

DESTINATION **Perth**

AUSTRALIA'S
South West



THE SOUTH WEST EDGE



MEDIA KIT

2021

EN-ROUTE
ALONG THE EDGE

THE SOUTH WEST EDGE

**DISCOVER A JOURNEY
INTO THE HEARTLAND OF
AN UNDISTURBED AND
UNCROWDED AUSTRALIA
- A ROAD TRIP THAT WILL
CHANGE YOU FOREVER.**

THE SOUTH WEST EDGE IS AN ADVENTURE THAT WILL FILL YOUR LUNGS, LEAVE YOU IN AWE, AND BREATHING MORE DEEPLY. IT FEEDS YOUR SOUL WITH DISCOVERY AND WONDERMENT; EVERY TURN GIVING YOU A NEW EXPERIENCE TO LINGER AND ABSORB.



EN-ROUTE
ALONG THE EDGE



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www.thesouthwestedge.com.au

Use these social media handles
and hashtags en route.

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#TheEdge



ABOUT THE EDGE

THE EDGE IS AN EPIC ROAD TRIP AROUND THE SOUTH WESTERN EDGE OF WESTERN AUSTRALIA THROUGH WINE REGIONS, TOWERING FORESTS AND ALONG MARINE LIFE-RICH COAST, BEFORE RETURNING TO PERTH ACROSS THE OUTBACK.

IT CAN BE DONE IN JUST 12 DAYS AND TRAVERSES 1200KM FROM PERTH TO ESPERANCE, RETURNING VIA KALGOORLIE OR HYDEN (WAVE ROCK).

GETTING HERE

Flights arrive into Perth from all Australian capital cities.

Direct international flights to Perth arrive from the UK, South Africa, New Zealand, China, the Middle East, Japan and South East Asia. Rental car options are readily available from Perth and larger towns along The Edge with public transport, tours, flights and cruises also available.

WHEN TO VISIT

The South West Edge is a year-round destination with four seasons.

Summer (December-February) offers ideal beach weather with a maximum temperature of around 32 degrees Celsius; and winters (June-August) are pleasantly cool and mild with an average of around 14 degrees Celsius.

WHICH SEASON IS BEST FOR YOU?

Summer is best for:

- Exploring the coastline, from sandy beaches to rugged sea cliffs.

Autumn is best for:

- Charming golden hues and moody mist-covered landscapes.
- Adventure outdoors - mild days are great for mountain biking

or hiking, and the mellow winds and swell make for prime surf conditions.

Winter is best for:

- Spotting migrating humpback whales. You can spot whales from winter through to spring, at any high vantage point, or go on a whale watching tour.

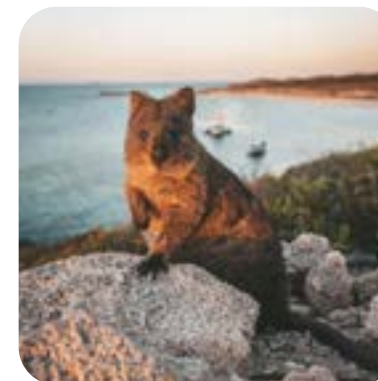
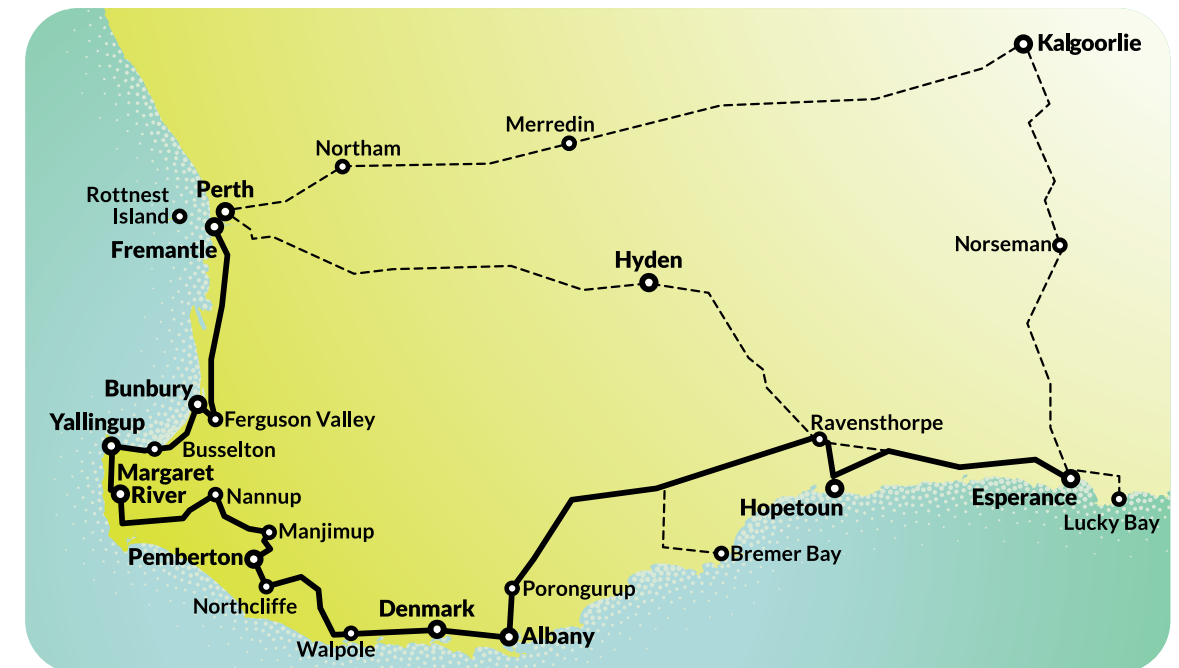
- Taking time out with loved ones – there's hearty comfort food, campfires, good red wine and plenty of cosy accommodation.

