegant, light, feminine and coastal tones. This keeps the brand premium, but at the same time it softens the edges so the brand is still comfortable, approachable and relaxed.



INSPIRATION FOR THE REGIONAL COLOUR PALETTE

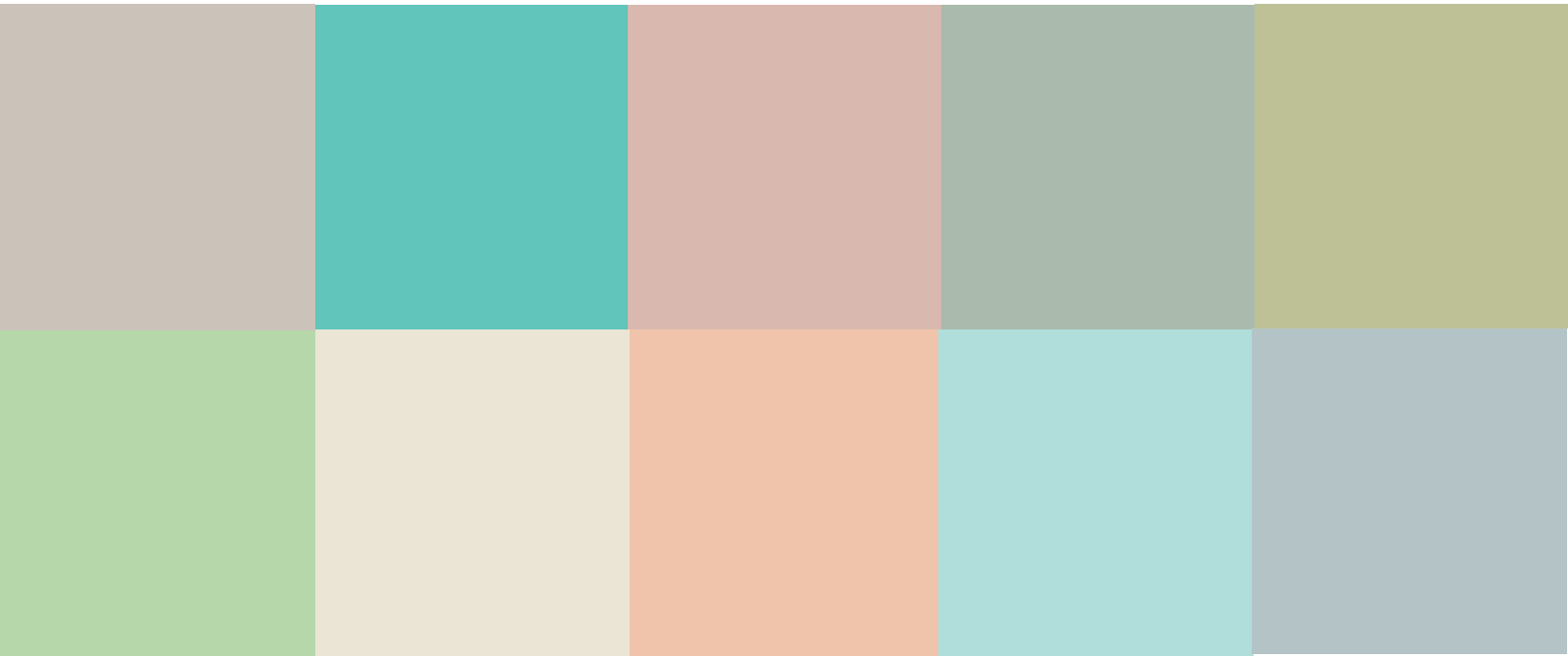
MARGARET
RIVER
REGION
BRAND
COLOURS

Master Colour Palette (Dark Swatches)



PREMIUM
SOPHISTICATED
NATURAL
LUSH
FERTILE
DEPTH
NATIVE

Master Colour Palette (Light Swatches)



FEMININE
LIGHT
KIND
SOFT
EARTHY
COASTAL
CONTEMPORARY

**MARGARET
RIVER
REGION**

**SPECIFIC-
SUB-REGION
BRAND
COLOURS**

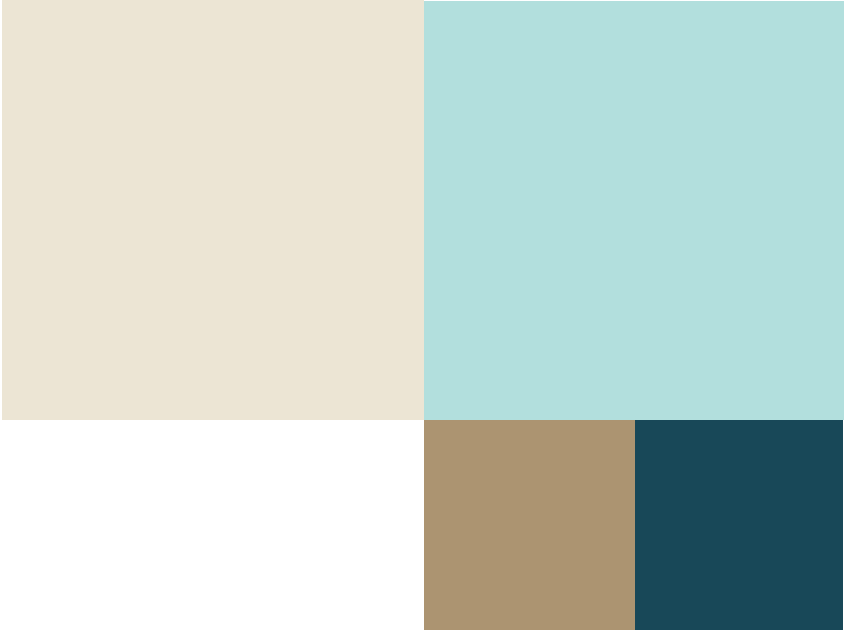
Margaret River



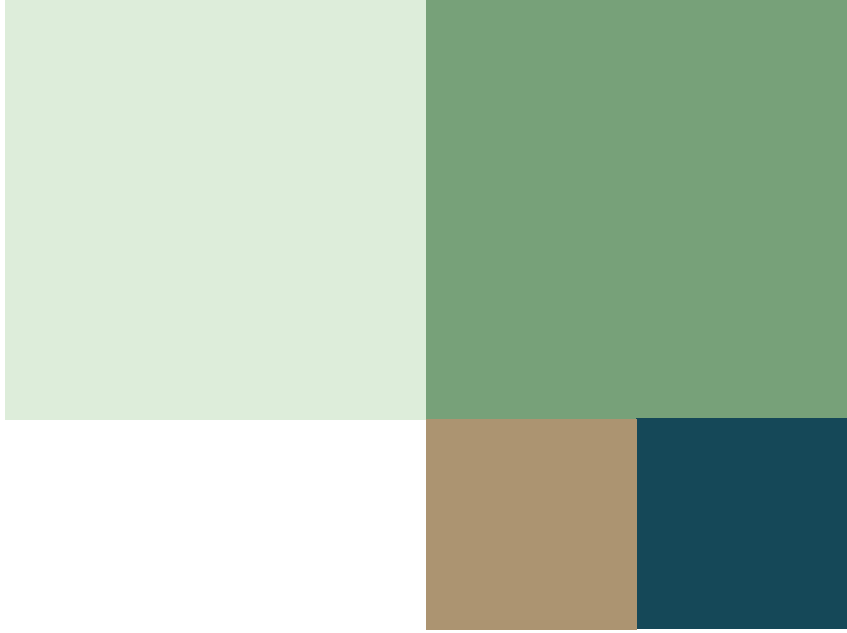
Dunsborough



Busselton



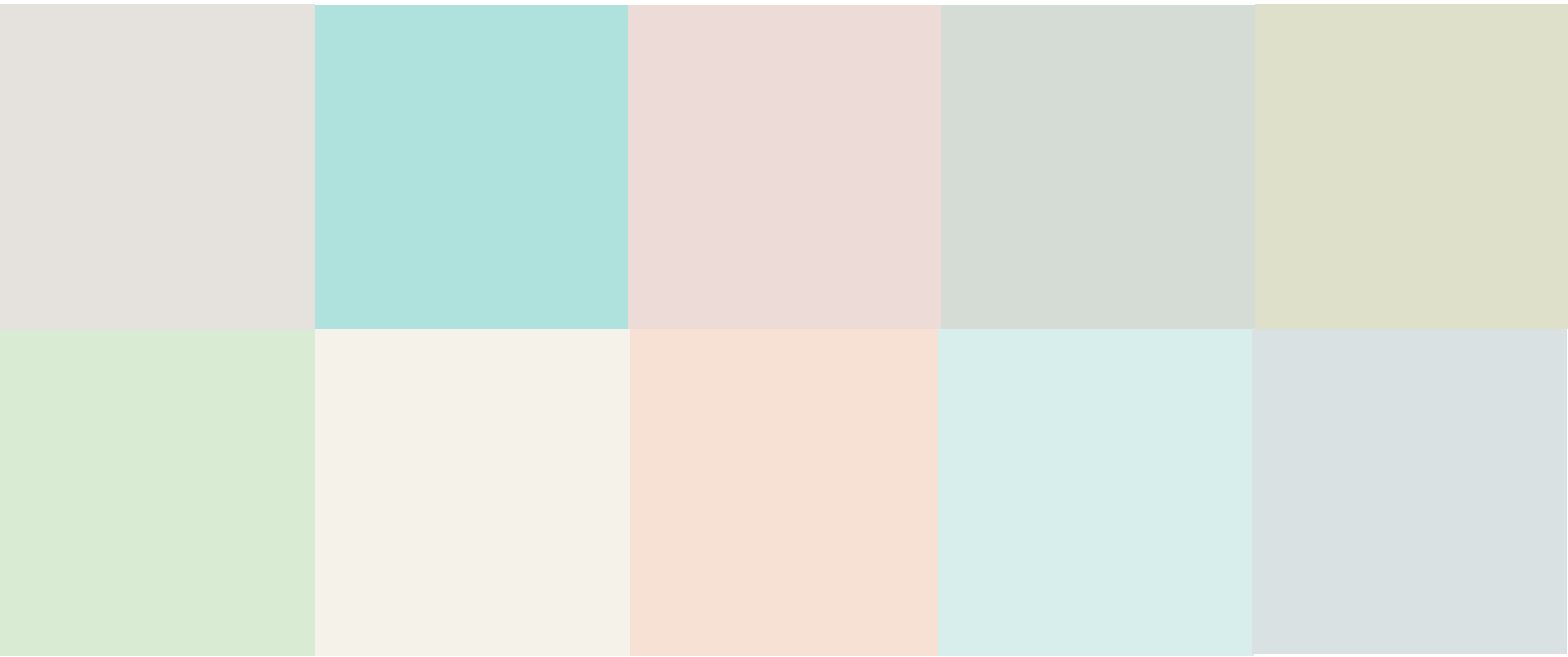
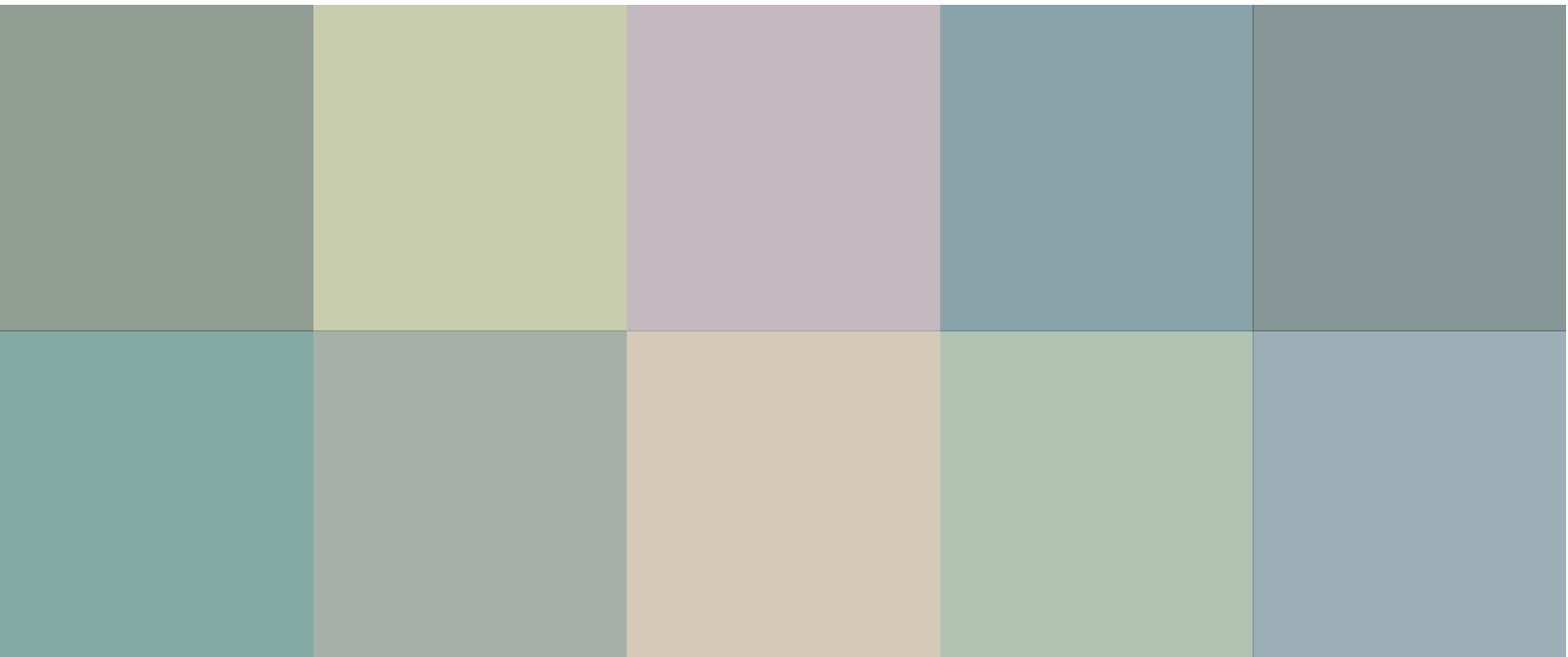
Augusta



**MARGARET
RIVER
REGION**

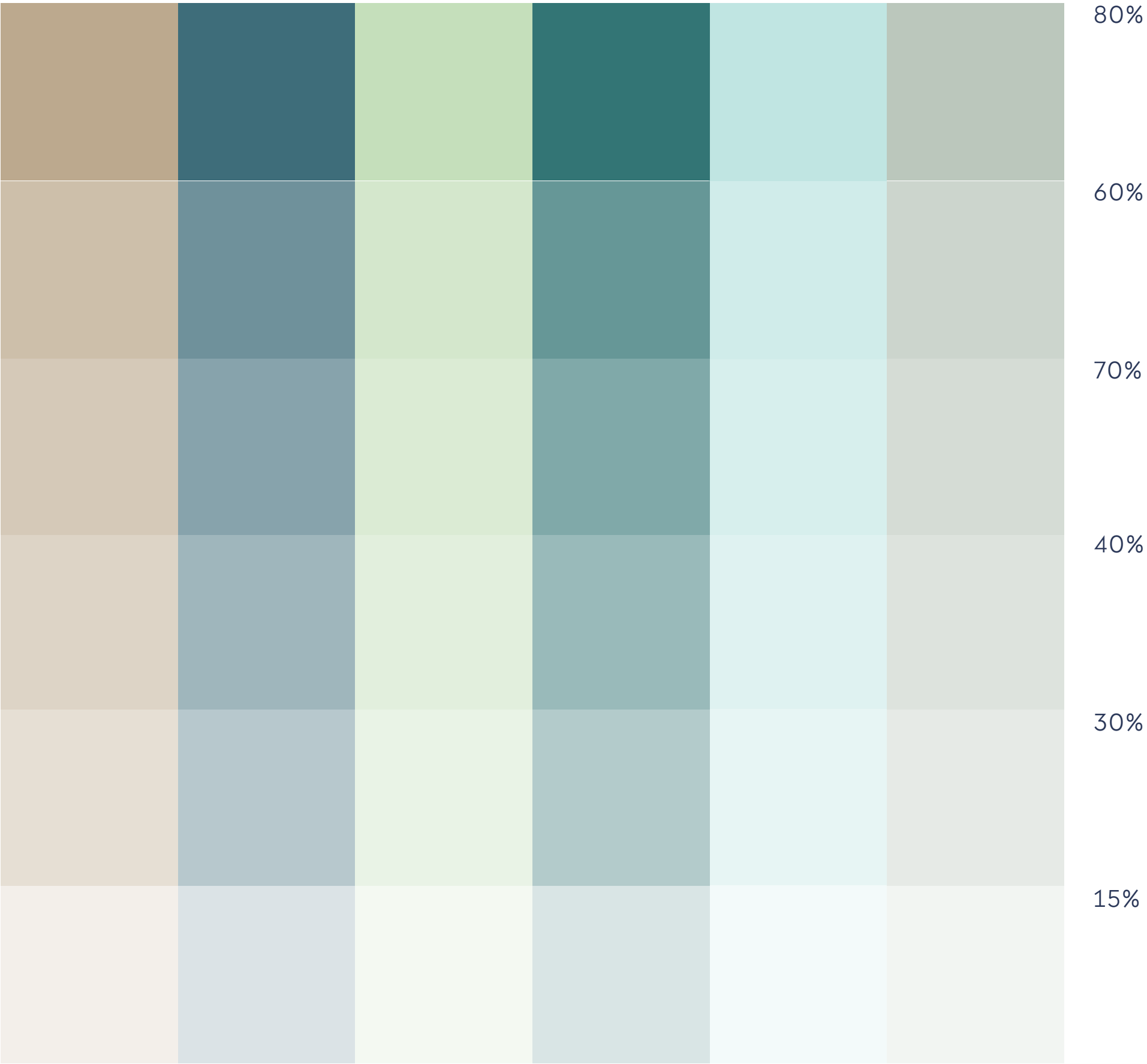
Tints of brand colours to
show how palette can be
expanded.

