



Victoria's Alpine High Country MEDIA KIT



Victoria's Alpine High Country

Victoria's Alpine High Country MEDIA KIT



- 3 -

Fine Dining



- 5 -

Fine Accommodation



- 7 -

Fine Wining



- 9 -

Fine Places to Visit



- 10 -

Fine Adventure



- 13 -

Fine Villages



- 16 -

Fine Festivals & Events



- 17 -

Fine Driving



- 18 -

Fine Activities



- 20 -

Fine Produce



- 23 -

Fine History



- 30 -

Fine Gardens



- 31 -

Fine National Parks



- 32 -

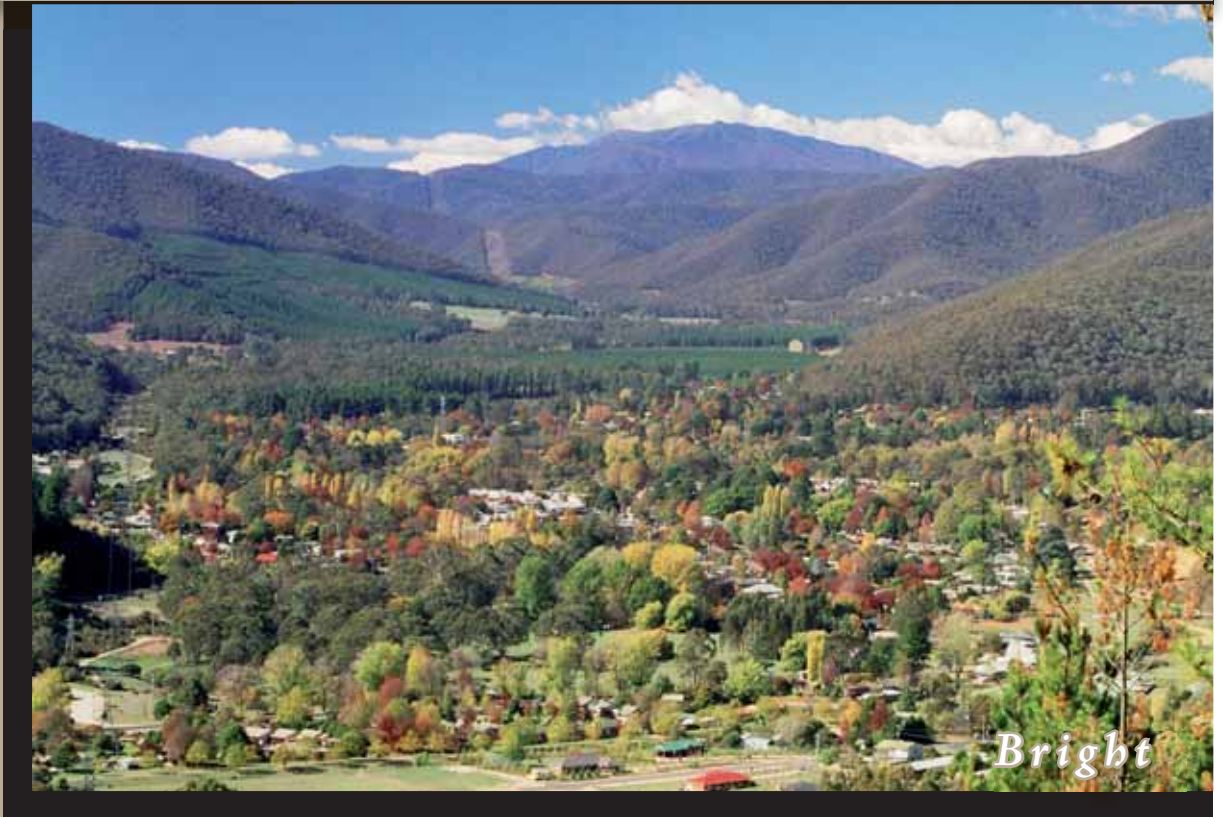
Fine Alpine Resorts & Villages



- 34 -

Fine Travelling

Victoria's Alpine High Country



Every Season...
Every Reason...



FINE DINING

The Alpine Region has three prestigious Chef Hat winning restaurants including the double Chef Hat winning Simone's of Bright. This restaurant serves sumptuous modern Italian regional cuisine using local seasonal produce by hosts Patrizia and George Simone.

Range at Myrtleford is a recent and welcome addition to the region. Described by the Herald Sun as "a godsend" and "one of the best things to have arrived in the Ovens Valley", Chef Hat winner Michael Ryan selects the menu at Range by two main guiding influences – the seasons and the region. The menus change regularly, sometimes daily. If there is some great produce at the Myrtleford farmers market, it will appear on the menu that night.

Villa Gusto delivers five course degustation menus by chef Christos Rallis, who has worked in Melbourne at Le Restaurant, Camerons in Glasgow and Headland Hotel in Cornwall. His skills are unequalled in classic French and cross over Italian cuisine. The degustation menu at Villa Gusto is world renowned and they received Chef Hat Awards (2006/2007), the highest

Victoria's Alpine High Country

“The Alpine Region has three prestigious Chef Hat winning restaurants including the double Chef Hat wining, Simone’s of Bright.”



rating from SMH's Good Weekends Away and rated one of the world's top establishments by Fodors Guide USA. Villa Gusto also offers luxury accommodation.

Roi's at Tawonga in the Kiewa Valley is a popular place to eat and award winning chef Roi Rigoni's philosophy is to provide the ultimate dining experience using the freshest local produce available. House cured meats, chemical free poultry and where possible organically grown vegetables are used to create tempting, interesting and tasty modern Italian cuisine, with specialties including veal, risotto and pasta.

The Ovens Hotel has been tempting travellers since 1854 with its wonderful gourmet "pub grub". Situated on the Great Alpine Road at Ovens, the hotel offers a wonderful selection of local and international beers. The Ovens Hotel is a very popular spot for a break from the *Murray to the Mountains Rail Trail*, which passes by the front door.

Bright also offers three restaurants with refreshingly different personalities. At Poplars you can indulge in a french inspired menu by their talented chef, while Sasha's of Bright offers a Czech inspired menu which includes his signature crisp skinned duck. The food is good and hearty as is the hospitality. Bright's Historic Oriental Boutique Hotel (circa 1862) combines historic genre with modern day with its restaurant and wine bar.

“House cured meats, chemical free poultry and where possible organically grown vegetables are used to create tempting, interesting and tasty modern Italian cuisine....”

Victoria's Alpine High Country

“Villa Gusto is the only Italian Villa in Australia. Built from a range of fully imported Italian marble, wrought and cast iron and limewashes, the villa is an example of outstanding design and artisan workmanship.”

“Immerse yourself in old world service and partake in the private traditional silver service fine dining in the Villa's exclusive formal dining room...”



