

# Perfect image of the shire

By **Belinda Connolly**

A NEW international tourism push will feature images of Sutherland Shire at its best.

The campaign, There's Nothing Like Australia, encourages people to upload images they feel best capture the beauty of a particular area.

Almost 7000 entries have been received, including many by shire-based tourism operators.

Evan Cannan, director of Canons Shuttles, uploaded two images, including the photo at right of Shelly beach, Cronulla, at its sparkling best. "As a tourism operator in the shire, we want to promote the shire as much as we can," Mr Cannan said.

"It is a great way to showcase Australia as a fun and sun-loving nation."

The Kirrawee-based business takes clients on



**Top shot:** This image of Shelly beach was submitted by Evan Cannan from Canons Shuttles.

day trips that show off the region's best attractions, including Symbio, Bass and Flinders Point and Hazelhurst.

Ian Wells, owner of Royal Coast Walks, loved the democratic nature of the campaign.

"With a lot of ad campaigns you don't agree with it but with this one you have the freedom to

say exactly what you love about Australia," he said.

"It is just a great initiative – everyone has their own perspective as to what makes Australia great.

"My particular love is the Royal National Park – the variety of it, the stunning scenery, the proximity to the city.

"It is such a special

place and is right on our doorstep."

Mr Wells said the most popular walk on his books was the two-day, overnight tour that took in the Bundeena to Otford coast track.

"I think [the campaign] will raise awareness of the Royal National Park, which can only help," he said.