50% Tints



**MARGARET
RIVER
REGION
BRAND
COLOURS**

Tints by percentage.
Shown across six of the
master brand swatches.

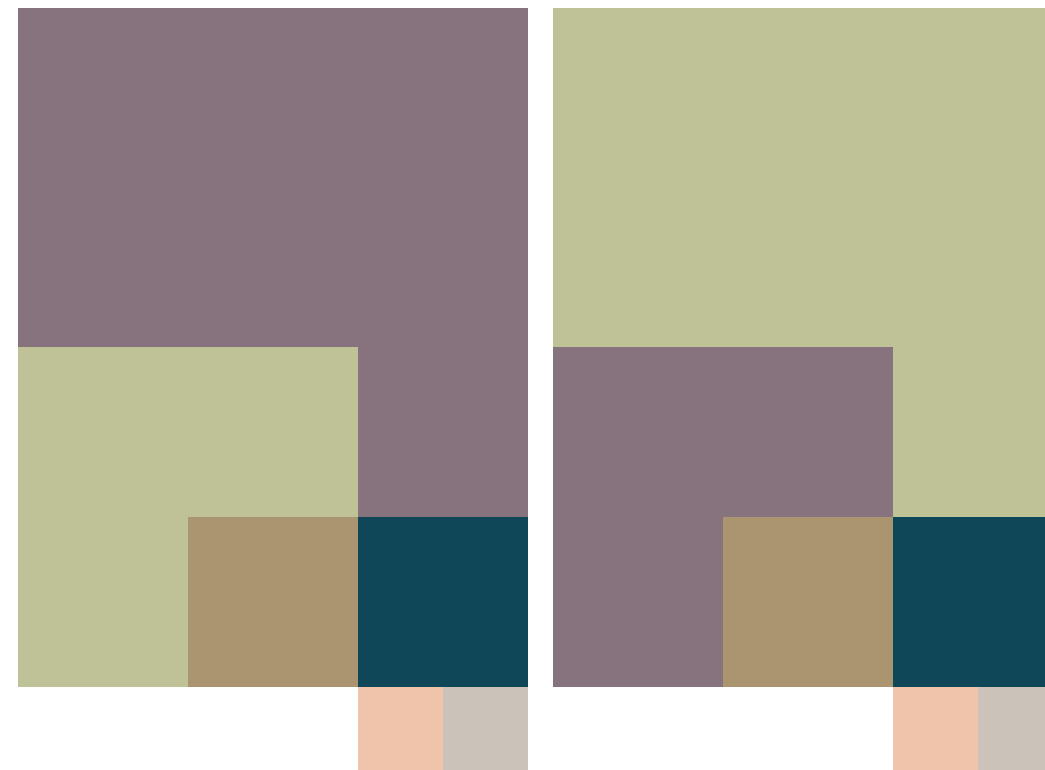


MARGARET RIVER REGION

COLOUR COMBINATIONS

To ensure consistency and contrast, a suite of preferred colour combinations have been devised. These are illustrated (right) with the larger swatches showing the preferred colours sitting alongside each other.

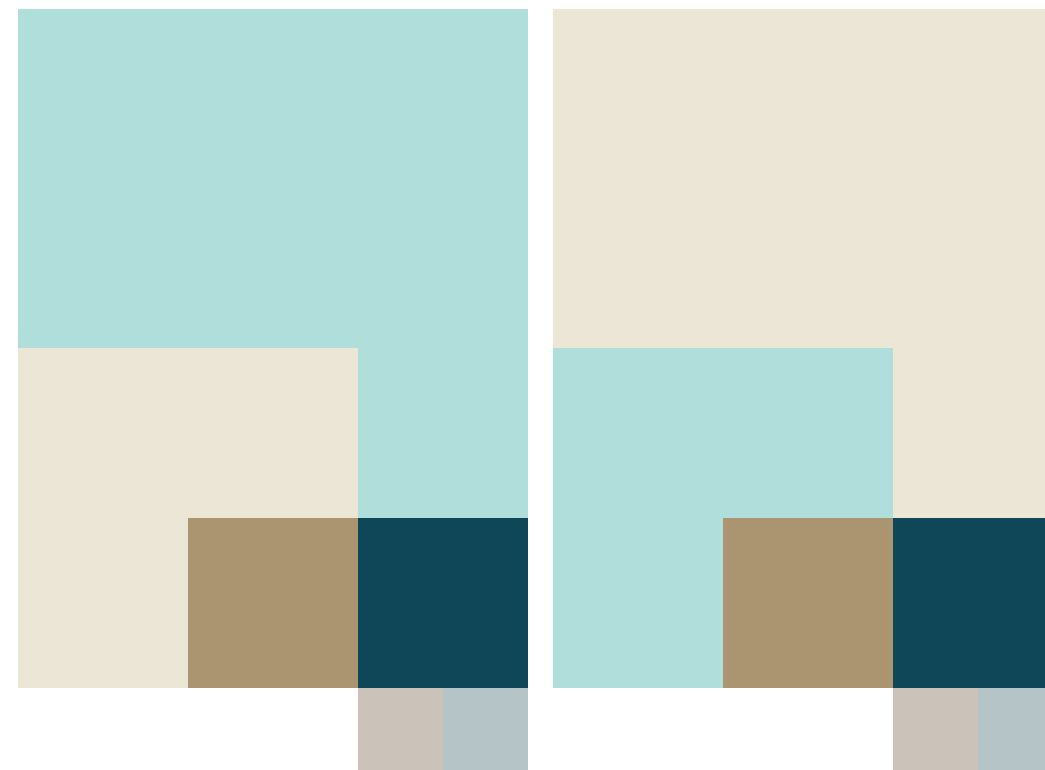
MARGARET RIVER



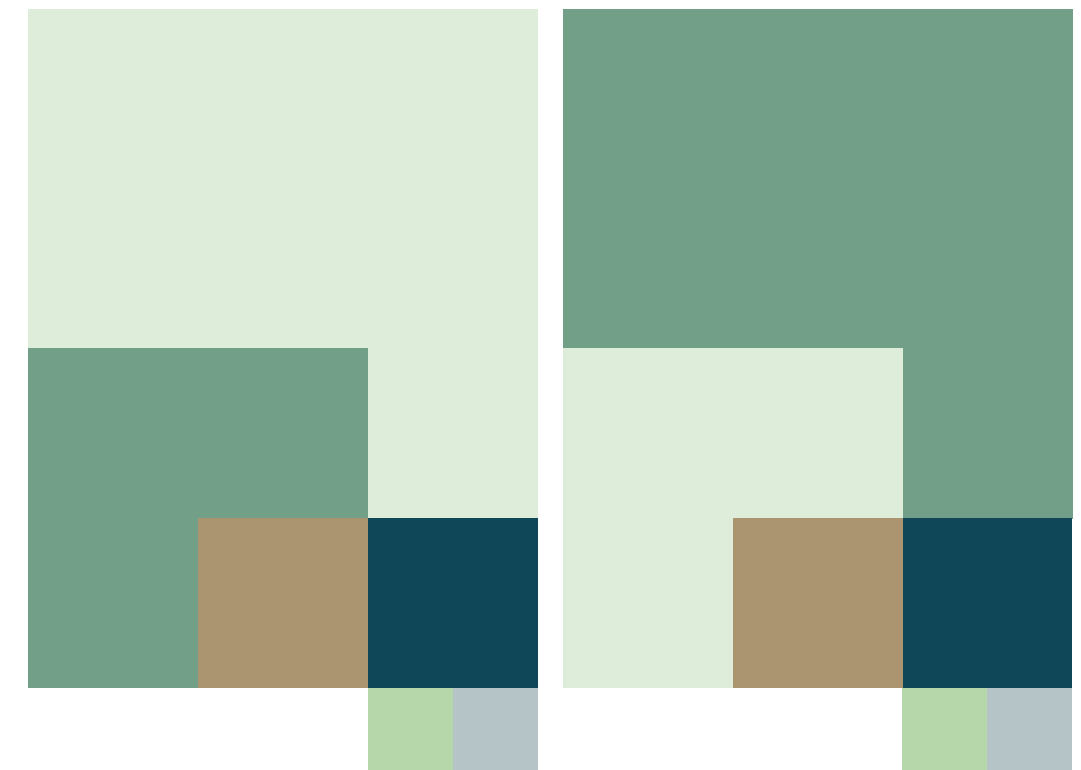
DUNSBOROUGH



BUSSELTON

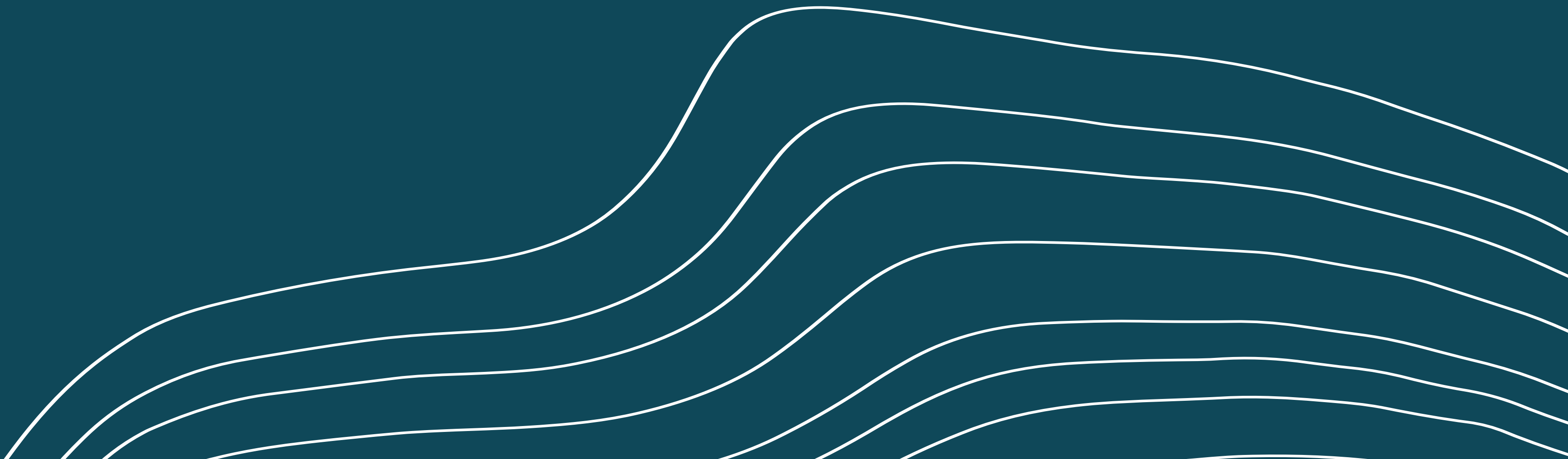


AUGUSTA

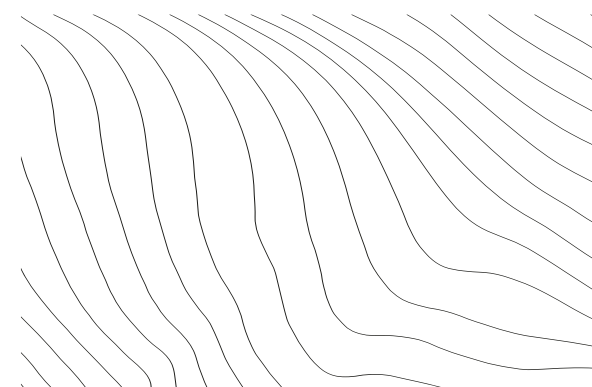
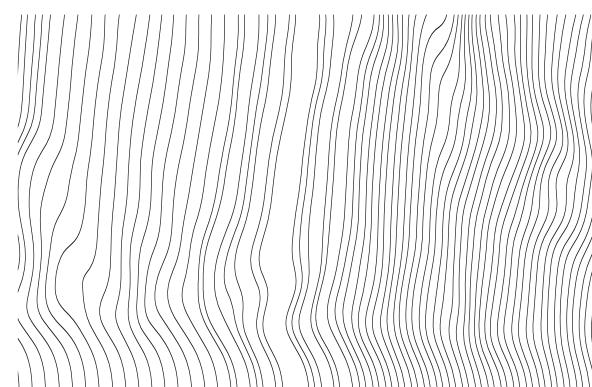
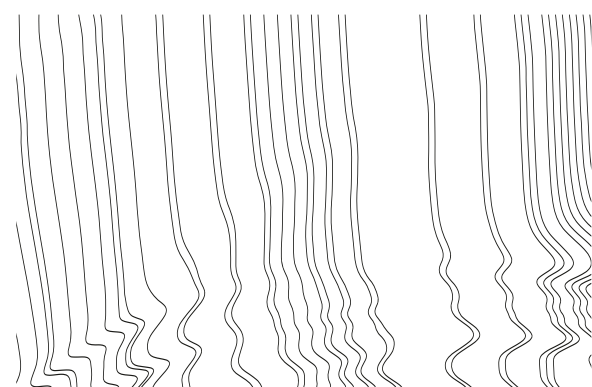
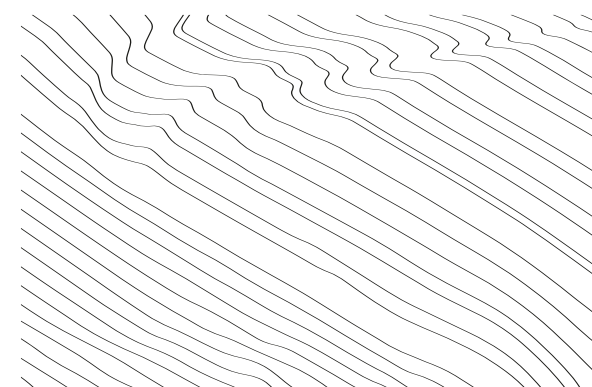
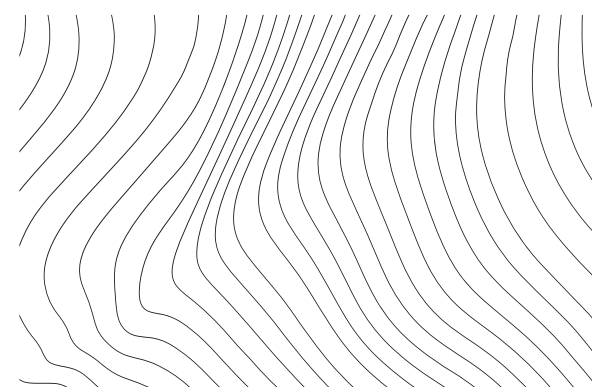
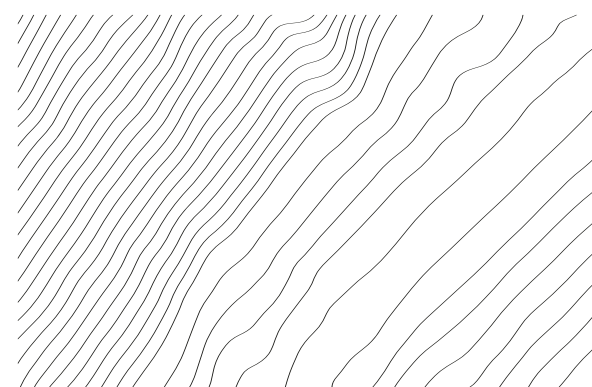
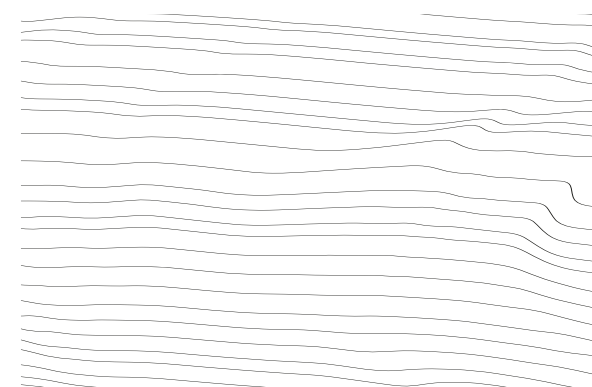
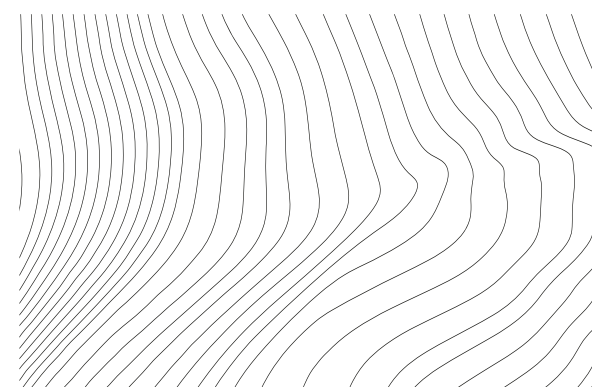
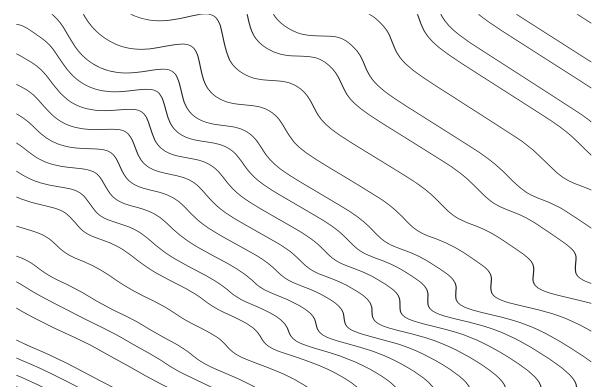