Villa Gusto

Franco Feltrin and his family are among the best known families of Bright, having settled here in the 1960's. The Feltrins have always been involved in the food industry, whether it was a local pizzeria or the now famous Feltrins Trattoria on the main street, offering northern Italian style cuisine with imported Italian wines and beers.



FINE ACCOMMODATION

Villa Gusto is the only Italian Villa in Australia. Built from a range of fully imported Italian marble, wrought and cast iron and limewashes, the villa is an example of outstanding design and artisan workmanship. Modelled on the great villas of northern Italy, Villa Gusto spoils only 18 guests at a time, with a strong emphasis on Italian style cuisine and regional and imported Italian wines.

Just across the road and up on the hill above Villa Gusto is The Buckland Studio Retreat. Architecturally designed luxury accommodation for couples, the studios are of an eco friendly design with a stylish contemporary interior featuring nature inspired hues. Coupled with the stunning views of Mount Buffalo and complete privacy, these studios offer the ultimate romantic getaway.

Stirling Country House is an exceptional private boutique estate, encompassing the Spa Villa and “the Birches” luxury spa chalets. Immerse yourself in old world service and partake in

Victoria's Alpine High Country

“Accommodation with a difference is also on offer for the discerning traveller. Tewksbury Lodge is a hand-crafted Canadian inspired log cabin.”



the private traditional silver service fine dining in the Villa's exclusive formal dining room with antique crystal, seasonal menu and carefully selected local, national, international & rare icon fine wines.

Set around a beautiful lagoon and 5 acres of riverland are the individually themed dome chalets of Dreamers. All chalets are romantically set with the choice of a loft bedroom or master bedroom with a 4 poster bed and are self-contained with a private spa and log fire.

Svarmisk in Mount Beauty offers brand new, architecturally designed luxury self-contained apartments. Their lavishly appointed apartments offer spectacular views of the Kiewa Valley, along with every home comfort. Relax in your own balcony hot tub after a days' fun, whether it be skiing or any of the many activities offered in Mount Beauty and surrounds.

Accommodation with a difference is also on offer for the discerning traveller. Tewksbury Lodge is a hand-crafted Canadian inspired log cabin in Porepunkah, only minutes from Bright, whilst The Odd Frog offers luxury studios amongst native bushland - an escape for those who appreciate privacy, contemporary design and the Australian landscape all in one experience.

The historic Blue Duck Inn stands in splendid isolation at the confluence of three Alpine trout streams - the Cobungra,

“...an escape for those who appreciate privacy, contemporary design and the Australian landscape all in one experience.”

Victoria's Alpine High Country

"...weatherboard pub exudes history with its large fireplace and rustic charm."



"Gapsted Wines are recent recipients of the Victorian Tourism Award for Best Tourism Winery...also has an exciting calendar of events, which includes Shakespeare In the Vines and Movies by Moonlight."

the Bundarra and the Mitta Mitta Rivers, surrounded by one million acres of Alpine National Park. The country weatherboard pub exudes history with its large fireplace and rustic charm. The Blue Duck Inn is renowned for its wholesome local food and wine, and offers accommodation in seven comfortable self-contained cabins complete with log fire.

Victoria's Alpine High Country also offers a range of accommodation to suit all budgets and group types too, from cabins to cottages, self contained units to caravan parks, backpacker accommodation to holiday houses and farm stays. Caravan parks are a perennial favourite for families offering both powered sites, on-site cabins and a multitude of facilities.



FINE WINING

Ceccanti Wines is set in natural bush surroundings in the gorgeous Kiewa Valley. Their classic cool climate wines, Reisling, Merlot, Cabernet Sauvignon, Shiraz and Reserve, are grown, produced and bottled on site. Ceccanti also offers an extensive Tuscan menu from antipasti to banquets.

Gapsted Wines are recent recipients of the Victorian Tourism Award for Best Tourism Winery. Situated in the heart of the King and Alpine Valleys, their careful and meticulous winemaking practices and specialist viticulture are utilised to ensure the highest quality wines are produced. If you have the chance, don't miss their taste bud tour where small samples

Victoria's Alpine High Country

“Wines such as Fragolino, Marzemino, Merlot and the newly released Pinot Grigio, Barbero and Sangiovese, making Michelini Wines the quintessential Italian winemaker.”



of delicious food are matched to three of their wines - a foodies dream and a totally memorable experience! Gapsted Wines also has an exciting calendar of events, which includes Shakespeare in the Vines and Movies by Moonlight.

At Myrtleford, Michelini Wines is a well-established, award winning, family owned wine company. The Italian Cellar Door represents the heritage and hard work of the Michelini family along with the multicultural nature of Myrtleford. Since 1982 the family has produced a range of wines that not only compliment the region, but also their heritage. Wines such as Fragolino, Marzemino, Merlot and the newly released Pinot Grigio, Barbero and Sangiovese, making Michelini Wines the quintessential Italian winemaker. Australia now has its first winery exclusively producing Italian variety wines.

Boyntons Feathertop Winery has one of the most spectacular cellar door views in Australia offering a backdrop of magnificent Mount Buffalo. They have a broad range of premium quality wines and serve a delicious seasonal menu in their café using homegrown local produce. Winemaker Kel Boynton has just released his first beer, Boyntons Pale Ale, another reason to drop in to this winery.

Annapurna Wines & Café is situated 3kms from the delightful township of Mount Beauty, with stunning views of Victoria's highest mountain, Mt Bogong. Fine, cool climate wines compliment gourmet regional food in the vineyard café.

“Winemaker Kel Boynton has just released his first beer, Boyntons Pale Ale, another reason to drop in to this winery.”

Victoria's Alpine High Country

“With their award winning beers, this funky new boutique brewery with its casual drinking areas offers a tempting way to spend an afternoon...”



Bright Brewery

If you like to explore a variety of beverage options, check out Bright Brewery. With their award winning beers, this funky new boutique brewery with its casual drinking areas offers a tempting way to spend an afternoon, overlooking the waters of the Ovens River. Bright Brewery also offers tours of the facility, so educate your mind and stimulate your taste buds!



FINE PLACES TO VISIT

If history is right up your alley, then you can't go past Wandiligong. A National Trust Heritage Landscape, Wandiligong was once buoyed by the gold rush and is now a gorgeous village full of quaint buildings, including cottages, the Manchester Unity Hall of 1874, the school and the town's century-old general store. A drink at the local pub, which offers a shady verandah, is highly recommended, perhaps after you've taken the historical diggings walk and crossed the chinese heritage swing bridge. For those with kids, you can't go past the Wandil Maze for fun and the tallest slice of cake you'll ever see!