Spring is best for:

- Spotting a beautiful array of wildflowers, many endemic to The South West Edge.
- Bushwalking - the weather is mild and wildflowers add another dimension to trails.

Visit bom.gov.au for more detailed information about the

THE SOUTH WEST EDGE DRIVE ROUTE



DAY 1 ROTTNEST ISLAND TO FREMANTLE

25km + ferry ride

On day one, jump on a ferry ride from Fremantle to the picturesque Rottne Island. Here you can hire a bike and explore the many beaches that are perfect for snorkelling, plus Mermaid Pools and blowholes. Meet friendly quokkas and enjoy the Thompson Bay Settlement or hop on a Rottne seafood tour to experience fresh delicacies before catching the ferry back to the mainland. Overnight in the historic town of Fremantle, which has a vibrant arts scene and plenty of boutique shops for some retail therapy.



DAY 2 FREMANTLE TO BUNBURY

190km

Enjoy the gourmet café culture of Fremantle for breakfast and browse local boutiques for unique or vintage finds. Then jump in your hire car and head to Bunbury via the rolling hills of the Ferguson Valley. Spend the morning wine tasting, exploring or mountain biking in Wellington Forest National Park and stop by Black Diamond Lake near Collie for a view of turquoise waters. Roll into Bunbury, where you can purchase fresh local produce from farmers markets, meet native animals at a wildlife park, shop the boutiques and spend the evening immersed in the nightlife at one of the many bars and restaurants.



BUNBURY TO YALLINGUP

95km

Interact with wild dolphins at Koombana Bay this morning before departing for the Margaret River region, beginning at Busselton and Dunsborough. Swing amongst the trees on a high ropes course or dive below the Busselton Jetty for a view of colourful sealife. From winter through spring, spot whales as they migrate along the coast. Indulge in gourmet food at beachfront dining before continuing to Yallingup, and incredible coastal spots like Canal Rocks and Injidup Natural Spa. Feeling adventurous? Hike the Cape to Cape Track between the lighthouses, or connect with the world's oldest living culture through an Aboriginal experience.



DAY 4 YALLINGUP TO MARGARET RIVER

40km

Famous for its premium wines and world-class surf, Margaret River is also home to plenty of restaurants, wineries, breweries and distilleries for foodies to enjoy. Visit cellar doors and meet the makers on guided tours with nature-meets gourmet experiences. Adventure seekers can ride the waves, go rock climbing or abseiling, or take a kayak or canoe along the Margaret River. Savour the natural surroundings with plenty of underground caves and the stunning Boranup Forest and meet stingrays at Hamelin Bay.

DAY 7 DENMARK TO ALBANY

55km

Next stop: Albany, where you'll find farmers markets, fresh oysters and marron galore, and some of the most pristine beaches this side of the equator. Go paragliding at Shelley Beach, or wreck diving in King George Sound. Visit the striking coast at The Gap and Natural Bridge and historical attractions at Discovery Bay. Ready to take a safari, South West style? Spend an extra day between January and April to join the Bremer Bay orca tour, chasing the largest-known group of orcas in the Southern Hemisphere.