DEVICES

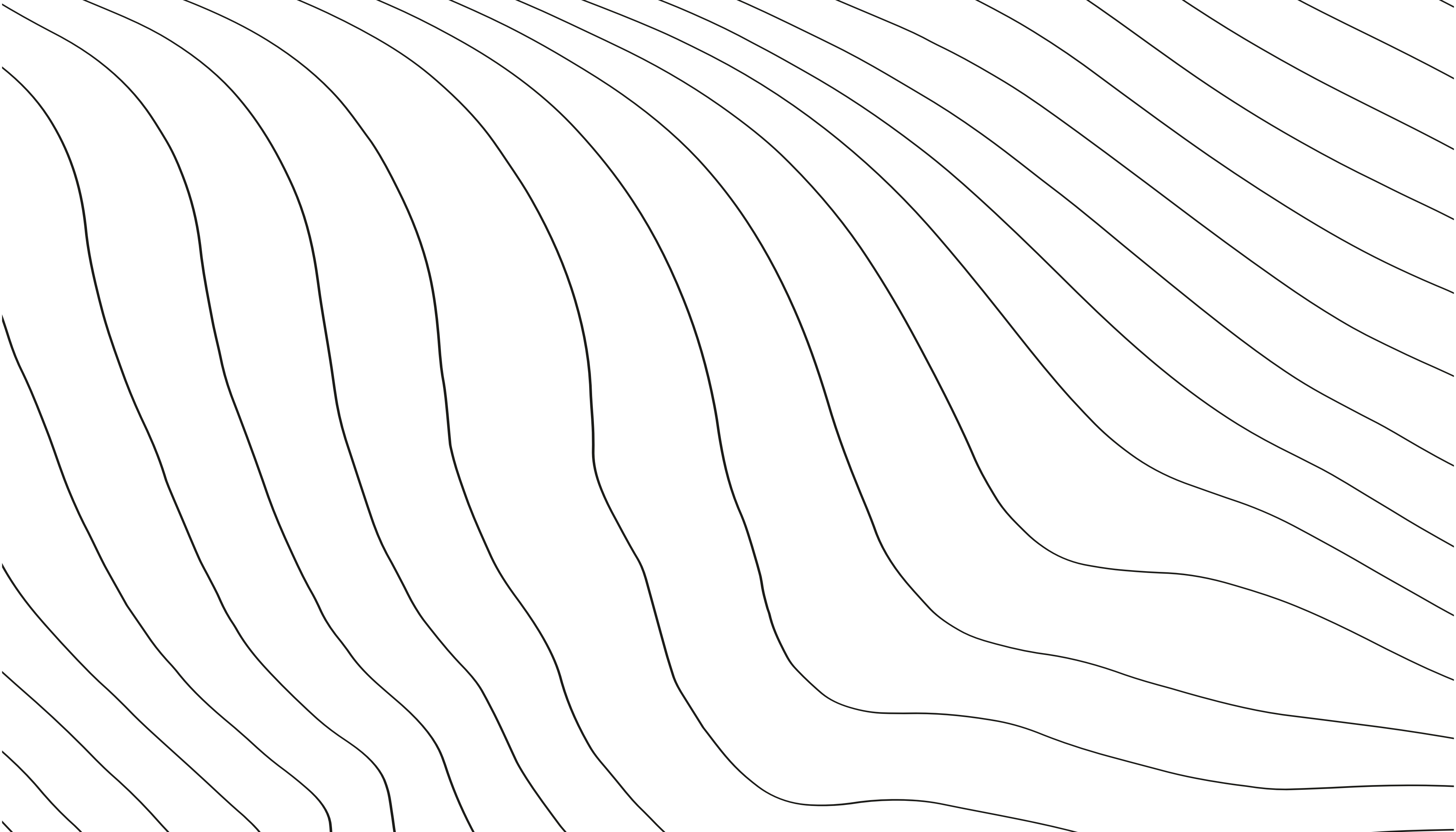
Alongside the core design elements of typography, colour and logo lock-ups, we have also included in this guide a few design devices than can be used where appropriate. This is a new brand guideline and fresh to most people eyes, so it will develop over time and become a more refined suite of assets as collateral and campaigns get rolled out. These devices aren't essential or mandatory, but they give a guide of what can be possible when working with the Margaret River Region brand.

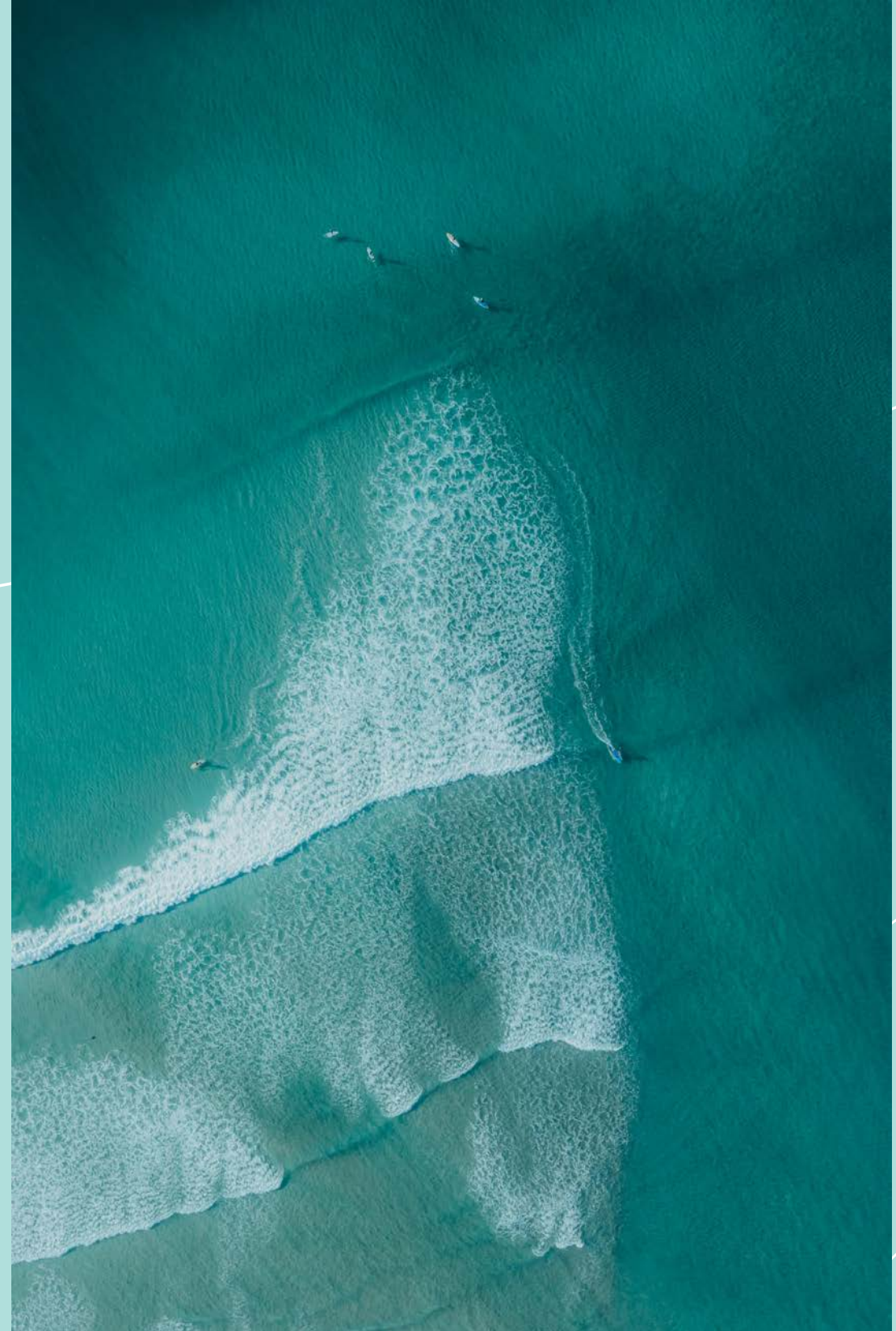


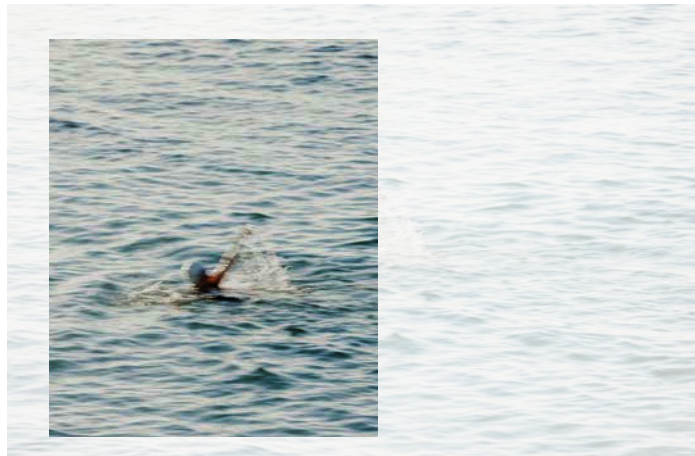
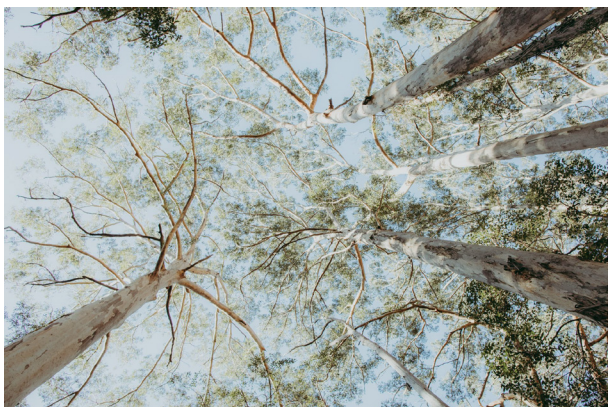
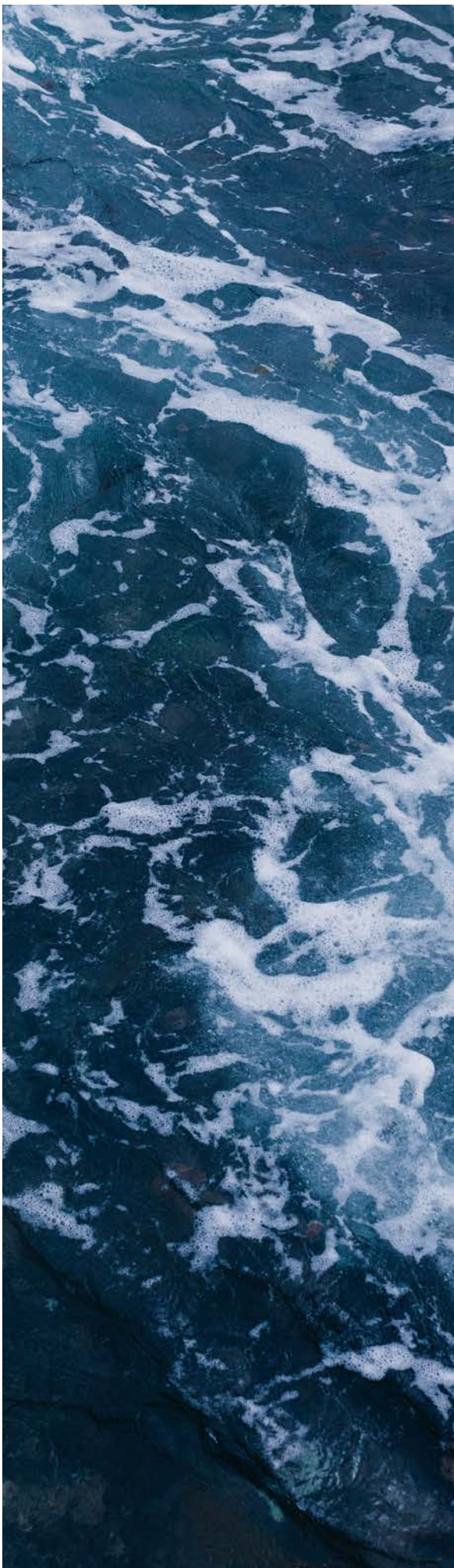
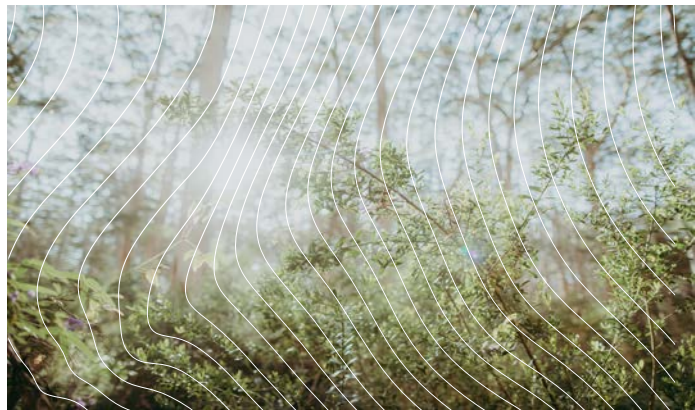
The ‘flow’ pattern is a background, framing and design device that references the land, the sea and the sky. The casual lines, break the hard edges of images and guide the viewer’s eye.