Barwidgee Lavender Farm is located in the heart of the spectacular Happy Valley at the foothills of the Victorian Alps. A lavender farm and coffee shop, Barwidgee offers a range of lavender and oil products and while you are there try the Devonshire teas, espresso coffee, gourmet cakes and light lunches.

“A National Trust Heritage Landscape, Wandiligong was once buoyed by the gold rush and is now a gorgeous village full of quaint buildings...”

Victoria's Alpine High Country

“The Snowline Red Deer Stud and Tourist Farm complex ...offers the opportunity to feed, touch and learn about these majestic animals with their unique characters and instinctive behaviour.”

“Gain a truly special perspective of the mountains and fly over the townships of Brights, Ovens, Wandiligong, Harrietville, Falls Creek, Hotham Heights and Mount Beauty.”



The Snowline Red Deer Stud and Tourist Farm complex is situated on a 375 acre property bordering the Mount Buffalo National Park. This unique tourist farm offers the opportunity to feed, touch and learn about these majestic animals with their unique characters and instinctive behaviour. Enjoy gourmet meals, desserts, Devonshire teas and homemade venison pies at the Red Stag Restaurant.

With stunning views of Mount Buffalo and featuring striking architecture, The Buckland Cafe uses seasonal local produce within their appetising menu to create a modern Australian breakfast and lunch menu and a sumptuous selection of cakes and sweets for afternoon tea.



FINE ADVENTURE

Holiday Air Adventures offer scenic flights around Victoria's Alpine High Country in a high wing Cessna Hawk XP with headsets and intercom. Gain a truly special perspective of the mountains and fly over the townships of Bright, Ovens, Wandiligong, Harrietville, Falls Creek, Hotham Heights and Mount Beauty. Select flights to Mount Buffalo, or major mountains and local scenic themes.

The region offers a host of other activities in the air including paragliding, where you launch off the side of Mystic Hill until the air filling the parachute lifts you skyward like a bird, through to microlighting, where you sit safely in an open

Victoria's Alpine High Country

"... paragliding, where you launch off the side of Mystic Hill until the air filling the parachute lifts you skyward like a bird..."



"Bogong Horseback Adventures offer horseriding holidays that combine great horses with the natural splendour of the Bogongs, an area rich in cultural history - these rides are truly a once in a lifetime opportunity."

cockpit aided by an engine - it's powered hang gliding.

On the ground, the *Murray to the Mountains Rail Trail* is enjoyed by cycling and walking enthusiasts alike and links the towns of Wangaratta, Beechworth, Myrtleford, Porepunkah and Bright. The *Murray to the Mountains Rail Trail* follows historical railway lines for 94kms of bitumen sealed track from Bright to Wangaratta with a diversion to Beechworth and Milawa for those looking for a challenge. If all of this seems a bit too energetic, then you can engage the services of Bus-a-Bike. Geoff will pick you and your bike up anywhere along the Rail Trail and transport you to your next destination, leaving your options open.

Horses have long been associated with our region and if a day-long trek or longer ride suits your fancy, then we can offer that too. Bogong Horseback Adventures offer horseriding holidays with the natural splendour of the Bogongs as the backdrop. Or there's Packers High Country Horse Riding in remote Anglers Rest where truly unique accommodation is available in the historic O'Connells Hut, a log cattleman's hut built around 1904 and the converted Shearers Hut, built in the 1940's.

5 Star Adventures will show you Victoria's Alpine High Country like you've never seen before. They run 4x4 Day Tours, Kayak & Canoe trips and Ski & Snow tours in the most majestic setting ever. Imagine paddling down a pure wilderness river, overlooking mountains that stretch as far

Victoria's Alpine High Country

“This tour is not for the faint hearted as its major selling points are glow worms, cave dwelling spiders, cave crickets, unusual fungi and you're guaranteed to get wet!”

“Everything is provided - fishing gear, waders, lunch, the lot. You just bring your camera and perhaps a change of clothes in case you fall in!”



as the eye can see and sipping an espresso coffee or glass of champagne! These gourmet tours offer high country catering that's anything but roughing it. It's like sitting in a café but under a grand old Snow Gum or beside a swiftly running mountain alpine stream. Your hosts Daniel and Tracey will make your day an unforgettable experience.

Adventure Guides Australia provide recreational and educational adventure activities including abseiling, rock climbing, caving, cross country skiing and adventure bushwalking for individuals, groups, schools, corporate adventure training and team building challenge activities. Led by experienced mountaineer David Chitty, these tours cater from beginners to advanced. Try the underground cave in the Mt Buffalo National Park. This tour is not for the faint hearted as its major selling points are glow worms, cave dwelling spiders, cave crickets, unusual fungi and you're guaranteed to get wet!

If fishing is your passion, then Geoff Lacey at Angling Expeditions Victoria can guide you to remote fishing spots for the best catches. Join Geoff on an adventure, fly fishing for wild trout in sparkling mountain streams. No previous experience is necessary, Geoff will teach you everything. Develop new skills and a greater sensitivity for nature while enjoying the unique beauty of the Australian bush. Everything is provided - fishing gear, waders, lunch, the lot. You just bring your camera and perhaps a change of clothes in case you fall in!

Victoria's Alpine High Country

“Bright has been a family favourite for years and is famous for its autumn colours when its masses of deciduous trees put on a magnificent display of golds, reds and coppers.”

“Mount Beauty is today the focal point for a variety of adventure activities, including cycling, mountain biking, horse-riding...”



FINE VILLAGES

Bright has been a family favourite for years and is famous for its autumn colours when its masses of deciduous trees put on a magnificent display of golds, reds and coppers. Nestled perfectly with the Ovens River running through it, Bright offers a wide range of accommodation, restaurants, cafes and activities for you to explore.

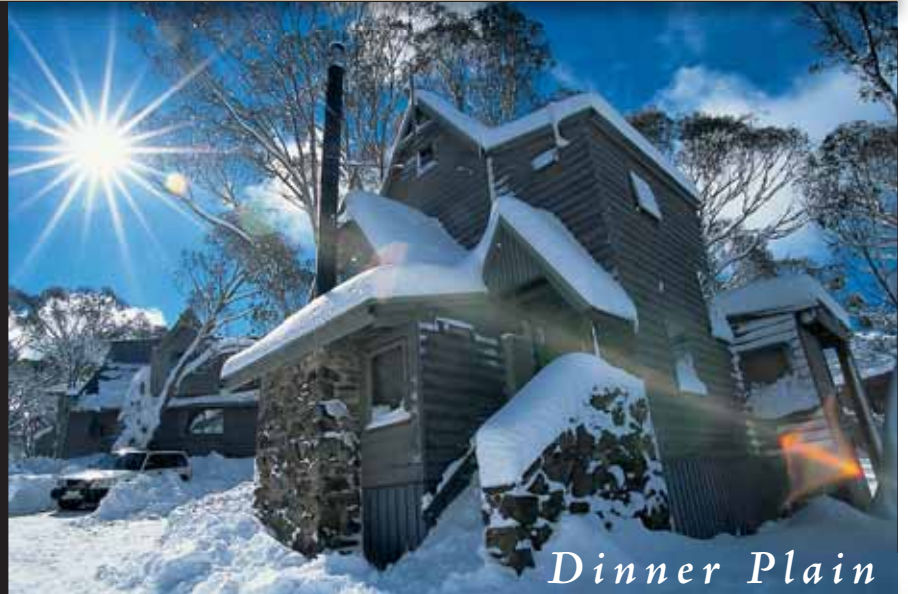
The town is noted for its many festivals and events, including the Bright Autumn Festival, Bright Spring Festival and Bright Rod Run. You'll find antique and secondhand outlets, an enviable range of wining and dining options, shady river walks, an art gallery, an array of outdoor activities and so much more.