DAY 5 MARGARET RIVER TO PEMBERTON

165km

On day five, drive to Pemberton through Nannup and Manjimup; home to the Périgord truffle. Search for this black gold in winter, and feast on other local delights such as marron, trout and chestnuts on your way. Need to stretch your legs? Ride one of the many mountain bike trails or tackle the Munda Biddi, hike the Bibbulmun Track and admire Beedelup Falls. Test your fear of heights at the 58m-tall Gloucester Tree, once a fire-lookout, and climb the makeshift ladder to the top.

DAY 8 ALBANY TO HOPETOUN

360km

Start off early today and drive inland where it's another world entirely. Hike the trails in Porongurup National Park and climb to the top of the Granite Skywalk for spectacular views across the jarrah, marri and karri forest, and undulating farmland to Albany. Reward yourself with lunch at one of the boutique Porongurup wineries. Search for wildflowers in spring and climb one of Western Australia's highest peaks, Bluff Knoll for sweeping views of the Stirling Range National Park.



DAY 6 PEMBERTON TO DENMARK

195km

Take a four-wheel drive tour of the world's largest moving sand dune system, Yeagarup Dunes, before you head to Denmark via Northcliffe and Walpole. Enjoy views at Mount Chudalup, join a Walpole inlet eco-cruise and walk among the tops of tingle trees at Valley of the Giants Tree Top Walk. Then, it's on to Greens Pool and Elephant Rocks - framed by huge boulders which act as a protective shore break for the peppermint tinged waters, this sanctuary is perfect for snorkelling.



DAY 9 HOPETOUN TO ESPERANCE

185km

With unique wildflowers and fauna in Fitzgerald River National Park, not to mention the dramatic coastal views, you'll want to visit here before Hopetoun. Next, head to Esperance and sip on refreshments at Lucky Bay Brewing, sample local olive oil and take in the town museums and craft shops. Keep the adventure rolling by exploring the numerous lagoons and beaches along the breathtaking 40km loop of the Great Ocean Drive before watching a sunset at twilight.



DAY 10 ESPERANCE

The nearby Lucky Bay in Cape Le Grand National Park lives up to its name in plenty of ways - translucent water and sand like icing sugar, not to mention sunbaking kangaroos! Explore other stunning beaches around Esperance via coastal walk trails or for a bird's eye view, take a scenic flight to witness the striking juxtaposition of bubblegum pink Lake Hillier on Middle Island against the blue ocean.



DAY 11 & 12 ESPERANCE TO PERTH

Via Hyden: 715km
Via Kalgoorlie: 985km

Return to Perth via Hyden or Kalgoorlie over the next two days - the choice is yours! If you travel through Hyden, be sure to visit the impressive Wave Rock on your way. Thought to have formed some 130 million years ago, Wave Rock is entirely natural and measures about 15metres (roughly three storeys) in height. It's the perfect end to your Instagram highlights reel. If you travel back to Perth via Kalgoorlie, immerse yourself in living gold history, quirky outback pubs and be stunned by the scale of the Superpit gold mine.

THE SOUTH WEST EDGE CAN BE DONE IN JUST 12 DAYS AND TRAVERSES THROUGH THE TOURISM REGIONS OF DESTINATION PERTH, AUSTRALIA'S SOUTH WEST AND AUSTRALIA'S GOLDEN OUTBACK.

IT'S A ROAD TRIP FEEDS YOUR SOUL WITH DISCOVERY AND WONDERMENT; EVERY TURN GIVING YOU A NEW EXPERIENCE.

THE SOUTH WEST EDGE



ROAD TRIP TIPS

REST UP!

Take a break from driving every 2 hours to stay alert.

Driving tired is one of the main causes of accidents on our roads and we want you to arrive safely at your destination. Plan your trip to incorporate regular stops.

SAFE DRIVING

There are plenty of opportunities to get off-road if you want to but the main route of The South West Edge is suitable for 2WD and takes sealed roads.

However, if you're not used to country driving conditions or travelling longer distances, consider adding additional overnight stops to your journey and enjoy a leisurely pace. Drive times are indicative only – drive according to your capabilities, road and weather conditions and avoid driving at dawn and dusk, when wildlife is more active on roads.