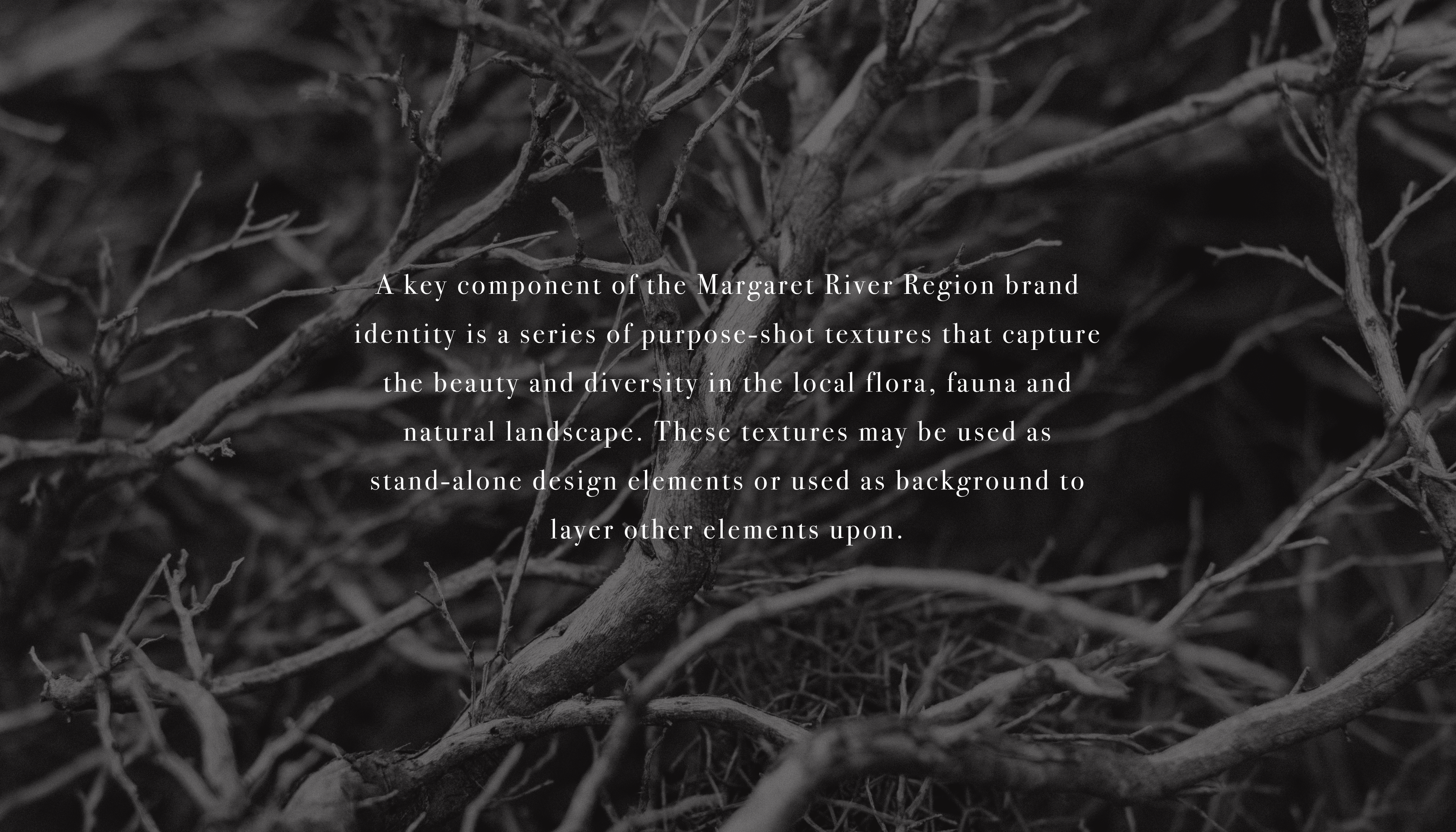
The Margaret River Region illustration style is loose and casual, capturing imagery in as few lines as possible with expressive strokes and minimal detail. These freehand elements are used to add interest to a layout.



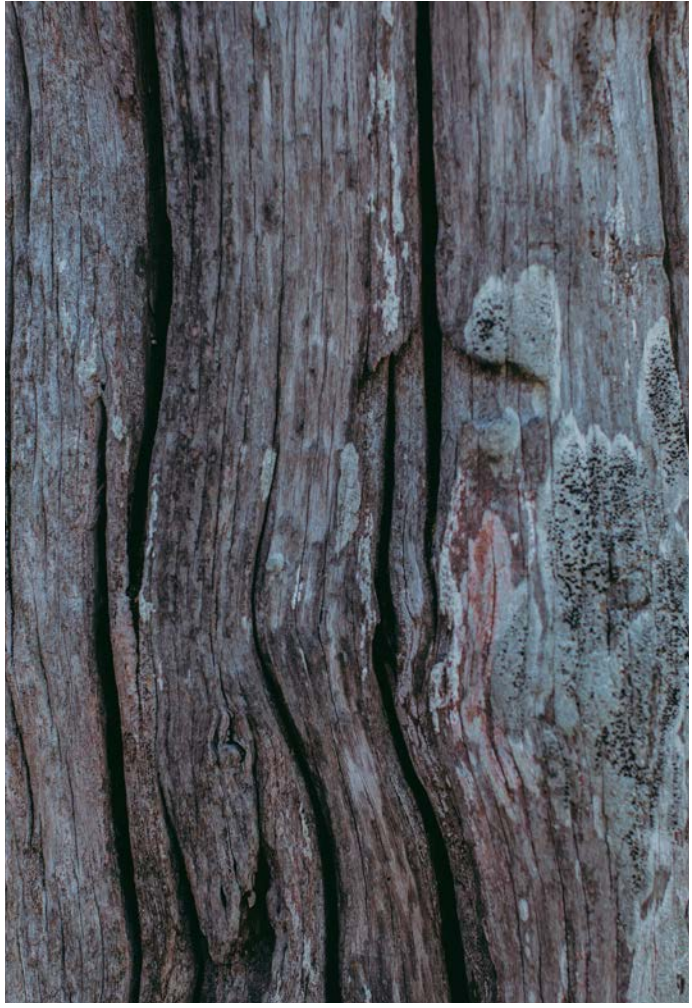
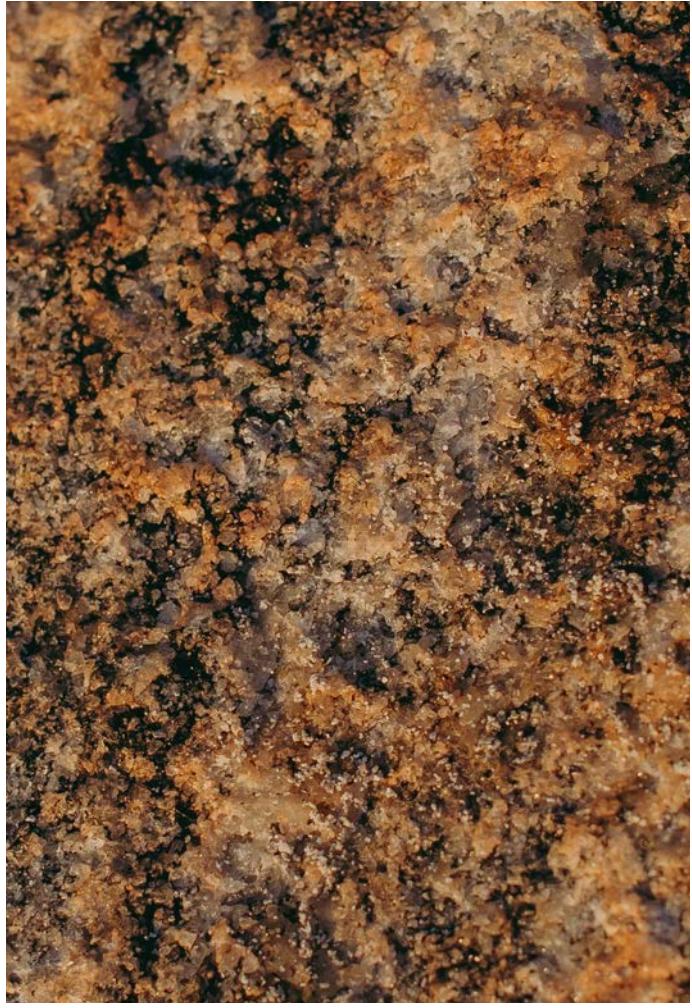
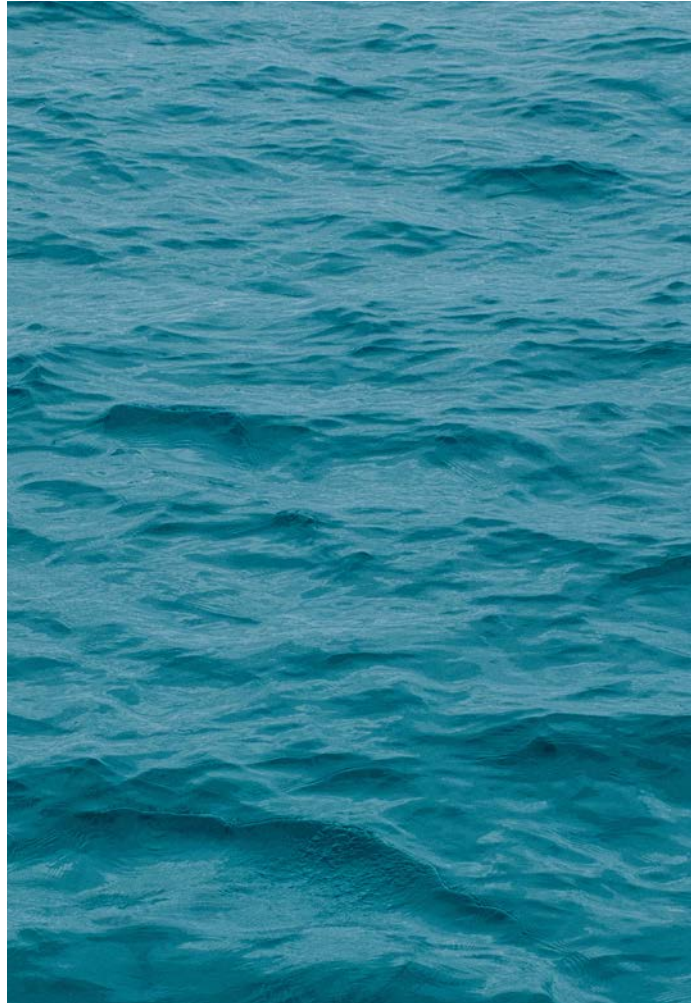
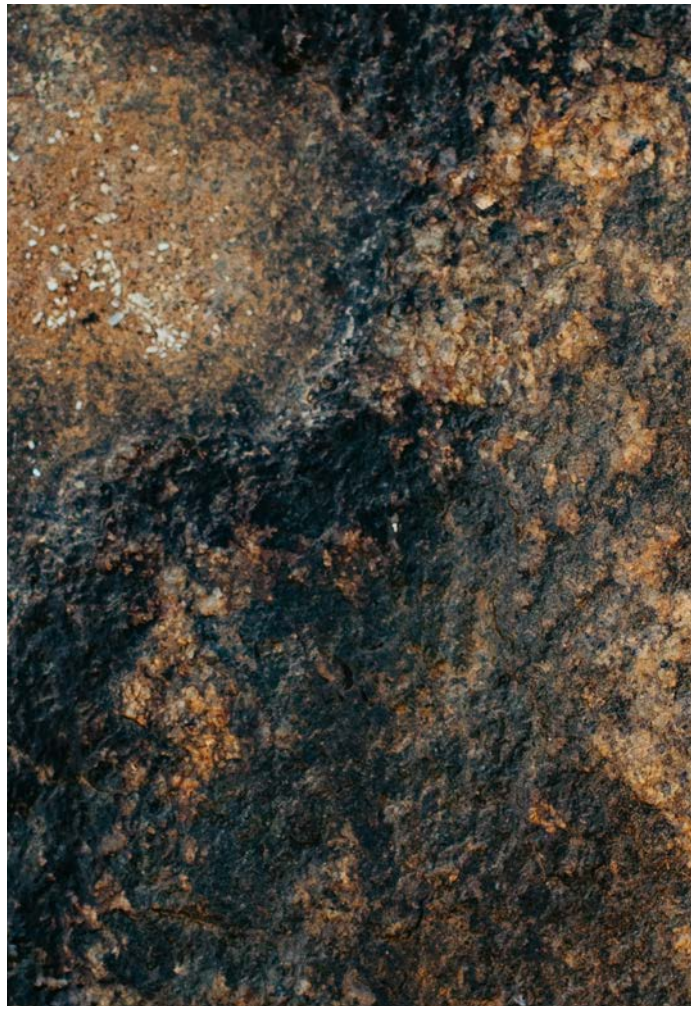
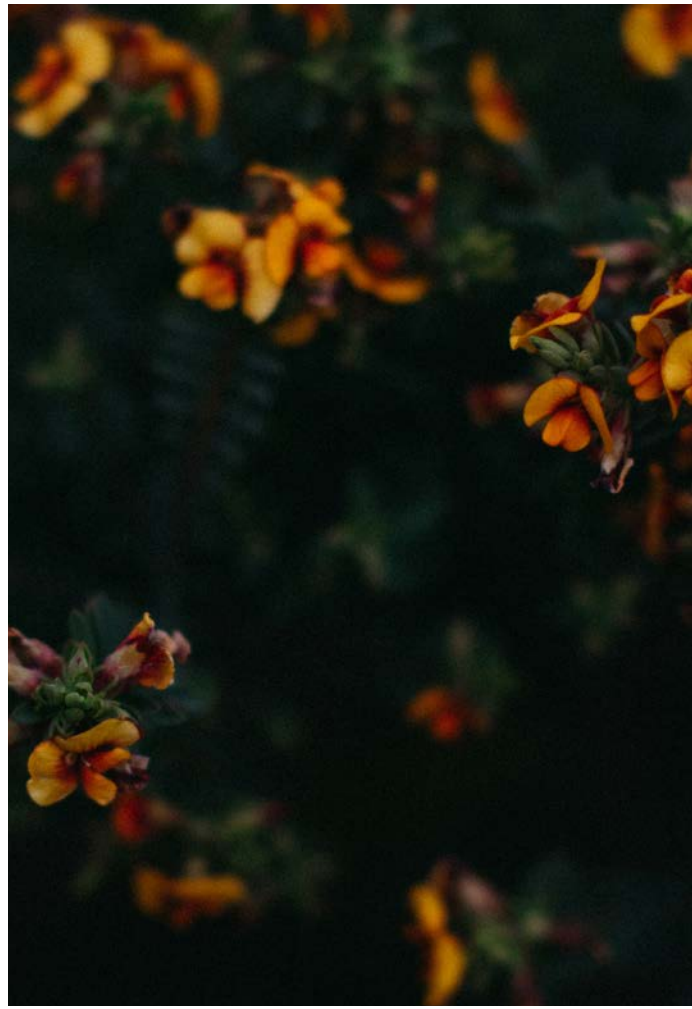
A series of bespoke icons have been drawn that complement the typographic styling used in the Margaret River Region logotype and regional logotypes. These icons bring personality to a functional piece of the brand toolkit that is often generic and lacking style.







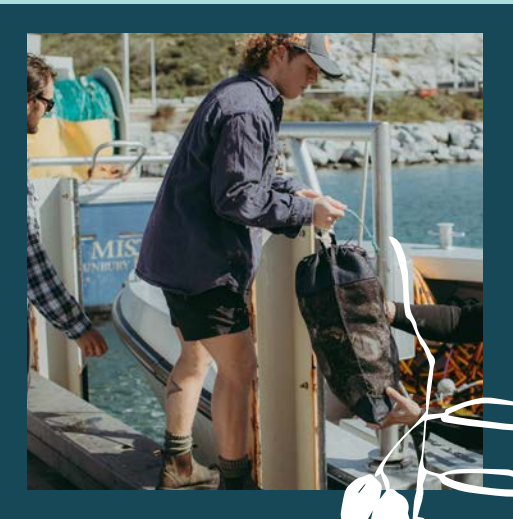
A key component of the Margaret River Region brand identity is a series of purpose-shot textures that capture the beauty and diversity in the local flora, fauna and natural landscape. These textures may be used as stand-alone design elements or used as background to layer other elements upon.