Mount Beauty, is an adventure mecca and is situated below Victoria's highest peak - Mt Bogong. Mount Beauty is today the focal point for a variety of adventure activities, including cycling, mountain biking, horse-riding, bushwalking and gliding, as well as swimming, boating and fishing in streams and lakes. Mount Beauty is the home of mountain biking in Victoria. As regular hosts of downhill and cross-country races, there are literally hundreds of trails to explore. The Kiewa Valley is also jam-packed with great wineries, each with their own distinctive personality.

Mount Beauty was planned and created by the State Electricity Commission in the late 1940's and was originally

Victoria's Alpine High Country

“Bogong Village is hidden in a peaceful valley surrounded by magnificent gardens.”



home to the thousands of workers who built the Kiewa Hydro-electricity Scheme.

Established in 1940 and located between Mount Beauty and Falls Creek, Bogong Village is hidden in a peaceful valley surrounded by magnificent gardens. The village gardens are stunning in Spring and wonderfully shady in Summer. Located on the edge of Lake Guy, canoeing, fishing and swimming are favourite summer sports, along with bushwalking, tennis and horse riding. In winter, the village is popular with skiers.

Positioned with a dramatic backdrop of Mount Buffalo and situated by the Ovens River, we invite you to discover Myrtleford and the flavours of the food and wine which has been shaped by a rich cultural heritage, highlighted by the Italian settlement in and around the town after the World Wars. The Ovens River has been the life blood of Myrtleford since 1837 when the first squatter John Hillas erected his huts and stockyards on its banks. Soon after, miners began to arrive in the region in search of gold. The track the miners hacked along the Ovens River is now known as the Great Alpine Road.

“... we invite you to discover Myrtleford and the flavours of the food and wine which has been shaped by a rich cultural heritage...”

If you seek hidden charms, then there are two valleys which cannot be missed. Happy Valley (Tourist Drive 75) is a hidden gem just outside of Myrtleford where you can explore wineries, a lavender farm, an olive grove, enjoy a scenic flight, then at night, settle into the luxury and comfort of your choice

Victoria's Alpine High Country

“If you seek hidden charms, then there are two valleys which cannot be missed.”



of 4 ½ star boutique accommodation.

The Buckland Valley, minutes from Bright, is quickly establishing itself. With boutique accommodation and food, an alpaca farm, apple orchards and more, this picturesque valley nestled at the base of Mount Buffalo is a must see.

For history buffs, a visit to Wandiligong and Harrietville is a must. Wandiligong is now registered with the National Trust and is a picturesque valley full of quaint miners cottages and buildings from the nineteenth century. Another town buoyed by the gold rush was Harrietville. This picturesque mountain village, settled in 1852, offers eateries, a lavender farm, a trout farm, a jam maker, an ice-creamery (home-made), a couple of pubs offering refreshing beverages and a range of accommodation options.

During the gold rush of the mid-1800's, Omeo was one of Australia's most infamous towns. It's very easy to imagine what the Omeo of old was like, as the town has carefully preserved much of its history. Just head to the A.M. Pearson Historical Park. The original log jail built in 1858 is here, as is the 1865 courthouse, a blacksmith's shop, stables, water wheel, the Post Office from the 1890's and a small museum.

“For history buffs, a visit to Wandiligong and Harrietville is a must.”

Victoria's Alpine High Country

SPRING

- *Alpine Four Peaks Mountain Climb*
- *Bright Rod Run*
- *Bright Spring Festival*

SUMMER

- *Alpine Valleys Gourmet Weekend*
- *A Taste of Falls Creek*
- *Audax Alpine Classic*
- *Bogong Cup Hang Gliding*
- *Dederang Picnic Races*
- *Myrtleford "Golden Spurs" Rodeo*
- *Shakespeare in the Vines*

AUTUMN

- *Alpine Discovery Festival*
- *Bright Autumn Festival*
- *Geebung Polo Match*
- *Great Alpine Tour*
- *Mile High Dragon Boat Festival at Falls Creek*
- *Mount Beauty Music Festival*
- *Omeo Rodeo*
- *Tobacco, Hops & Timber Festival*
- *Wandi Nut Festival*

WINTER

- *ADVANCE Sled Dog Challenge*
- *Kangaroo Hoppet*
- *Mountain Fresh Festival*



FINE FESTIVALS AND EVENTS

Victoria's Alpine High Country, with its stunning range of Festivals and Events, offers something for everyone. With year-round festivals on offer, ranging from the traditional to the new, from cultural events and exhibitions to sporting endeavours, you just have to be part of the fun! As a taster, here are some of our events to enjoy:

Bright Rod Run (Spring)

Not for the faint hearted, this weekend sees a huge gathering of street rods from across the east coast in Bright to strut their stuff.

Alpine Valleys Gourmet Weekend (Summer)

At Saturday's "Taste the Valleys" festival, the flavours of the alpine valleys come together in Bright. On Sunday, the alpine valley's wineries, restaurants and farmgates throw open their doors to welcome visitors to a range of special events.

Bright Autumn Festival (Autumn)

An annual favourite for over forty years. Celebrate the colours of autumn with two weeks of festival fun, including the highlight of the festival - the traditional parade and free music concerts. This is one for all the family!

ADVANCE Sled Dog Challenge (Winter)

Australia's only on-snow sled dog event, held at Dinner Plain.

Victoria's Alpine High Country

“The Great Alpine Road...packs a powerful scenic punch, taking you past valleys, mountains, forests, rivers, vineyards, farms and historic villages...”



FINE DRIVING

The Great Alpine Road, a 308km route from Wangaratta to Bairnsdale, is an extraordinary drive at any time of year. It packs a powerful scenic punch, taking you past valleys, mountains, forests, rivers, vineyards, farms and historic villages before arriving at Bairnsdale near the ocean in Gippsland.