MOBILE COVERAGE

There are areas en route where mobile reception may be limited.

Ensure you have adequate maps and have planned your route.

STAY SUN SMART

Protect yourself with loose clothing, sunscreen and a hat.

Especially during summer and between 10am-3pm when the sun is at its strongest.

STOCK UP

Most of The Edge offers an abundance of cafes, petrol stations and supermarkets along the way.

There are certain areas though, particularly on the return journey to Perth, where it can be a good idea to plan your fuel stops between regional towns. Most shops open between 9am-5pm, however smaller towns may have shorter opening hours and be closed on weekends and public holidays. Always travel with plenty of water.

INTERNATIONAL DRIVERS

Visitors to Western Australia may drive on a valid overseas drivers license for the same class of vehicle.

Vehicles travel on the left-hand side of the road and wearing seatbelts is compulsory for all passengers.

DRONES

The Edge has some beautiful landscapes that are absolutely stunning from above. If you plan on capturing our incredible sights with a drone, please check the Department of Biodiversity, Conservation and Attractions (DBCA) and the Civil Aviation Safety Authority (CASA) websites before use. When flying drones/remotely piloted aircraft (RPA) devices, you must comply with all legislative and regulatory requirements of CASA, or face penalties. The use of RPA in national parks and within the vicinity of marine fauna is regulated by DBCA. Follow the five rules for flying RPA in WA's national parks at dpaw.wa.gov.au. Check drone registration requirements at casa.gov.au/drones.



Lucky Bay, Esperance



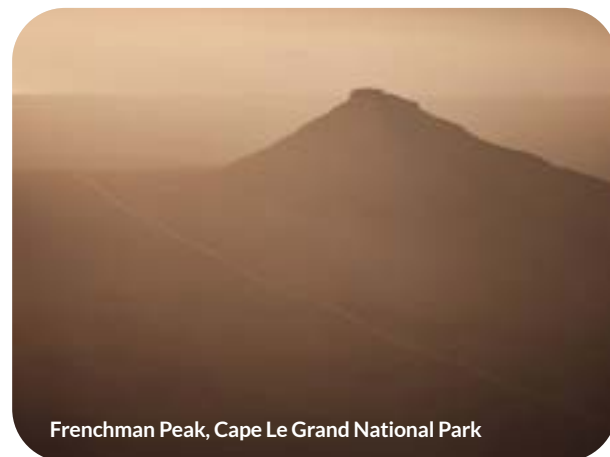
Fitzgerald River National Park

FREE YOURSELF WITH THIS EPIC SOUTH WESTERN AUSTRALIA ROAD TRIP THAT WILL TAKE YOU THROUGH WINE REGIONS, TOWERING FORESTS AND ALONG MARINE LIFE-RICH COAST BEFORE HEADING ACROSS THE OUTBACK.

A road trip that will fill your lungs, leave you in awe, and have you breathing more deeply.



THE EDGE INSPIRATION

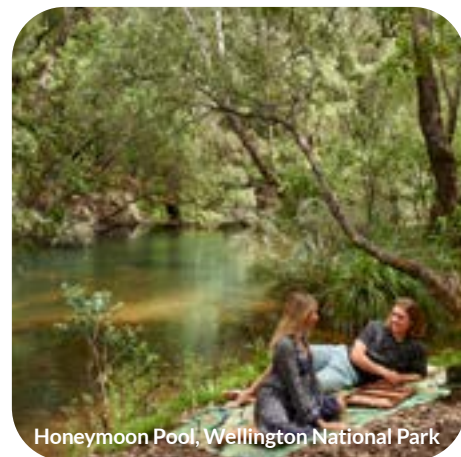


Frenchman Peak, Cape Le Grand National Park

5 INCREDIBLE WILDERNESS EXPERIENCES ON THE SOUTH WEST EDGE

Scale a skyscraper-sized tree, chase wild orca at sea or just relax on a beach with a sunbaking roo.

Whatever your speed, there's plenty of activity waiting for you en route along The Edge.