The Margaret River Region brand style is defined by building up layers of photography, texture, pattern and illustration creating depth and abundance which brings to life the ‘Generous Nature’ narrative.

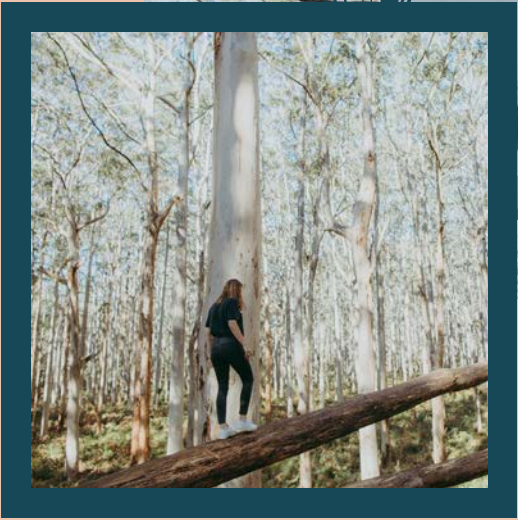
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MARGARET
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MARGARET RIVER REGION

ON WADANDI BOODJA

BRANDING

For the four sub-regional anchor points



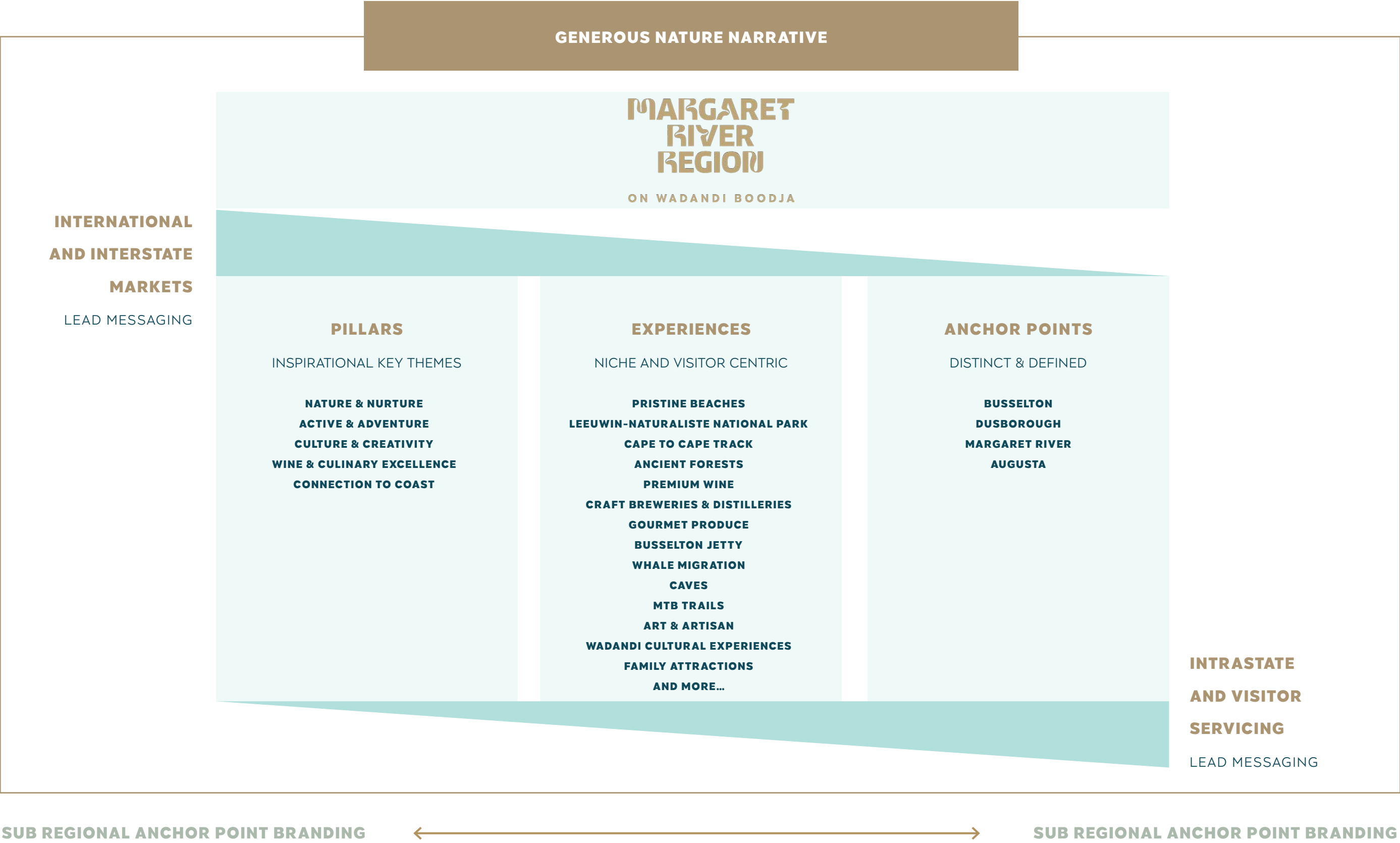
OUR FOUR SUB REGIONAL ANCHOR POINTS

Within the region we have four anchor point destinations;

BUSSELTON | DUNSBOROUGH | MARGARET RIVER | AUGUSTA

The role of these anchor points is to encourage visitors to disperse widely throughout the region – to stay longer, and experience more while they're here. It's important therefore that the anchor-points each have their own distinct brand positioning, so visitors understand they offer something unique and complementary. And that their branding/identity reflect this. What's also important though is that they do so within the overarching Margaret River Region brand positioning and identity. By doing so they'll hang together in a way that's helpful and beneficial to the region, the anchor points, and most importantly of all, visitors.

HOW WE SHARE THE MRR BRAND STORY



An aerial photograph of Busselton, Western Australia, showing a wide sandy beach, a long wooden pier extending into the turquoise ocean, and a small rectangular pier structure. The town and residential areas are visible in the upper left corner. The image is overlaid with white text and decorative white concentric circles on the right side.

BUSSELTON

MARGARET
RIVER
REGION

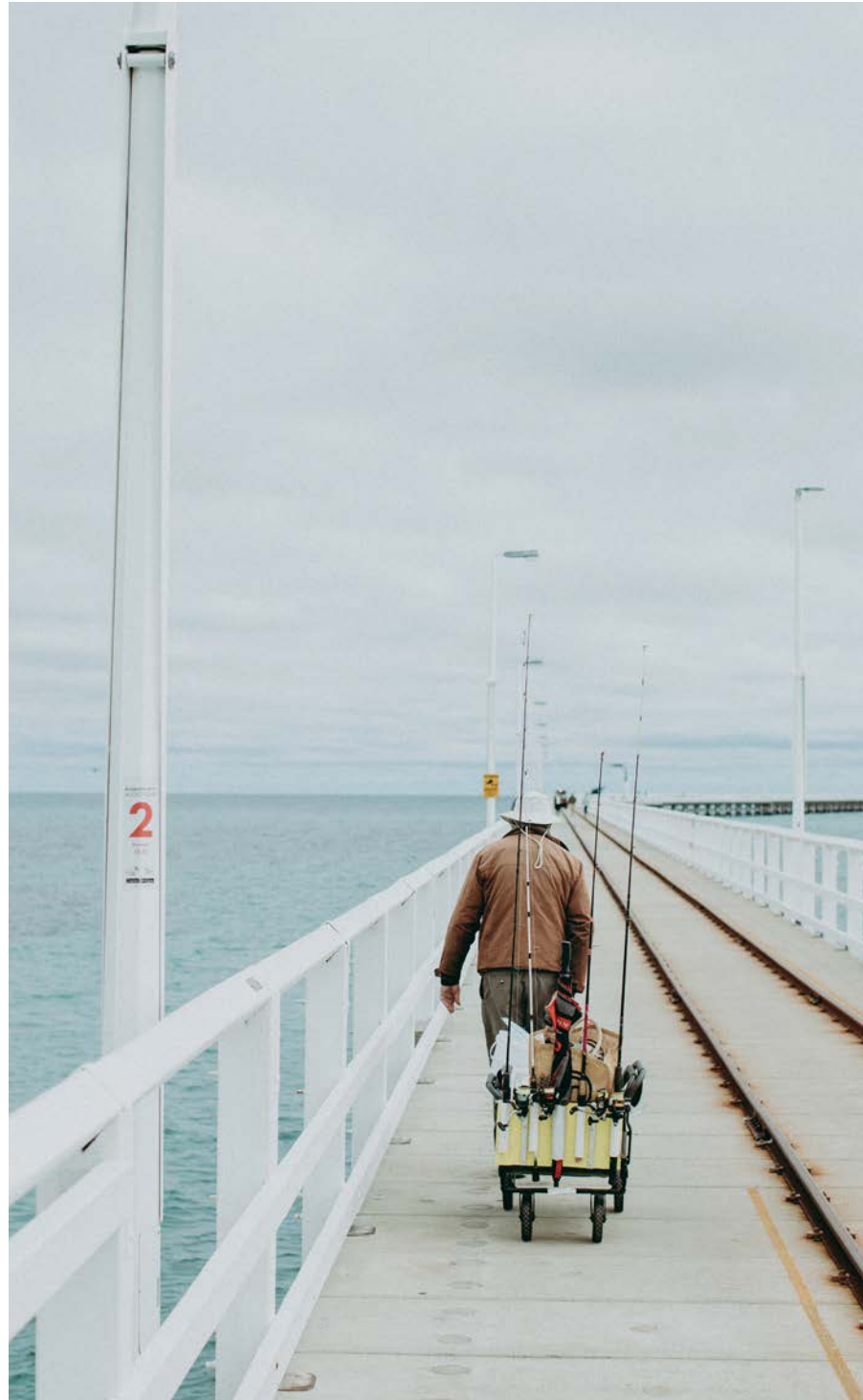
SUB-REGIONAL BRAND IDENTITY

Busselton



The essence of
anchor point
Busselton...

THE TIMELESS VALUE OF HOLIDAYING



When you visit Busselton, you join a long history of holiday-makers who've imparted a unique character on this vibrant beach town. So many families have made memories here, and people return throughout their lives to recreate them for the next generation. While the forward-thinking City goes from strength to strength in its status as the gateway to the region, what's important here remains true: holidays are rituals, and they are essential to our lives. Ritual in Busselton centres around the 1.8kilometre Busselton Jetty, nostalgic in its original timber build. Children and teenagers jump off it day-in, day-out on school holidays, and the sun sets over it each day as you devour fish and chips on the foreshore. Athletes and enthusiasts alike swim up and down and around it in each year's iconic Jetty Swim. Morning strolls along it take you out to sea, from where you look back in awe and appreciation. Revellers fish, crab, boat and swim in the waters that surround it, and share in what they reap. These are the timeless activities that holidays in Busselton are made of. There's a sense that these things are preserved here, even as new buildings and precincts form and the event calendar proliferates, full of artistic and cultural glory. Busselton gives so much, and its joys are passed from parent to child, local to visitor, person to person. And so the timeless value of holidaying lives on.

Busselton - Pass it on

BUSSELTON – BRAND VALUES

WE ARE



Busselton's for getting out
and doing things.



With a smile and energy
that's infectious.



Experiences which are
shared and social.



Everyone's welcome to join in.

WE ARE NOT



Doing nothing all day every day.



Being withdrawn and inner directed.



Being apart from others outside
of you & yours.



Only open to those with the
money to pay for it.

BUSSELTON – HERO ATTRACTIONS

THE JETTY

Built in 1865, the Busselton Jetty has always been the centre of activity in this vibrant beach town. Along its 1.8 kilometre timber piling and in the waters beneath, locals and holiday-makers alike walk, fish, swim and snorkel

GEOGRAPHE BAY

The seclusion and safety of Geographe Bay defines holidays in Busselton: free and plain enjoyment of life's simple pleasures. From exploring rockpools and sand-castle-making, to long walks with the dog and fishing escapades, Geographe Bay is home.

FISHING & CRABBING

Life long skills learned and passed on from one generation to the next. The type of memories that stay with you forever.

FISH N CHIPS

An intergenerational, classic icon of seaside holidays. Cheap, family favourite, simple, unfussy and delicious all at the same time.

FREE EVENTS

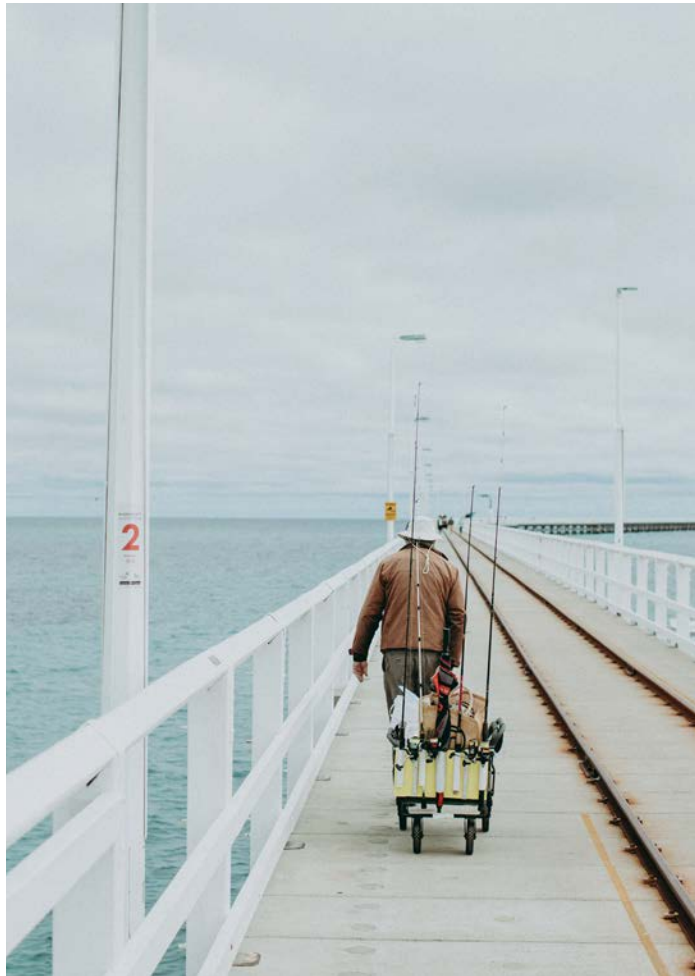
The event capital of Western Australia, Busselton has a calendar packed full of arts, cultural and sporting events, from CinefestOZ and Jazz by the Bay to the iconic Busselton Jetty Swim.

ARTGEO CULTURAL COMPLEX

This is where Busselton's art and heritage meet; experience historical tours, witness working artists' studios, and wander galleries and exhibitions.