While this route can be covered easily in a day, you'd miss out on a great deal of countryside if you don't take the Discovery Route loops. For example, there's the Kiewa Valley Drive, which includes Myrtleford-Ovens-Happy Valley-Tawonga-Mount Beauty-Bright, or Mount Beauty-Falls Creek-Omeo-Bright in summer.

The Mount Buffalo Drive takes you from Bright-Porepunkah-Mount Buffalo-Porepunkah and back to Bright. It's the best way to ensure you see the Mount Buffalo National Park on your travels. Alternatively leave Bright for the nearby heritage-listed village of Wandiligong, before heading to Harrietville, Mount Hotham, Dinner Plain and Omeo.

“...you'd miss out on a great deal of countryside if you don't take the Discovery Route loops.”

Victoria's Alpine High Country

“Whether you want to immerse yourself in hard adventure, or slow the pace, Victoria's Alpine High Country has it all.”



FINE ACTIVITIES

Whether you want to immerse yourself in hard adventure, or slow the pace, Victoria's Alpine High Country has it all.

For those who wish to take it easy and want to indulge in retail therapy, then our range of shops can definitely help you to make a dent in your purse. Take the time when in Bright for a tempting hot chocolate at the Sweet Retreat, a chocoholics delight, or pick up that special gift for your friend at Country Heart & Home or a game at BANG. The Old Tobacco Sheds offers antiques and bric-a-brac all under one roof and Red Ramia Trading in Myrtleford specialises in imported classic and oriental antiques offering an endless array of oriental gifts and curios. The region also plays host to regular markets which offer a fantastic range of home made goodies and produce.

If culture is your interest, then one of the Bright Art Gallery's exhibitions can surely tempt you. ...and often the artworks are for sale. Perhaps you could find that unusual present you've been searching for?

For history buffs, you can't go past the Bright Museum (formerly the Bright Railway station) or the Old School Museum in Myrtleford. While in Myrtleford, check out The Big Tree and the Phoenix Tree, where you will see the Phoenix Bird sculptured by Hens Knorr in the centre of its

“... in Myrtleford, check out The Big Tree and the Phoenix Tree, where, where you will see the Phoenix Bird...”

Victoria's Alpine High Country

"...there are many walks around our towns which can easily be undertaken."



"If you are travelling without children then it's a great alternative to the car - particularly as it passes by several wineries!"

root system. At the entrance to the town is a shady park and an old log Tobacco Kiln which is representative of one of the industries Myrtleford has been built on. Pack a picnic full of local produce or have a BBQ in this park, or any of the other welcoming parks we have on offer.

If the kids just can't resist animals, then you can't miss out on both Erindale and the Buckland Alpacas. While the kids purr in rapture at the adorable animals, take time for a quick afternoon tea treat.

If you'd prefer to explore our villages on foot, there are many walks around our towns which can easily be undertaken. Choose walks which pass by rivers and forests and are a great way to stretch those legs. A favourite of locals is the Canyon Walk in Bright which follows the Ovens River, or walk to Wandiligong for those wanting a longer adventure.

If you have not packed the bikes, then Cyclepath in Bright or the Myrtleford Cycle Centre can help you out with rentals. With the *Murray to the Mountains Rail Trail* at your back door and its easy riding, this should definitely be on your itinerary. If you are travelling without children then it's a great alternative to the car - particularly as it passes by several wineries!

Then there's winter and the fun of learning to ski or snowboard in any of our alpine villages. Victoria's Alpine

Victoria's Alpine High Country

“What does a farmer who once grew tobacco and peppermint oil, now produce in the beautiful Kiewa Valley? Olives...of course!”



High Country has a smorgasboard of activities to enjoy - come and find out for yourself!



FINE PRODUCE

The growers and producers in our valleys are truly passionate and Victoria's Alpine High Country has a rich tapestry of such individuals. Our valleys are now widely recognised for the quality of the wine, the range of produce grown locally and the talented chefs who enthusiastically support regional growers.

What does a farmer who once grew tobacco and peppermint oil, now produce in the beautiful Kiewa Valley? Olives...of course! Sil takes every opportunity to ensure his olives are carefully hand picked to avoid any bruising and his products are 100% Alpine product.

With a rich tapestry of Italian ancestry, Colin and Lorraine Leita from Bright Berry Farm have developed the finest berry farm in the region, growing 26 varieties of fruit such as youngberries, gooseberries, elderberries and of course the popular blackberries and blueberries.

Arguably the finest ice cream in Victoria is made daily at the Gundowring Ice Cream factory in the Kiewa Valley, 15 minutes from Mount Beauty. Steve and Sarah Crooke come from a long line of dairy farmers and their unique and ambitious project is earning the acceptance and respect of food

“...fruit such as youngberries, gooseberries, elderberries and of course the popular blackberries and blueberries.”

Victoria's Alpine High Country

“Their mouth watering tastes include delights such as liquorice, cumquat, shiraz, blackpepper and even blue cheese!”



outlets and restaurants across the State. Their mouth watering tastes include delights such as liquorice, cumquat, shiraz, blackpepper and even blue cheese!

Gerry and Sue Frawley operate the Kiewa Valley Meat Supply, in the main street of Mount Beauty. Gerry was keen to dabble in smokehouse meats, with experimentation leading to improvement, which led to innovation. 'High Country Smokehouse' goods are now on offer at farmers markets in St Kilda and Collingwood and include smoked quail, smoked turkey, venison kabana, whole smoked trout or scallops, smoked Italian sausages.

The very best freshwater trout can be found at the Mountain Fresh Trout Farm at Harrietteville, with their breeding stock in ponds channelled from the Ovens River. It's the new fish in the ponds that are attracting serious attention - Atlantic salmon and the rare Chanook salmon, a native of the cold waters of Canada. To taste a mountain fresh trout or salmon is to fully appreciate the sublime flavours on offer with Alpine produce.

“...smoked quail, smoked turkey, venison kabana, whole smoked trout or scallops, smoked Italian sausages.”

Father and son team John and Chris Armstrong started their game farm 10 years ago. Roberts Creek Game Farm's tasty little birds have now found a place on the table of many country restaurants. With a stock of over 1,000 pair, they are well on their way to becoming the premier Squab farm in Victoria.

Victoria's Alpine High Country

“ There are over 20 varieties of chestnuts, including the two best types of chestnut varietals - ‘Buffalo Queens’ (naturally) and ‘Purtons Pride.’”



Partners Liz (Robinson) and Keith have been growing a range of premium chestnuts at the Robinson Chestnut farm since the early 1980's. There are over 20 varieties of chestnuts, including the two best types of chestnut varietals - 'Buffalo Queens' (naturally) and 'Purtons Pride'. They also produce their own special nut, the 'Robbo Red', only available to a lucky few restaurants in Australia.

