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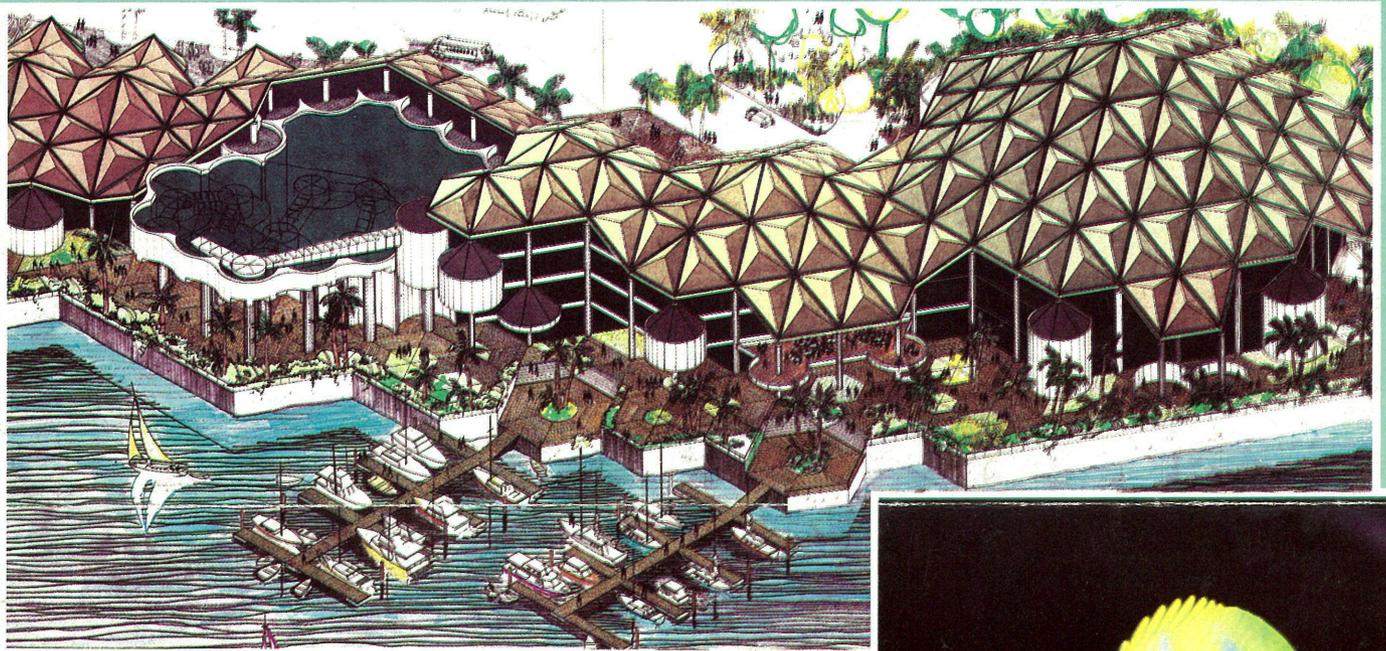
GREAT BARRIER REEF WORLD



One of Australia's finest achievements has been to protect her greatest single natural heritage — The Great Barrier Reef.

Australians have a growing pride in the Reef, and people throughout the world increasingly identify the Great Barrier Reef with Australia. Today, the Reef is the most important attraction Australia can offer the visitor. It has been placed on the World Heritage list and is rightly regarded as the Eighth Wonder of the World.

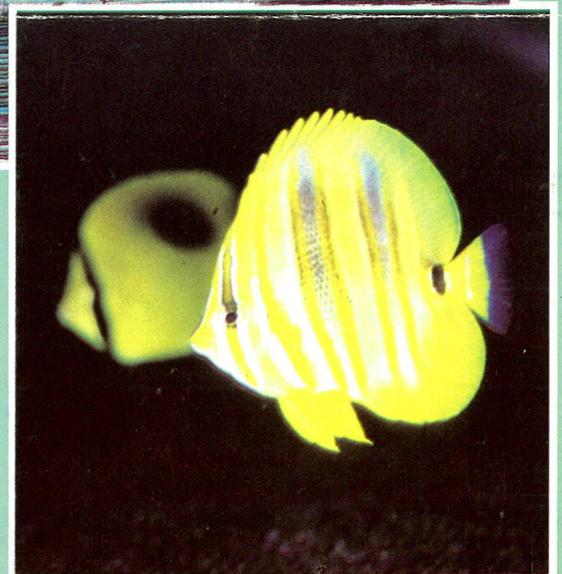
The Great Barrier Reef is a very fitting and worthwhile theme for a Bicentennial project. With this in mind, we present — "Great Barrier Reef World".