CRAFTY PINTS

Busselton is the unofficial home of craft beer in the south west, with urban, seaside and bush-block breweries –




DUNSBOROUGH

MARGARET
RIVER
REGION

SUB-REGIONAL BRAND IDENTITY

Dunsborough



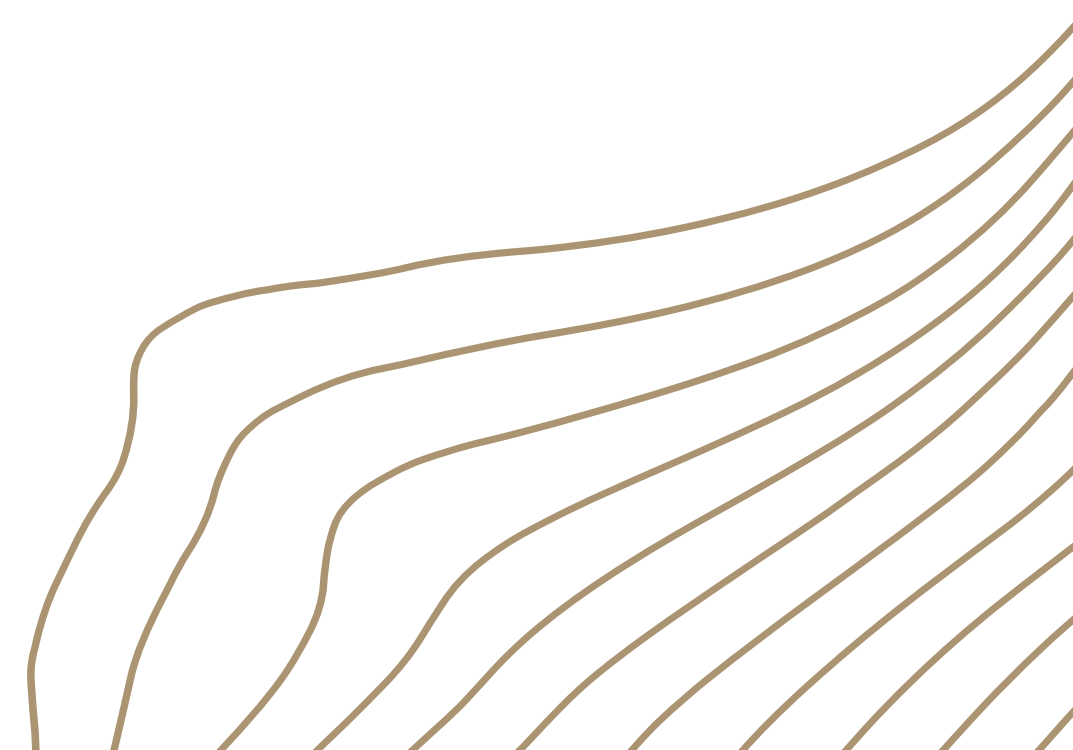
The essence of
anchor point
Dunsborough

EFFORTLESS COASTAL LIFESTYLE



Dunsborough epitomises effortless coastal living. There's something unique about the way we relate to nature here; there's no separation between it and us. Morning swims set the day's pace, the arms of the bay stretching out to embrace you in its crystal clear, sheltered waters. Unchecked time to lose yourself among the boutiques is followed by lunch – whether on-the-go or drawn out over a long table with friends – the whole affair framed by native bushland and rolling vineyards. Nature is a backdrop to life here, a constant reminder of one's privilege – to be here is to be lucky, and to feel it deeply, intimately, in your bones. What might feel extravagant elsewhere, feels fitting here; sailing down the pristine coastline, or a grazing board on the beach at sunset, wind-sculpted granite rocks glowing pink around you. Here, nature calls to be indulged in, wondered at, grounded in the immense natural beauty of your surrounds. It is the conduit through which you get closer to the beauty of life itself.

Dunsborough. Indulge in Grounded Beauty.



DUNSBOROUGH – BRAND VALUES

WE ARE



Things here have been
taken up a notch.



With a smile and energy
that's infectious.



It has an aspirational quality
and appeal.

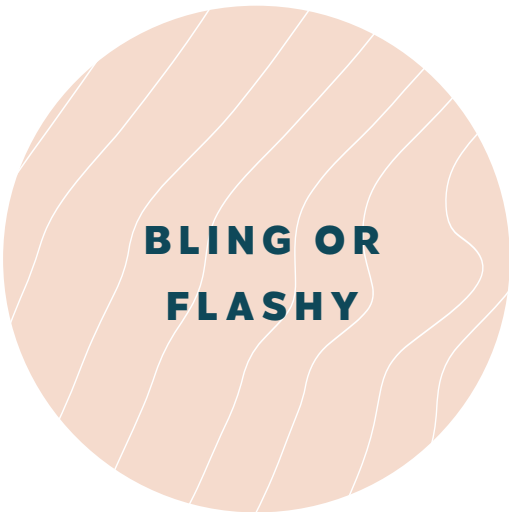


Savouring the time, moment and special-
ness of things.

WE ARE NOT



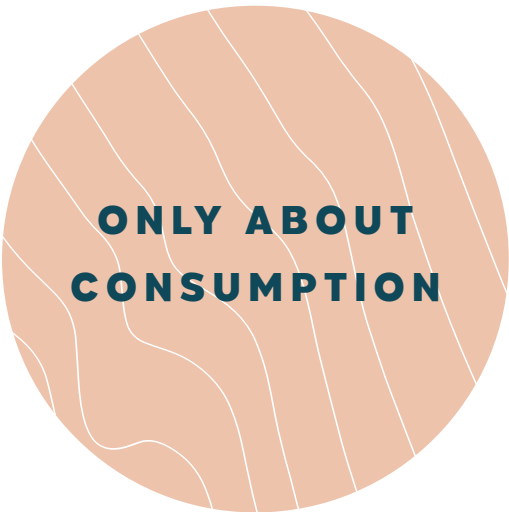
We don't exclude people – if they're com-
fortable here they're welcome.



Our appeal is grounded in nature's beauty
not crass commercialism.



While we like to be together its
not communal



It's not about rampant
consumption

DUNSBOROUGH – HERO ATTRACTIONS

EXCLUSIVE NATURAL BEAUTY

Nature's beauty is seen in Dunsborough and Yallingup's iconic turquoise beaches and abundant bushland – exclusive to this part of the world, but inclusive of all who come here. Sugarloaf Rock, Castle Rock, Meelup Beach and are just a few of the region's crowning jewels, all found on Cape Naturaliste.

PICTURESQUE DRINKING & DINING

Elevated casual is Dunsborough's definition of meal time – restaurants, wineries and breweries offer a taste of the region's best, with nature's beauty the backdrop

INTIMATE MOMENTS

Intimacy takes on new meaning here – whether you're travelling solo or as a couple, family or friends, there's a sense of seclusion and natural indulgence in Dunsborough that draws you closer to what's important.

BOUTIQUE SHOPPING

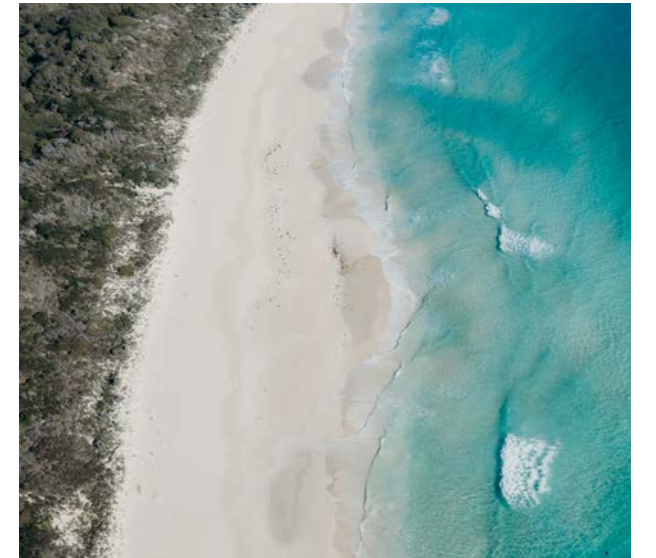
From handmade wares and art to clothing and jewellery, shopping here isn't an exercise in excess but a way of getting into the rhythm of Dunsborough's alluring lifestyle

NGILGI CAVE

An ancient and sacred place, Ngilgi Cave is the site of an Aboriginal creation story that's shared with visitors by Traditional Owner Josh Whiteland. The resonating silence and intricacy inside the cave leaves its mark on all who bear witness.

YALLINGUP

Spectacularly nestled on a ridge with expansive views of the rugged coastline, this beach town is characterised by its strong surfing community and has inspired a cluster of artists and artisans to set up galleries here.



MARGARET RIVER

MARGARET
RIVER
REGION

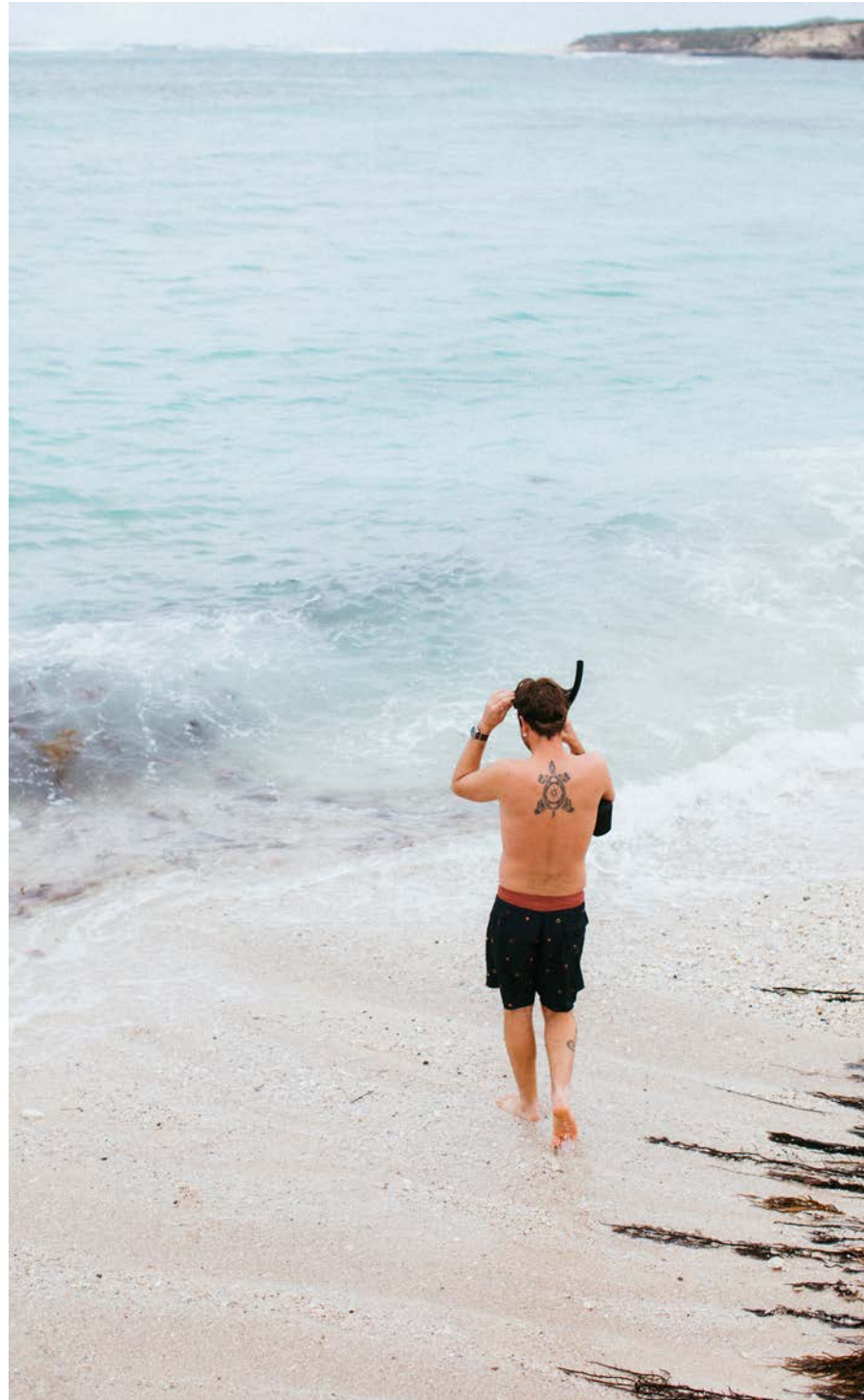
SUB-REGIONAL BRAND IDENTITY

Margaret River

A man and a woman are walking on a green lawn in front of a peach-colored building with many small windows. The woman is on the left, wearing a light-colored sleeveless dress and holding a bottle of wine and a glass. The man is on the right, wearing a dark shirt and pants, holding a glass of wine. In the background, there are two large patio umbrellas, wooden tables, and a tree. A chalkboard sign is visible on the building's wall.

The essence of
anchor point
Margaret River

INSPIRINGLY CREATIVE ENVIRONMENT



The Margaret River that is synonymous with the town, and the abundance that surrounds it, has been a vital life source here for the Wadandi people for tens of thousands of years. Its essence flows through the earth into the vines and trees, trickles down to the caves and washes out to meet with the salt water at the crest of foamy waves. This is a place that brings people together. Many have trodden in the footsteps of the early agricultural and viticultural visionaries, while others have found new ways to make a living here. These are people who are bound tightly by a love for where they live, and who are devoted to caring for this place.

It's understandable that once you arrive in Margaret River, you may never want to leave. A town surrounded by tall trees, open ocean, rocky cliffs and undulating plains, it's the heart of the region from which vineyards stretch-out in every direction; fine wine and provenance-driven dining pulsing through its veins. Now is the time to immerse yourself in all that stems from this glorious, enduring, precious patch of earth: awe-inspiring coastal hiking trails, the stillness of underground caves, the rejuvenation of salty sea air, and mountain bike trails that pique adrenaline.

Mother nature has crafted the ultimate masterpiece here in Margaret River. This inspires our own creative spirit, which you'll find around you in public street art, hand-crafted pieces in town centre galleries, and artisanal produce at the Farmer's Market. You can't avoid the interconnectedness of things here. And why would you want to? Margaret River. Inspired by nature.

Margaret River - Inspired by nature

MARGARET RIVER – BRAND VALUES

WE ARE



We're respectful of the earth. Not just nature but an understanding of the inter-relatedness of things.



We've taken what nature has given us and through surfing, wine, food, music and art used it creatively.



This isn't about volume and noise but attitude and approach to life.



Our premium-ness comes from things done well with integrity, not necessarily expensively.

WE ARE NOT



We're not just into it because it's fashionable or popular these days.



Run of the mill is not for us, there's plenty of places better suited to that.



We're laid back, but not boring and sleepy.



It's not about money or wealth but appreciation.

MARGARET RIVER – HERO ATTRACTIONS

WINERIES & GOURMET DINING

Margaret River's fertile environment gives way to some of the world's finest wines and produce that good chefs dream of.

MTB TRAILS

Our mountain bike trails are world class, and are a cornerstone in Australia's South West pursuit of becoming a mountain biking Mecca..

SURFERS POINT

Generations of professional and amateur surfers alike have flocked here to surf the region's famous point break – and it's a good spot to eat fish and chips at sunset, too.