Any day on the many roads around the Alpine region you are sure to see Frank Russo driving his 'famous' covered-in fruit van. Since diversifying from tobacco crops many years ago the Russo family has created a new market of their own - quality vegetables for the restaurant trade and 'fruit & veg' for their aptly named Smoko's Big Shed.

If you are strapped for time but wish to access a range of local produce, then head for the local gourmet stores. Food Wine Friends in Bright allows you to revel in the region's bounty, offering you the chance to catch up for a coffee and pore over their range of local produce and wines. For that perfect gift, they also offer ready made hampers or you can design your own from the range of items in store.

Or grab a loaf of fresh rye bread at Myrtleford's Plump Harvest Produce and choose from their vast selection of local produce amongst the trendy interior. In winter, you can even enjoy the warmth of the fire.

“If you are strapped for time but wish to access a range of local produce, then head for the local gourmet stores.”

Victoria's Alpine High Country

“After the exploration of Hume and Hovell in 1824, the first settlers arrived...”



Kiewa Valley



FINE HISTORY

Victoria's Alpine High Country is just dripping with history. After the exploration of Hume and Hovell in 1824, the first settlers arrived, inhabiting the region for cattle droving and then attracted here by the gold rushes which took place in and around Bright, such as at Harrietville, Wandiligong and in the Buckland valley.

The Gold Rush

The various gold rushes have had a marked and profound impact on our villages and communities. Gold fever brought the next wave of visitors from other Australian goldfields and also international seekers came from China, America and Europe. Amidst the miners, tourists, botanists, artists, mountaineers and field naturalists started exploring the region.

Gold was first discovered in Harrietville in 1852 and the area was soon swarming with prospectors seeking the elusive metal. All known methods of gold extraction were used from the humble panning dish (alluvial mining), reef mining (where shafts were dug and tunnels followed the quartz rock underground) and finally dredging. It was at Harrietville that that the largest gold dredge ever to be built in the southern hemisphere was put to work - this continued until the 1950's.

The Harrietville Historical Society is dedicated to preserving the rich history of the men and women who pioneered the

“It was at Harrietville that the largest gold dredge ever to be built in the southern hemisphere was put to work - this continued until the 1950's. ”

Victoria's Alpine High Country

“In 1972 the people of Wandiligong set up a preservation society to re-establish the Manchester Unity Hall and the park ...”



area. Often tragic and frequently funny, their stories are brought to you at the society's museum, situated at Pioneer Park on the banks of the Ovens river.

Wandiligong had a population of more than 1,000 with schools, public library, churches, shops and hotels in the gold rush years of the 1860's. Many old buildings are still present in the Wandiligong valley today. The Alpine Park was established more than a century ago and in its day had a majestic two storey pavillion, gardens, an ornamental lake and band rotunda.

In 1972 the people of Wandiligong set up a preservation society to re-establish the Manchester Unity Hall and the park under public ownership. They restored the hall as a centre of community activity and in the park they re-built the band rotunda and two storey pavillion.

The Buckland Riot

July 4, 2007 marks 150 years since the infamous Buckland Riot occurred - said to be Australia's first race riot.

Chinese joined the rush to the Buckland Valley diggings in 1856-57 from Beechworth. At its height the population there was estimated to be 3,000 Chinese miners, outnumbering Europeans by at least five to one. The Chinese had brought new methods of extraction and worked in teams, resulting in good finds. This success was not regarded well by the

“July 4, 2007 marks 150 years since the infamous Buckland Riot occurred - said to be Australia's first race riot. ”

Victoria's Alpine High Country

“Tensions escalated until on July 4, 1857 when thousands of Chinese gold miners were beaten and driven out of the valley.”



European settlers in the valley. Tensions escalated until July 4, 1857 when thousands of Chinese gold miners were beaten and driven out of the valley. Many details of this event are still debated. Court records of those charged have mysteriously disappeared and only a few deaths were formally recorded. July 4, 2007 will see the Chinese miners and their influence over the valleys, remembered and recognised.

The Influence of the Chinese

Many returned to Beechworth. Others, however, moved further up the valley to the Bright diggings, forming solid communities in Bright, Wandiligong, Germantown and Harrietville. The Chinese had a huge impact on the valleys, bringing new agriculture to the area, including tobacco. Chinese farmers also played an important part in the establishment of the tobacco industry. Their early success with this temperamental crop ensured the region was well positioned for major expansion following World War II.

Mount Buffalo

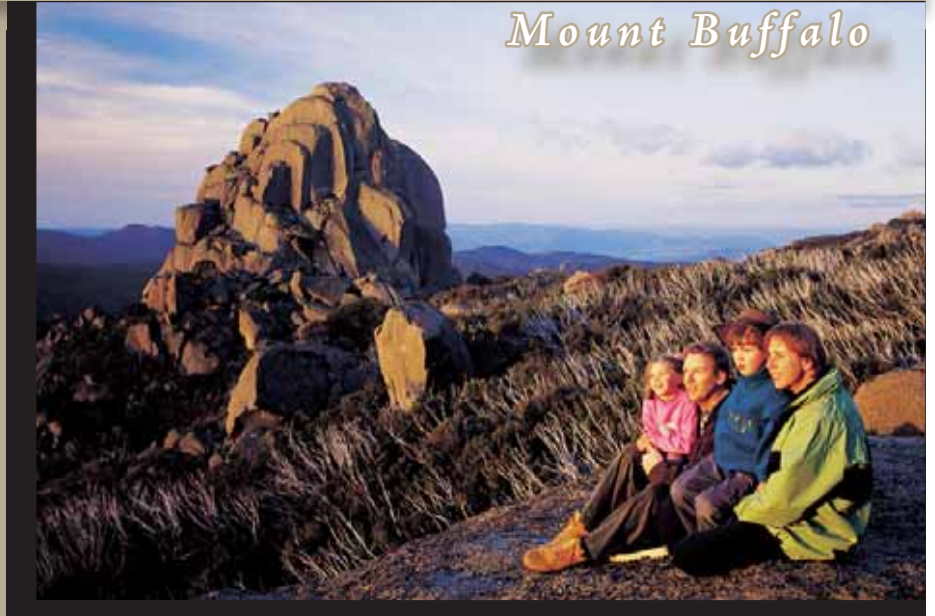
The Gorge has been an attraction for tourists since the 1850's. Explorers Hume and Hovell named the mountain in 1824 from its supposed resemblance to a buffalo. Gold miners and botanists later began to find routes up to the plateau. With the beginning of tourism in the 1880's, an area around the spectacular Gorge was reserved as a national park in 1898, the first in Victoria.

“Chinese farmers also played an important part in the establishment of the tobacco industry.”

