



PHOTO OF THE WEEK...



This image of Capertee Valley was shot 20 minutes after last week's Photo of the Week so the sun had dropped very low in the sky, producing this brilliant golden colour.

It was shot with a long lens zooming in at those distinctive peaks which are so typical of the geographical signature of Capertee Valley.

There was so much cloud and atmospheric haze and the lens was so close to the sun that the entire frame is filled with that exquisite honey-coloured glow.

Also the mist rising out of the valley helps to separate the ridgelines from each other, giving good definition to the foreground silhouettes of the trees.

This image was a great finale to a gorgeous shoot.

David Hill, BMLOT Communications

5th June 2014

LETS TALK ABOUT...

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Foreign media visit

Foreign journalists were treated to a jam-packed day of bushfire and economic education and the regional tourism industry during a famil visit last Thursday.

Blue Mountains City Council (BMCC) and BMLOT hosted the visit to the Blue Mountains by eight members of the Foreign Correspondents Association (FCA). The Australian-based journalists hailed from Germany, India, Spain, the Netherlands and Japan and all work for foreign media outlets and news agencies.

In summary, the journalists experienced a range of tourism and educational experiences while in the Blue Mountains, including an extensive briefing of the bushfire events and subsequent recovery from the RFS, NPWS and BMCC and a site visit to a bushfire affected area.

The group also experienced the thrills of the rides at Scenic World before lunch and a tour of Blue Mountains Cultural Centre with director Paul Brinkman, where journalists also had the opportunity to speak with several tourism operators about how the bushfires and media coverage affected their businesses.

Operators were invited from all three local government areas within the BMLOT region. Those who attended included Lorraine Allanson (Mountain Whispers), Michael Sperling (Bilpin Springs Lodge), Charles Degotardi (Jenolan Caves), Jacqueline Brinkman (BMEE), Amanda Byrne (Scenic World) and Nicole Hussain (Blue Mountains Bus Company) along with BMLOT chairman Daniel Myles.

The visit provided a valuable media education opportunity to redress the impact of media framing of the October 2013 bushfires on the Blue Mountains economy and community and provided a fantastic marketing opportunity to support the ongoing tourism recovery.

The visit was a great success with the journalists expressing a high level of interest in better understanding the bushfire events and importantly, how to better represent emergency situations in the media.

BMCC and BMLOT would like to thank the NSW Rural Fire Service, NPWS Blue Mountains Region, Blue Mountains Recovery Team, BMEE, the council's bushfire and emergency staff, Scenic World, Blue Mountains Cultural Centre and Fantastic Aussie Tours (for providing transport for the group), for their contribution to the Foreign Correspondents Association visit to the Blue Mountains. We appreciate your efforts in supporting our common goal of promoting the Blue Mountains region.

We look forward to seeing positive and informed stories promoting the Blue Mountains in a range of international media as a result of the FCA visit.



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