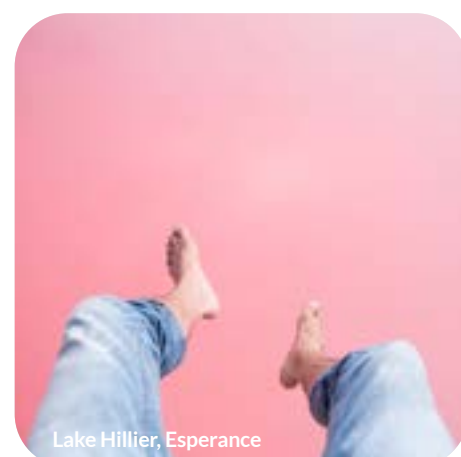


Honeymoon Pool, Wellington National Park

6 OF THE BEST CAMPING SPOTS ON THE SOUTH WEST EDGE

The entire length of The South West Edge is studded with amazing places to set up camp for the night.

Sometimes there's nothing better than getting back to nature and soaking up every second of the great outdoors. One of the best things about The Edge is the sheer diversity in landscapes you'll experience on the way. Whether you prefer to camp by the ocean and fall asleep to the sound of the waves crashing onto the shore, or it's more your style to be hidden away in the forest, gazing at the stars, you'll find a campsite that's perfect for you.



Lake Hillier, Esperance

7 INSTAGRAMMABLE VIEWS ON THE SOUTH WEST EDGE

Virtually every pit stop on The South West Edge road trip features an Insta-worthy sight.

However there are some spots that are truly photogenic from every angle. Get your camera at the ready...



Cape Mentelle, Margaret River

5 LOCAL BREWS WITH VIEWS ON THE SOUTH WEST EDGE

Feeling thirsty? Not for long! These five spots along The South West Edge combine local brews with local views, for an afternoon drink that looks as good as it tastes.

Tantalise your tastebuds with world-class wines, craft beer brews and pair the concoctions with some of the finest food going around.



6 SECRET SWIMMING SPOTS ON THE SOUTH WEST EDGE

Whether you're after a quick dip or a day-long laze, these locally loved chill-out zones located at various points along The Edge tick all the right boxes.

Calm, clear waters, gorgeous scenery and unique local charm.

Greens Pool, Denmark

GET INSPIRED FOR YOUR ROAD TRIP ALONG THE SOUTH WEST EDGE WITH THESE STORIES - JOURNEY WITH US ON AUSTRALIA'S MOST INSTAGRAMMABLE ROAD TRIP.

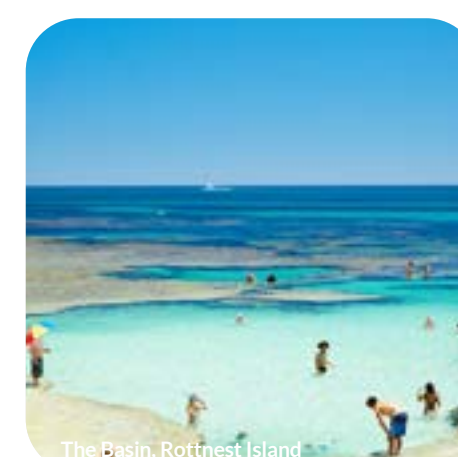


Mountain Biking, Wellington National Park

10 EPIC MOUNTAIN BIKE TRAILS ON THE SOUTH WEST EDGE

Fuel your adventurous spirit with these epic mountain bike trails en route along The Edge.

From the world-class Munda Biddi Trail; a nature-based off-road cycling experience spanning 1000km from Perth to Albany, to short but challenging adventure trails in Margaret River and Pemberton, and leisurely rides in Kalamunda and Esperance, there are mountain bike trails for riders of all skill sets en route along The Edge.



The Basin, Rottnest Island

6 OF THE BEST SNORKELLING SPOTS ON THE SOUTH WEST EDGE

If you're looking to don your mask and flippers and do a spot of snorkelling, you're in luck.

The South West Edge is a snorkellers paradise, taking you along one of the most beautiful and diverse coastlines in the world. We've compiled six of our favourite (and slightly lesser known) snorkelling spots along The Edge so you know where to stop to get the very best underwater experience.

THE EDGE IMAGE LIBRARY

MEET AUSTRALIA'S MOST INSTAGRAMMABLE ROAD TRIP

 **SPECTACULAR
SIGHTS &
SCENES**



 **NATURE'S
PLAYGROUND**

CLICK HERE TO VIEW AND DOWNLOAD THE FULL IMAGE
LIBRARY FOR THE SOUTH WEST EDGE



 **FORAGE,
FEAST & INDULGE**

 **CULTURE &
CHARACTERS**





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