

## Case Study: Augusta, WA

[www.augusta.wa.au](http://www.augusta.wa.au)

**Type of Location:** The Augusta region of South-West Western Australia is home to a spectacular coastline. The Blackwood River and Leeuwin-Naturaliste National Park combine with the coast to provide spectacular views and landscape enticing many visitors to the region.



From June through to September, Augusta is alive with whale song. Protected from the north-westerly wind by Cape Leeuwin, the gentle conditions on Flinders Bay make it perfect for whale watching.

**Population:** 1,350 (Australian Bureau of Statistics 2006 Census)

**Major Industries:** According to the 2006 Census the major employers in the Augusta region are Accommodation and Hospitality.

**Applicant Organisation:** Augusta Telecentre Inc.

**Synopsis:** The Augusta Telecentre launched the Augusta community website late in 2007. The initial aim of the community website was to be the first point of call for online information about the Augusta Region. Since its launch, the website has become a valuable resource for the Augusta community being utilised by community groups and businesses within the region.

[www.augusta.wa.au](http://www.augusta.wa.au) has become an important tool in the promotion of Augusta as a holiday destination and a great place to live.

**What they say:**

According to website coordinator Russell Simpson: "The main benefit of having a Community Geographic Domain Name website is that it allows the community to have input and control over their internet presence and not be influenced by commercial interests.

"Almost all contact via the website is for further information, which in turn helps determine what information we will add to the website in the future." Said Mr. Simpson.