Victoria's Alpine High Country

Mount Buffalo

“When the railway line through to Bright was finally opened in 1890 it provided a very useful avenue for the expansion of tourism to the Buffalo Plateau...”



When the railway line through to Bright was finally opened in 1890 it provided a very useful avenue for the expansion of tourism to the Buffalo Plateau and Porepunkah became a well known staging post for this memorable journey.

The Mount Buffalo Chalet was built in 1910, soon after the first road to the plateau was constructed, replacing some earlier more “rustic” accommodation. The park became a popular holiday destination for succeeding generations and a place for early skiing and ice skating ventures. In fact Buffalo had the first ski tow in Australia.

When the Mount Buffalo Chalet was run by the Victorian Railways the restaurant was known as an official “Railways Refreshment Room”. Staff worked in railway uniforms, blew whistles and imposed curfews for guests. Railway tickets were issued for equipment and activities.

‘Guide Alice’

From the 1890’s until the 1930’s Alice shared her knowledge and enthusiasm for Buffalo’s natural features and wildlife with visitors. Known fondly as “Guide Alice” and dressed in a custom-made tracksuit (which at the time was scandalous!), this no-nonsense woman led pioneering tourists up the mountain from her father’s Temperance Hotel.

“Staff worked in railway uniforms, blew whistles and imposed curfews for guests. Railway tickets were issued for equipment and activities.”

Victoria's Alpine High Country

“Known fondly as “Guide Alice” and dressed in a custom-made tracksuit (which at the time was scandalous!), this no-nonsense woman led pioneering tourists up the mountain...”



Alpine High Country Huts

Summer grazing of cattle meant that shelter and storage was required for the cattlemen during their travels. You can visit a number of huts dotted along the high plains in Victoria's Alpine High Country.

One such highlight is Wallace's Hut. Situated beautifully amongst snow gums, the hut was built by the Wallace Brothers in 1889, close to the Bogong High Plains Road just out of Falls Creek, from slabs of snowgum. In the 1930's its woollybutt roof shingles were replaced by the SEC when it was taken over as a workers hut. Now it serves as a refuge and slice of human history.

Tours - Pioneers & Families Past

Each year, renowned local historian Diann Talbot of the Bright & District Historical Society conducts cemetery tours at Bright during the Bright Autumn Festival. These tours are conducted by lantern light, with lanterns placed on the graves and Diann giving full details of the deceased. These include persons who were famous characters and individuals in the development of Bright and the area. However, you will never forget the Cherry family who lost most of their children through ill health - their story will stay with you.

Diann is a published author too. Diann's book, "The Buckland Valley Goldfield", is a brief history of the rush for gold, the deaths, the Chinese tragedy and the rebellion that culminated

“Situated beautifully amongst snow gums, the hut was built by the Wallace Brothers in 1889...”

Victoria's Alpine High Country

“Each year, renowned local historian Diann Talbot...conducts cemetery tours at Bright during the Bright Autumn Festival. These tours are conducted by lantern light ...”

“Tales relating to the darker side of Bright's early days, murders, strange happenings, robberies and a mystery or two...”



in the infamous Buckland Riot. “Grave Recollections: The History of the Bright Cemetery” provides some history on some of our early pioneers.

Andrew Swift is another local identity, one who creates documentaries on local history. “Journey to the Black Hole” features footage taken after the 2003 bushfires, when Andrew and friend Shaun ventured deep into the hills, where the aftermath of the fires revealed long lost secrets of the past. “Adventures Beneath Razorback” reveals the long forgotten mining sites beneath Razorback, described by Andrew as the “Holy Grail” of mine sites.

The Historical Society also organises a “Murders & Mysteries Walk”, a short stroll along historic Gavan Street. Tales relating to the darker side of Bright's early days, murders, strange happenings, robberies and a mystery or two, are told.

The Kiewa Hydro Electric Scheme

The development of hydro-electric power in Victoria dates back to 1911 when a private syndicate obtained a license from the State Rivers and Water Supply Commission to divert water from the Kiewa River for electricity generation. The syndicate formed the “Victorian Hydro-electric Company” and engaged an expert to help design a suitable project. In 1917, the company announced plans for a 30 megawatt (MW) hydro scheme.

Victoria's Alpine High Country

“The development of hydro-electric power in Victoria dates back to 1911...”



However, the following year the State Government decided to set up a board to control all of the power schemes in Victoria. This became the State Electricity Commission (SEC) in 1921.

In 1937, after extensive investigation, the SEC obtained approval for a new scheme of 114.6MW, however the outbreak of the Second World War caused unexpected problems. Work which had begun on the Clover Power Station, Junction Dam and associated tunnels and pipelines was not completed until 1945.

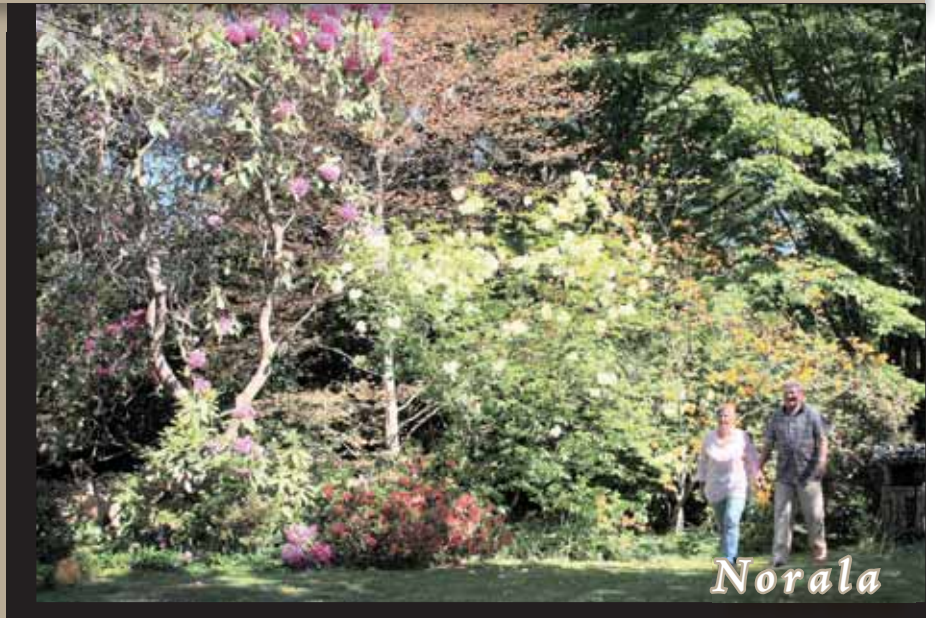
From 1946 and for the next four years, construction works began on the Rocky Valley Dam, Pretty Valley Dam, Bogong Creek race line and the McKay Creek and West Kiewa power stations.

