



Paul Henderson
MINISTER FOR TOURISM

1 December 2006

PREMIERE PROMOTES BEST OF THE RED CENTRE

The premiere screening of a new documentary by filmmaker and adventurer, Sorrel Wilby showcasing the diversity of the NT's Red Centre, was previewed at the Alice Springs Desert Park today.

Minister for Tourism Paul Henderson said the event ties in with a Federal Government initiative called National Landscapes, aimed at promoting Australia's key iconic sites.

"The Red Centre will be the first region profiled in the National Landscapes program, which is a partnership between the tourism sector and conservation management," Minister Henderson said.

"Central Australia has significant heritage, environmental and cultural value and continued development of the Red Centre Way will see huge social, economic and environmental opportunities for the region.

"The National Landscapes initiative will help with the marketing of the region, especially to an international audience, and ideally lead to the development of an increased number of experiences and attractions on the Red Centre Way," Minister Henderson said.

Tourism NT, Australian Geographic, Tourism Australia and Parks Australia partnered to produce the DVD documentary promoting the Northern Territory's Red Centre.

The film features a range of local attractions and tourism operators along the Red Centre Way, including the West MacDonnell Ranges, the Larapinta Trail, Alice Springs Desert Park, Uluru - Kata Tjuta National Park, Watarrka National Park (Kings Canyon), and also Black Tank and Papunya Tula Artists.

Minister Henderson said the documentary captures the stunning scenery, unique wildlife and the rich cultural heritage of the Red Centre.

Titled *The Best of Australia: The Red Centre*, the DVD will be released nationally with the December issue of the Australian Geographic journal. Negotiations are also underway for an international television release.

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