

18 CAMPERDOWN WILDLIFE CENTRE (AN511-2003)

The Committee is asked to note that the current leaflet which advertises the Camperdown Wildlife Centre was runner up in the Best Leaflet Award Large Category for the Association of Visitor Attractions.

The introduction of the leaflet is seen as an integral part of the Marketing Strategy for Camperdown Wildlife Centre which also includes the introduction of better interpretation signage for the facility. Both these initiatives form part of the long term development plan for the Wildlife Centre which will be reported to a subsequent Committee.