The Scheme brought many new Australians - from dozens of countries - to work on the scheme. Conditions were harsh but the legacy of their work can still be seen today, just by taking the walk around Bogong Village, which was settled by many workers during construction. The Scheme also brought the creation of a new town - Mount Beauty.

“The Scheme brought many new Australians - from dozens of countries - to work on the scheme. Conditions were harsh...”

Victoria's Alpine High Country

“A quirky character, Norma borrowed the Council truck every Sunday to pick up the stones she'd had imported...”



FINE GARDENS

Norala Gardens is right in the centre of Bright and was designed and built by Norma McGowan in the early 1960's. Norala features camellias, azaleas, rhododendrons and a large tree canopy, plus hand built English style stone walls, along with bridges that cross the Bakers Gully Creek that once flowed through the garden. A quirky character, Norma borrowed the Council truck every Sunday to pick up the stones she had imported from Everton and the name Norala was created by hers and her companion's name Alma Stanhope who lived in the house until the mid 1990's. Norala is now owned by retirees Peter and Joan Forster, who claim it's a full time job but one they adore nonetheless.

Set on the banks of the Ovens River, Merrimeet, with its Tudor-style house, is set amongst a very English garden. There are massive trees including maples, dogwoods and birches. The under-plantings are a blaze of colour from the iris, bluebells, azaleas and arum lillies but to mention a few. Paths lead you past the house to the back area which sees the clever use of rocks and a lovely rotunda. The second part of the garden is entirely different as it is Mediterranean in both design and plantings. The property also includes a couple of self-contained cottages which are painted an earthy terracotta colour. Both Merrimeet and Norala are open under Australia's Open Garden Scheme.

“... Merrimeet, with its Tudor-style house, is set amongst a very English garden. There are massive trees including maples, dogwoods and birches....”

Victoria's Alpine High Country

"...is the rare mountain pygmy-possum, the world's only exclusively alpine marsupial which stores food to last through the winter."



FINE NATIONAL PARKS

If you pursue the best of Victoria's alpine vistas, this is the place to be. The Alpine National Park is Victoria's largest, and boasts 10 of the state's 11 highest mountains. Nearby, the smaller Mount Buffalo National Park is one of Australia's oldest and undoubtedly one of its most beautiful. You can visit both on a trip to Victoria's Alpine High Country.

Alpine National Park

The Alpine National Park covers a vast 646,000 hectares, with Mt Bogong, Mt Feathertop and the rolling high plains its best known features. The park is home to more than 1100 native plant species, 12 of which (including the Bogong daisy bush and silky daisy) are found nowhere else in the world. Amongst its fauna is the rare mountain pygmy-possum, the world's only exclusively alpine marsupial which stores food to last through the winter.

Mount Buffalo National Park

For a park of only 31,000 hectares, Mount Buffalo manages to cram in an extraordinary range of attractions and activities. Declared a national park in 1898, Mount Buffalo is loved by bushwalkers, adventurers and birdwatchers alike. Mount Buffalo offers a network of walking tracks, Lake Catani for water activities and the Gorge for adventure activities.

"Mount Buffalo manages to cram in an extraordinary range of attractions and activities. Declared a national park in 1898..."

Victoria's Alpine High Country

“Falls Creek, originally known as “Horseshoe Creek” by the early cattlemen... was created largely by European workers on the Kiewa Hydro-electricity scheme, who quickly realised that the area was ideal for skiing.”

“Mount Hotham is Australia's highest alpine resort, providing abundant snow and challenging terrain.”



FINE ALPINE RESORTS & VILLAGES

Falls Creek

Falls Creek, originally known as “Horseshoe Creek” by the early cattlemen and re-named during a road survey for the State Electricity Commission in 1938, has grown from a humble SEC hut. The ski resort of Falls Creek was created largely by European workers on the Kiewa Hydro-electricity scheme, who quickly realised that the area was ideal for skiing.

Falls Creek is a year-round destination, with downhill and cross country skiing in winter, and bushwalking, trail riding, fishing, cycling, windsurfing and boating in summer. Surrounded by awesome mountain scenery, some of Australia's most inspirational bike riding country can be discovered at Falls Creek.

There is a host of accommodation with excellent restaurants and cafes to get your taste buds tingling. And if you're visiting in summer, the drive through to Omeo (35km of which is unsealed) is a must-do.

Mount Hotham

Mount Hotham is Australia's highest alpine resort, providing abundant snow and challenging terrain. If you choose to drive to Mount Hotham, it's a magnificent journey along the Great Alpine Road which passes right through this resort.

Victoria's Alpine High Country

"...its homes, apartments and lodges reflect the heritage of the early pioneer buildings in the Victorian High Country. Built of stone, timber and corrugated iron and often boasting magnificent stone fireplaces..."



Mount Hotham's accommodation easily equals the quality of its snow. More than 20 cafes and restaurants are dotted around the village, serving everything from cakes and café latte to superb a la carte dinners. Like Dinner Plain, Mount Hotham offers year-round accommodation and is in the heart of a network of walking trails, 4WD and mountain bike tracks.

Dinner Plain

In the 1980s, noted architect Peter McIntyre and real estate visionary John Castran decided to create a distinctive village in Australia's only freehold land above the snowline. All 250 of its homes, apartments and lodges reflect the heritage of the early pioneer buildings in the Victorian High Country. Built of stone, timber and corrugated iron and often boasting magnificent stone fireplaces, each blends in beautifully with the surrounding snow gums and the high plains landscape.

Dinner Plain is open year round, and offers a choice of accommodation. If you love a relaxed village atmosphere, this is your kind of place. Downhill skiers catch the regular shuttle bus to Mt Hotham just 11km away, while cross country skiers have 15kms of groomed trails. There are tennis courts in the village, while nearby are guided walks, trail rides, mountain bike tours, flyfishing excursions and white water rafting. The airport is open year-round.

"If you love a relaxed village atmosphere, this is your kind of place."

Victoria's Alpine High Country



FINE TRAVELLING

CAR

Victoria's Alpine High Country is just over three hours drive from Melbourne, seven hours drive from Sydney and five hours from Canberra. The Hume Highway and other great roads make this journey a dream.

Please note: During the snow season, chains are required by law when travelling to alpine resorts.

AIR

The nearest commercial airport is Albury. Transport from Albury airport to Bright by car is approximately 112kms (one hour and twenty minutes). There are smaller airfields at Mount Hotham, Mount Beauty and Porepunkah.

TRAIN and BUS

V/Line Railways run a bus that connects to the train in Wangaratta to and from Melbourne. For general enquiries please contact V/Line on 136 196.

For further information, please contact:

Libby Bain - Marketing Officer
03 5755 0520
libbyb@alpineshire.vic.gov.au
www.visitalpine.com