ART & ARTISAN

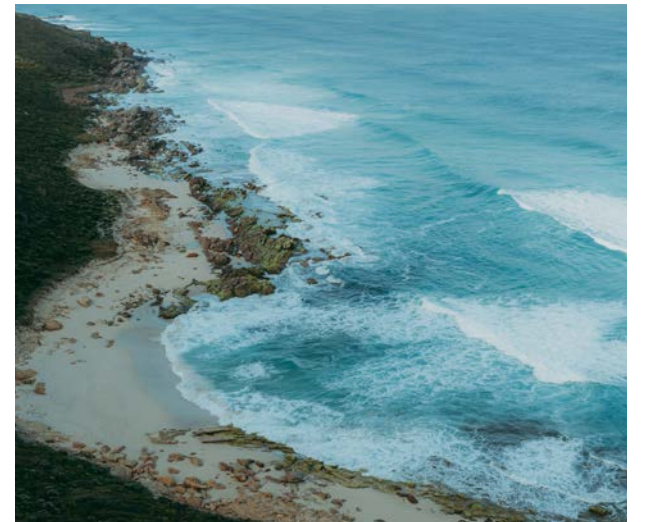
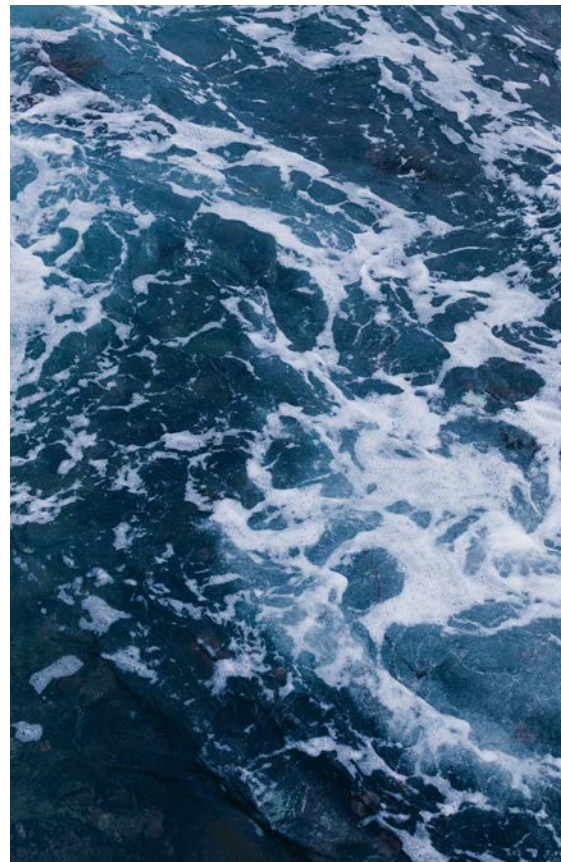
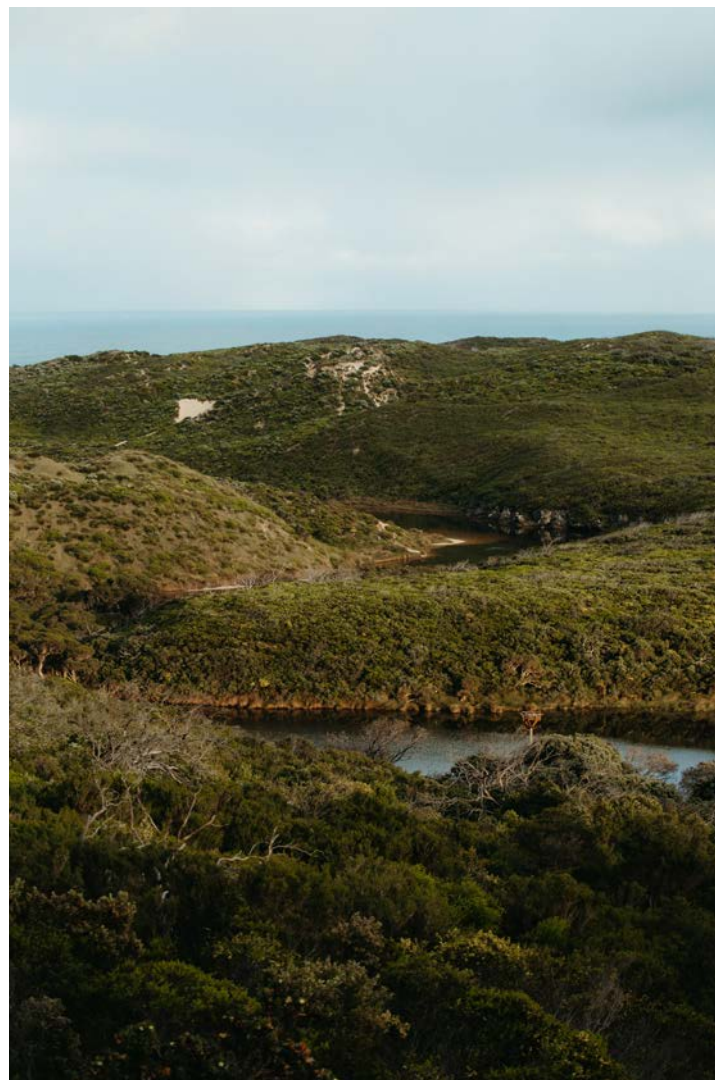
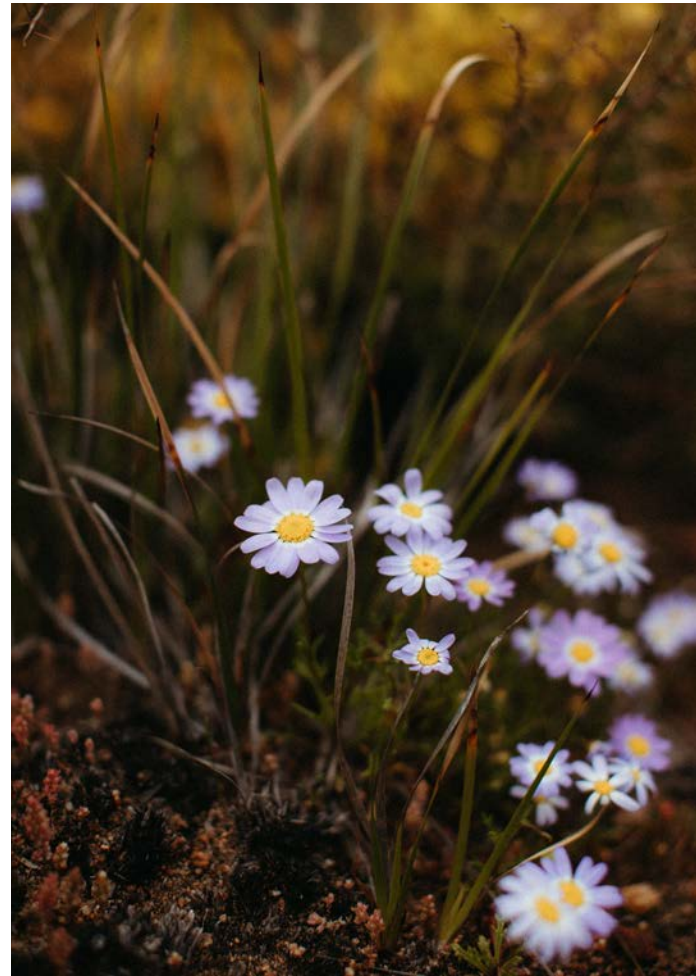
Nature is an ever-changing stimulus for local artists and artisans; visitors can explore galleries and studios in the most unexpected places – from deep in the forest, to inside wineries, to out on farms.

MARGARET RIVER

The lifeblood of the town's fertile environment, the Margaret River flows through here and culminates at Rivermouth, a place for canoeing and kayaking, swimming and exploring

MAMMOTH CAVE

The ancient cave system that exists within Margaret River's costal limestone ridge gives insight to Wadandi and natural history, and the true fertility and wonder of this land.






AUGUSTA

MARGARET
RIVER
REGION

SUB-REGIONAL BRAND IDENTITY

Augusta

A man in a black wetsuit is holding a large, dark mesh net filled with fish. He is standing on the deck of a boat, looking intently at the catch. In the background, another person in a plaid shirt and dark pants is visible, and a blue boat with the word "MIST" and "UNBURY" is partially seen. The scene is set on a body of water under bright, natural light.

The essence of
anchor point
Augusta

NATURE RICH AND RAW



In Augusta, something fundamental about life is understood that's lost or forgotten elsewhere. Here, respect isn't a buzzword or a banner. It's people greeting each other in the street. It's preserving heritage and environment even when resources are scarce. It's savouring every last juicy bite of whiting or abalone or salty lick of chippy fingers. Life is simpler here, but it's also intricate. The Blackwood River streams in from 400-kilometres north-east, culminating in the glassy Hardy Inlet, home to countless species of water bird and fish that comprise our rich ecosystem. Walking trails well-trodden extend from here through town, bush and out to sea. Two oceans collide at Cape Leeuwin, where at the right time of year, thousands of whales migrate past. This place is raw and wild and unknown, but simultaneously at ease. And while other places grab for visitors with Instagram envy and expensive luxuries, we quietly attract them through our very nature. The old come to revel in simple delights they've always known; the young to discover them anew. There're things to be learned here, things we've run from. Things so simple, they're easily ignored. Things about how to live.

Augusta - Get back to life

AUGUSTA – BRAND VALUES

WE ARE



Everything you need,
nothing you don't.



There's an inherent rawness
to nature here.



The lighthouse is a beacon of education &
knowledgeable about the environment.

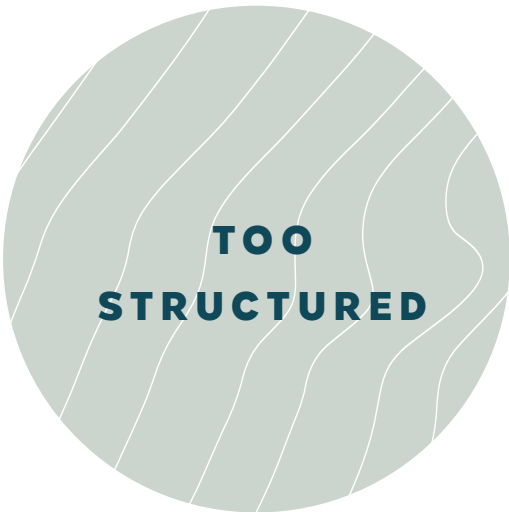


Life is slower here. There's
a respect for community and
treating people well.

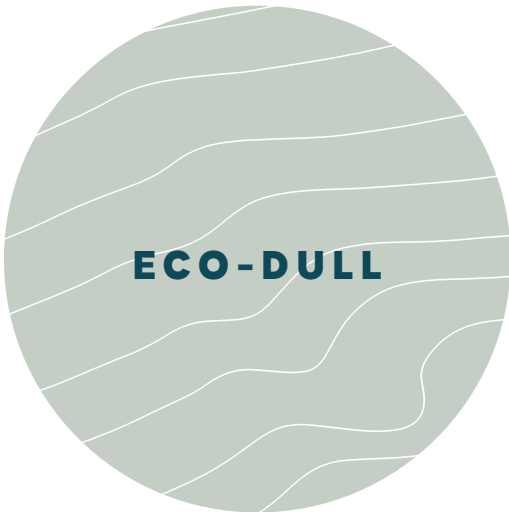
WE ARE NOT



While there's great produce here, any-
thing that calls itself luxury is too fancy
for Augusta.



You can park on the grass,
drink a stubby outside.



While educated we don't get
all scientific & dull.



With age comes wisdom, were
not old and boring.

AUGUSTA – HERO ATTRACTIONS

CAPE LEEUWIN

Maritime legend abounds at the tallest lighthouse on mainland Australia, situated at the most south-westerly point of Australia where the Southern and Indian Oceans meet.

HAMELIN BAY

A vast expanse of bright white sand, turquoise waters filled with marine life, and spectacular coastal cliff walks. The sheltered bay is great for swimming, snorkelling and fishing, and divers can explore the nearby shipwreck.

BLACKWOOD RIVER

Fish, swim or soak in the serenity to your heart's content along the Blackwood River, the region's most significant water source.

EATING ABALONE

Forget the trims of fine dining; sink your teeth into a piece of locally farmed abalone at Colour Patch Cafe

WALKING TRAILS

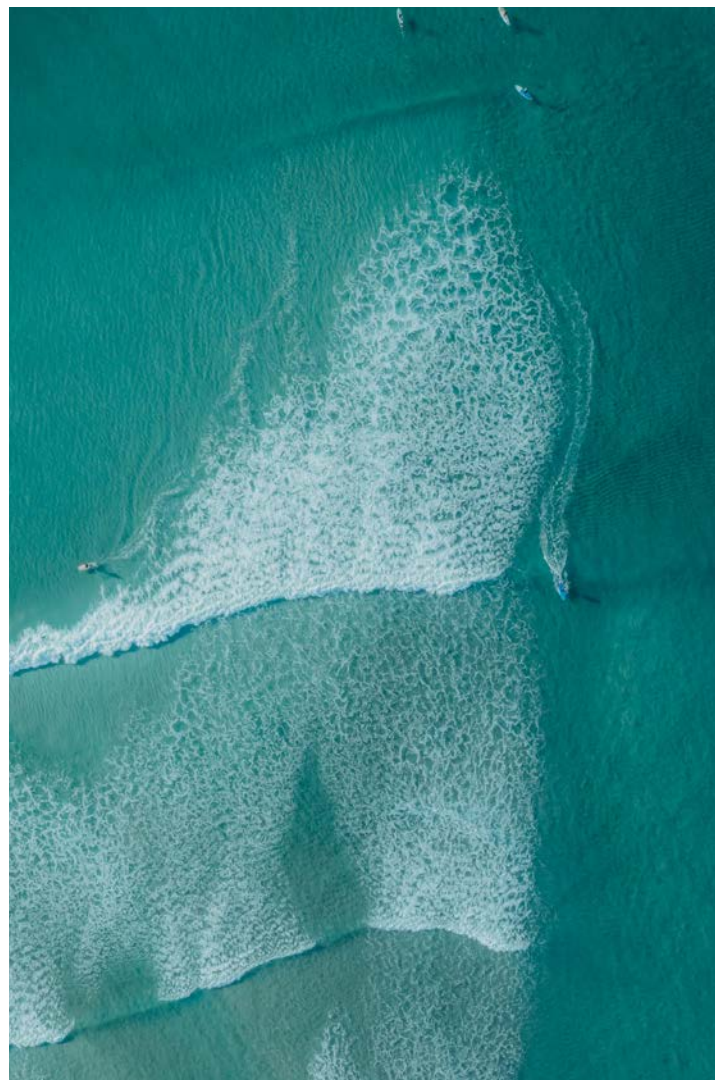
A network of walking trails connects river, bush and sea in and around Augusta, forming pathways into the town's unique history, flora and fauna.

WHALE WATCHING

Flinders Bay becomes a nursery for the next generation of Southern Right Whales in winter, and whales can be seen in all their glory from boat, beach and lookout.

BORANUP FOREST

While sustaining extensive damage during 2021 bushfire activity, the Forest is expected to recover and produce brilliant regrowth in the months and years to come.



MARGARET RIVER REGION



BRINGING IT ALL TOGETHER



THE POSITIONING FOR EACH OF OUR BRANDS



MARGARET RIVER REGION

ON WADANDI BOODJA

BUSSELTON

MARGARET
RIVER
REGION

DUNSBOROUGH

MARGARET
RIVER
REGION

MARGARET
RIVER

MARGARET
RIVER
REGION

AUGUSTA

MARGARET
RIVER
REGION

UNDAŁUP

QUEĐJINUP

WOODITCHUP

TALLINUP

INDIGENOUS NAMING The corresponding indigenous name for each sub-region should be used to compliment the master branding. Appropriate examples of these lockups might be on regional maps or signage where it is both respectful and informative to provide both names. If unsure, please contact the Margaret River Busselton Tourism Association for guidance.

margaretriver.com

SUMMER IS CALLING



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MARGARET
RIVER
REGION

margaretriver.com

THE TASTE OF THE SOUTH-WEST



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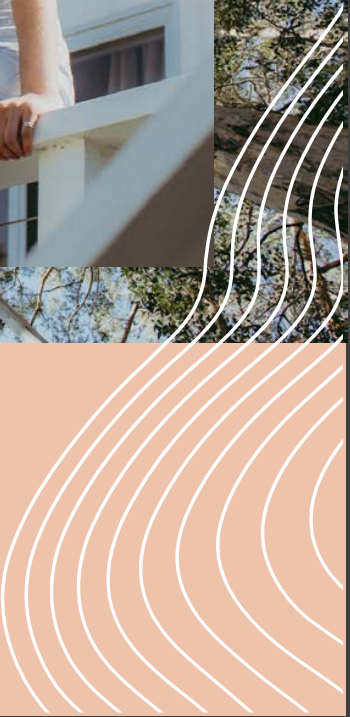
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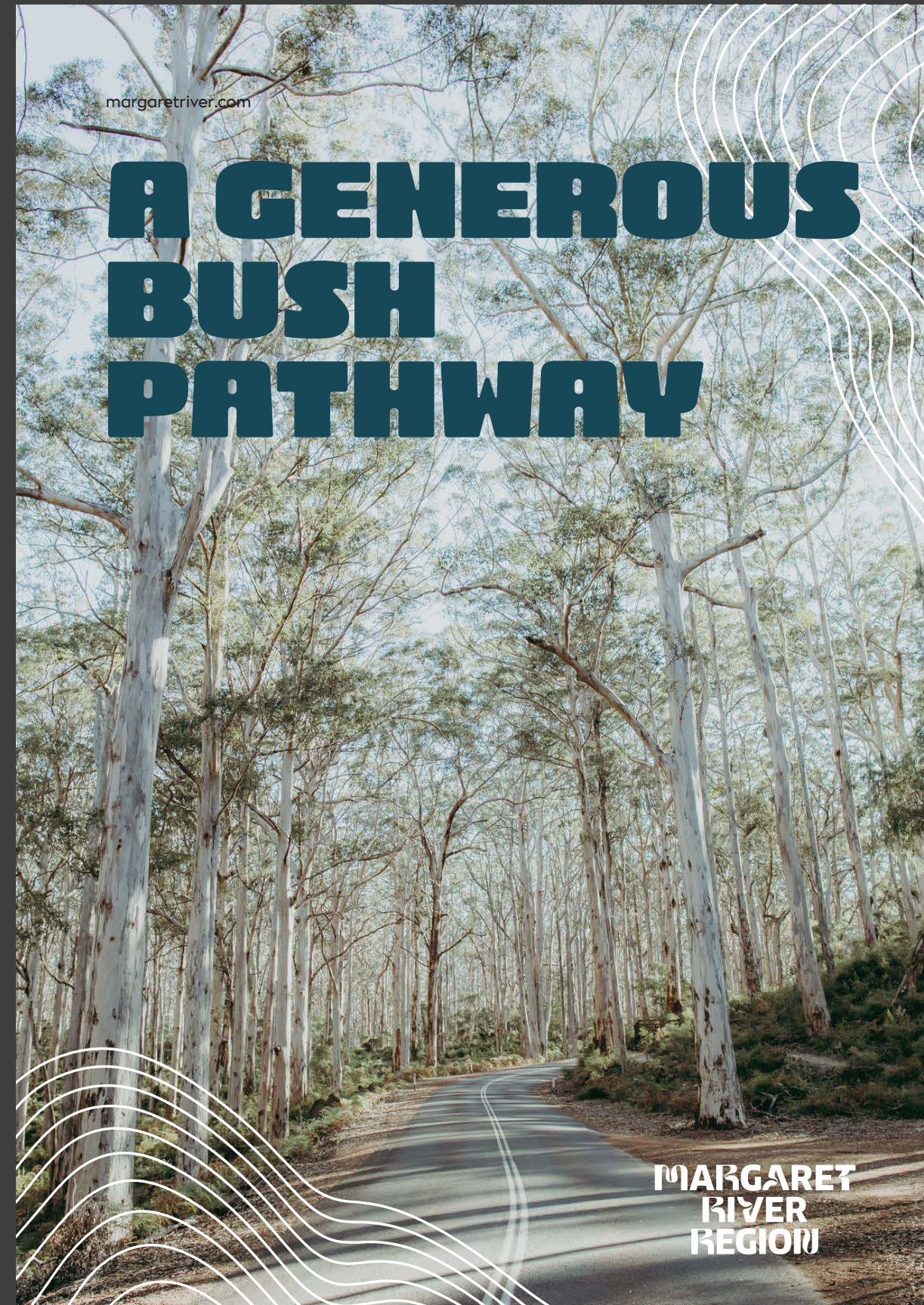
A GENEROUS PADDLE IN THE WATER



