



MEDIA RELEASE
15 July 2015

Wallace Rockhole: 4 star jewel in the Western MacDonnell Ranges accessible to tourists!

Keep Australia Beautiful Council NT congratulates Wallace Rockhole community and the MacDonnell Regional Council on their actions promoting accessible regional towns and best practice cultural tourism operations.

Wallace Rockhole was the first remote Territory community to obtain the 4 Gold Star Rated Tourism Accreditation presented by Keep Australia Beautiful Council under the Tidy Towns program last year and the MacDonnell Regional Council and should be highly commended on their recent efforts supporting the town's cultural and tourism opportunities by upgrading to a new raised and reformed road that allows safe access to all tourists by two-wheel-drive vehicles.

Wallace Rockhole has a long established history as a very friendly beautiful tidy town and has been running its community owned tourism operation for several decades offering tourists the opportunity to gain Indigenous remote cultural experiences. The tourism award was presented directly to residents of Wallace Rockhole in recognition and celebration of the long standing efforts residents contributed to their town and the MacDonnell Regional Council have now increased tourism access to this hidden gem.

Heimo Schober, CEO of Keep Australia Beautiful Council Northern Territory said "Tourists travelling along Larapinta Drive can now drive regular vehicles to this beautiful town of Wallace Rockhole to experience remote area Indigenous culture such as rock art and dot painting as well as accessing the Art Centre, a pottery studio and their small general store offering souvenirs, food, refreshment and camping facilities".

"The MacDonnell Regional Council have raised the standards again and set the tone for other remote areas to follow. The Council's investment to upgrade the road shows commitment and vision".

The Tidy Town Gold Star Rating system recognises the pride residents of Wallace Rockhole show in their culture as well as both the presentation of their community and their tourist infrastructure and services.

Wallace Rockhole created and initiated the Star Rating concept and leads the way for other Northern Territory towns and communities to follow their lead by optimising efforts to shine as an outstanding remote town to visit.

Within Wallace Rockhole, accommodation is available as either self contained cabins or in the serviced campgrounds. Visitors enjoy using the small town as a base while they take day trips looking around the West MacDonnell Ranges, Palm Valley and Hermannsburg or exploring more locally through the many tours Wallace Rockhole Tourist Park offers. Wallace Rockhole Tourist Park also welcomes visitors to come and experience their Indigenous culture, learn about bush tucker and bush medicine, see ancient rock art, breathtaking scenery and native animals through the tours they offer.

Wallace Rockhole is about 120km west of Alice Springs along Larapinta Drive and is accessible to all vehicles now, its Tourist Park proudly offers visitors:

Guided Rock Art Tours show ancient Aboriginal petroglyphs and hand stencils rock art, demonstrations of bush medicine and bush tucker, and local history told by the Aranda people

Dot Painting Experience Tours help people to have a better understanding of Aboriginal art and culture as it dates back thousands of years

Working Cattle Station Tours look around a working station's stockyards, cattle, bores and dams finishing up with billy tea and damper while surveying the MacDonnell Ranges
The Wallace Rockhole community also runs an **art centre** featuring a pottery studio and a small **general store** offering souvenirs, food and refreshments. For more information, pricing and booking details, please visit: www.wallacerockholetours.com.au

For further information please contact

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About Keep Australia Beautiful: Keep Australia Beautiful is the national peak body on litter prevention. With more than four decades of experience in engaging Australians to care for their local environments, (not to be confused with Clean Up Australia Day) KAB Programs include Sustainable Cities, Tidy Towns, Clean Beaches, National Litter Index, Eco-Schools, Adopt a Patch, and Keep Australia Beautiful Week in August.

The KAB National website is www.kab.org.au where all information on the organisation can be accessed including the National Litter Index, which is Australia's only independent nation-wide litter research.