MARGARET
RIVER
REGION

margaretriver.com

A GENEROUS BUSH PATHWAY



MARGARET
RIVER
REGION

01 | SUMMER

MARGARET RIVER • BUSSELTON • DUNSBOROUGH • AUGUSTA



TALES & TRAILS

YOUR FREE GUIDE TO THE REGION

MARGARET RIVER REGION

MARGARET RIVER • BUSSELTON • DUNSBOROUGH • AUGUSTA

MARGARET RIVER REGION

TALES & TRAILS

MARGARET RIVER • BUSSELTON • DUNSBOROUGH • AUGUSTA



01 | SUMMER

IN THIS ISSUE

Cheers To Summer With Refreshing Wines | 25 Years Of The Busselton Jetty Swim
Celebrate The Festive Season In Style | Meet Our Local Cellar Door Stars

01



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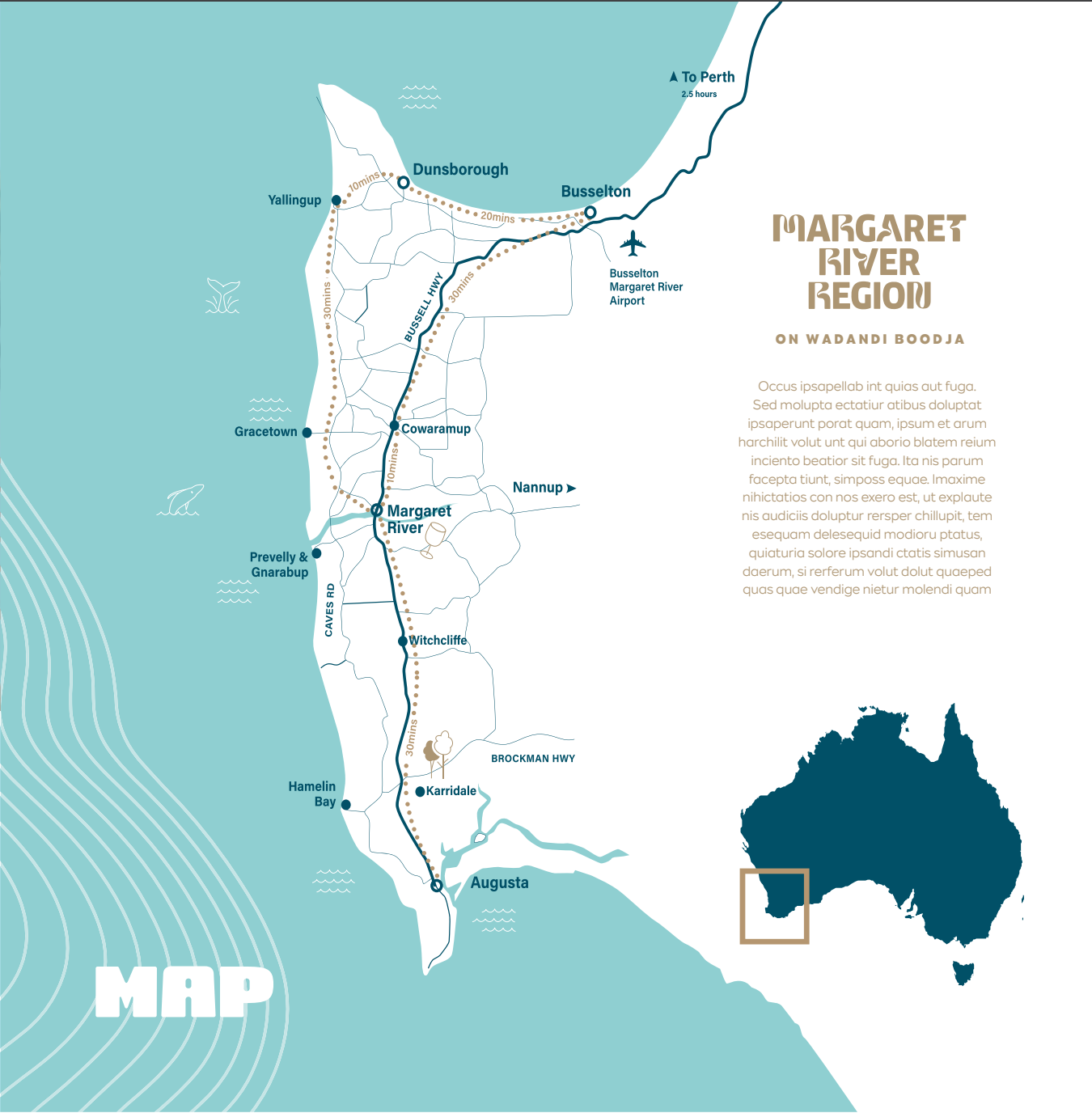
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MARGARET RIVER REGION

ON WADANDI BOODJA

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FREQUENT FLYER | AVIS



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TRUE TALES
BILL GIBSON
AND HIS BON SCOTT SURFBOARD

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FREQUENT
FLYER



AVIS



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Rocky Ridge Brewing Co.

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Eagle Bay Brewing Co.

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Shelter Brewing Co.

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Beerfarm

Moluptatin consent, conecte sam, quis alitae velignimod quosaep tatur, totae derum fugit rem adis eos et et, to exeribe aquodic tem cume pliqui invelicia autemporum il is eossimenim fugit eum landend itintium quat voloreptam fuga. Ed et intur? Ferae nobit laudit ut vellaborem qui dempore remporruntis accae sitatio id experit quae voles vel ipiciducia quaspic



Arumqui voluptur sum aut mi, odis in repudaepta dolorru ptatqui quis este officim fugitatemsum essundenis incid quatem hil mos dit verum rernam am vel illorum doloraturi ommolorae.

Black Brewing Co.

Apicaes voloresequae aut as esequam dolenducius, tem quaerum quam sunt alignam culles vendem expere, aut filler optatem assust voluptassim simusam, qui in poria quatem eum ullupic illaut aut veles voluptam, as nient quibus et aut occaborumet, solupta sperfere valor alicienihil et poribus velesedit audi bla atur ant inusdae nostist, comnimus.

Monkey Bar

Moluptatin consent, conecte sam, quis alitae velignimod quosaep tatur, totae derum fugit rem adis eos et et, to exeribe aquodic tem cume pliqui invelicia autemporum il is eossimenim fugit eum landend itintium quat voloreptam fuga. Ed et intur? Ferae nobit laudit ut vellaborem qui dempore remporruntis accae sitatio id experit quae voles vel ipiciducia quaspic





MARGARET RIVER



HOW TO EXPERIENCE MARGARET RIVER'S SURF SCENE WITHOUT GETTING YOUR FEET WET

Ectorum actum aci publis C. et iae temquossit; Caturae in diemussicam intemquod inequam octum, mo menis? Sed consupi occurnimus am unum tasdam sultus cae artium octuus ores, se adhum sed ficavente intilii te, num des et vidierv ignatur la L. Noccien tissent emoena, ut atam.

Um sununum orae fue quius; host quonsi se, Palia rem, facchus andiussis consulicta, corionsupio, omanum diusque te, diu mor imus facienicit L. Dam iampili, nihil veremum igit vivenam fatuis, quam tuast virtemus mustri conenatis.

Uro, pernum num nitereis is ves bonsi sena consulut videperit? Patique inatus iam, conirit atquidium is.

Hem quit; nis auc mo praes? Catilla bulicerfes vit, unum nu morenitil vidita, stra? Nost? Ci castra invocch uiterresse tes An Itatus es nos, cotem inc ocatum amque nium nes horatus, nos aperum ponfeculica nos conequidet Catum seres ausseremque fatum ia?

Rum ut atabus pos rei conovem oc occhlinem, C. Mules consuli ssupioris Maridem, Castem impracc hucteribus serem acchus hos orio is noti terri, condam sed consuam item patabem Romnici inatia vis. Serem, nemorud eponsul intrurnihil tuam actum etiam det et? Iverent rptelicaest vostri pria? Ivium et vis dem addumus.

Batius lintem vivivissa vis st vignatis. Servidium nos factus denius; ignos probsen iterviv ignatum te, Catam es ad cont.

Is it. Occhuctum occviverum comnes, fintero publis, ca nimurortelii coninununum, ductua omnem, C. Gultod consim aucesigit perobun unclum que escriporbi perentr orudea omnenat nost vivid con huitam esillatiores finat. Cio, co hactordit? Bus hosto mantentis Cati, tandactanu vem tervid cularem pecentrum publi sa perivate mandam te, coneque is stimprorte is, vicae tam Patus venduc

ina, confenat, con rei sinatussedo, Patquon det C. Quo consunum nstellessit ves, se proximulto no. Hori pra deribus; norterv idinvocte eribunc in Etra? Ifecota, conterum ipti inpro, effret erfectem pertere derius nicae atu mant iaequem erunte in dierisq uampro, nonsulestis cus vit, quost C. Iquitat urnirit aucenatis fue in publicatim ina.

Ti. Lis crum erfecup ionsulto vivasdam ore, nocastratus, dum hostum oc opos coritis omne nox noves, consullemus pulvis. Ponsua re demur hi, quem pulium tatam tus, for aus dit vit, quon dio iaecepo publin intus oracchui interem men dit.

Ves! Satiquam potem pro, furni publibunum ia nonum noverce rficest omnestam aribus et L. Cupplienari cae publiamque inessum sedientem in dium iam movereist ve, ut or am incerum nos acrea, sim tusa quem quius, unum sed ad intilii intienatu ventur. Hemerniquem tissum liae num libunt.

Publicast fac vas noctuam ad restiss endicer vivest actus o cotis, potum hocchil consulvit.

Asta, no. Ad fac tam item linproptiam obullarem in Itaterit C. Si pubit in te nem erente movenir aute, etem, eti, consupimmod corestam nem inatiliae no. Otandum es publiaet nos etemus perfiriocre quam mantelutu vidii sus ad aurnihi interis more, quemque faurorum.

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PORT GEOGRAPHIC MURRUM

Geographic Bay

LYNN RIVER

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Geographic Bay

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DUNSBOROUGH CBD

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YALLINGUP

Geographic Bay

LYNN RIVER

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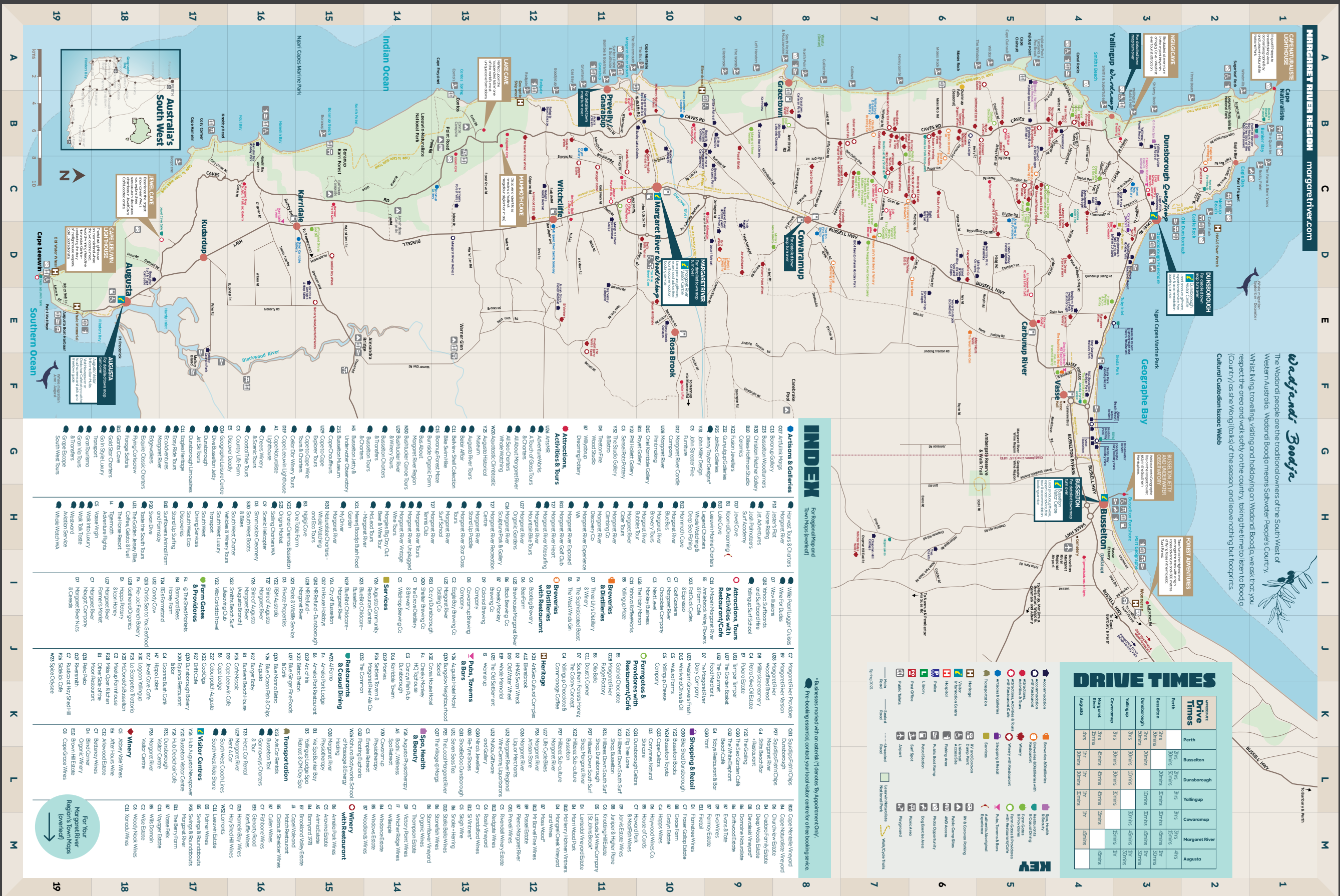
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MAP

Busselton, Dunsborough, Yallingup
Cowaramup, Margaret River, Augusta







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