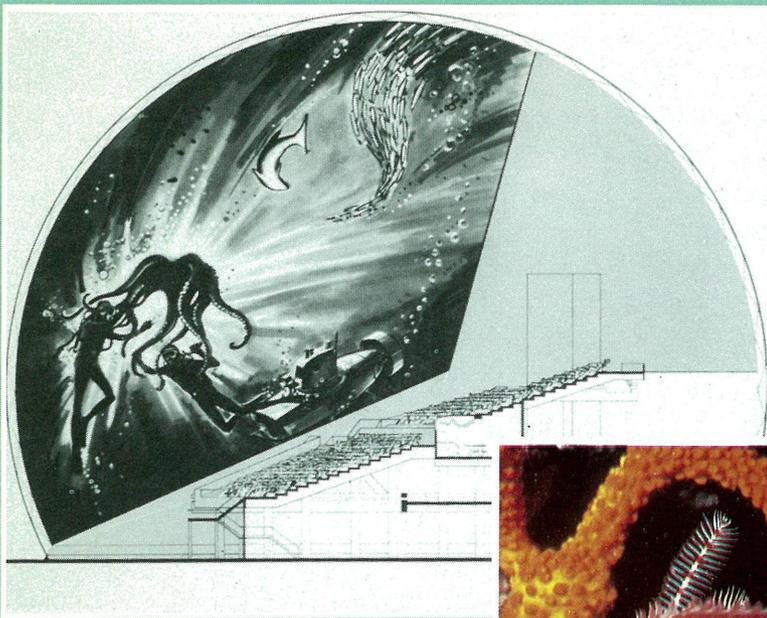
Great Barrier Reef World is an imaginative concept designed and conceived by Australians to display the wonder and incredible beauty of the Reef. It is a scientific and educational project to increase awareness and understanding of the complex, fragile and vulnerable life on the Reef.

With a cinema screening natural history films, an aquarium to educate visitors and display Australia's greatest natural wonder, and a museum with all its history and culture, Barrier Reef World brilliantly satisfies the guidelines for the Bicentennial Celebration.

Let us take a closer look.



MAKE A DATE — REEF WORLD IN '88



OMNIMAX CINEMA

The Omnimax Cinema has a giant domed screen similar to those in Los Angeles, and planetariums around the world.

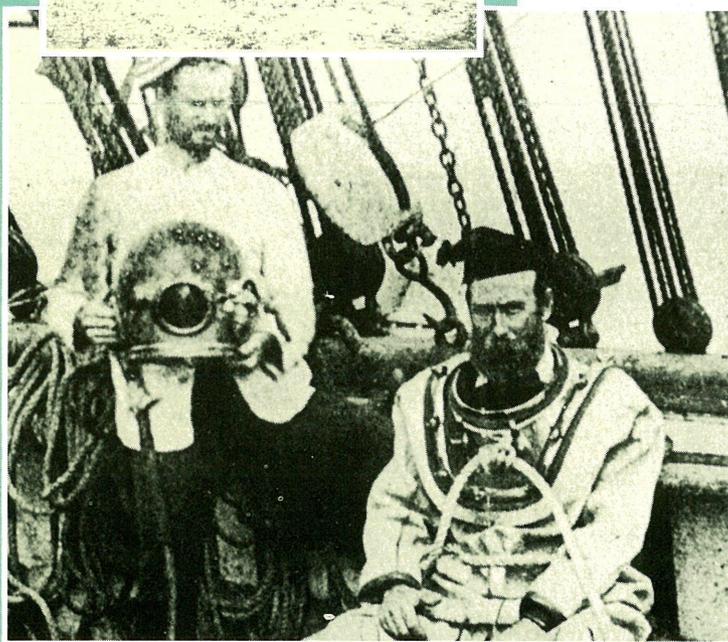
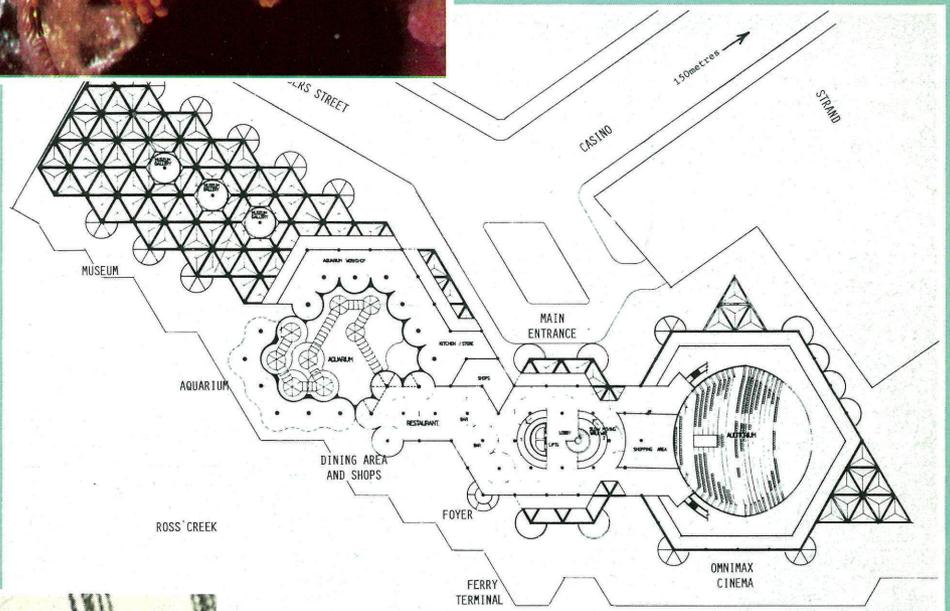
This incredible cinema treats the viewer to a tremendously realistic display.

The Omnimax Cinema at Barrier Reef World will take visitors on fabulous underwater journeys on the Reef, and introduce them to creatures of which they have never dreamt.



COMMERCIAL SECTION

The main building will include a Ferry Terminal offering trips to the reef and Magnetic Island. The foyer will house a community of restaurants, shops, an education and interpretative centre, and the offices of the Great Barrier Reef Marine Park Authority.



MUSEUM

A major section of the complex is the Museum, offering the opportunity to record the pioneer period of Australia, as well as the colorful history and culture of the Aborigines and the Islanders.

The Museum could conveniently incorporate a natural history section explaining the origins and development of the Reef.

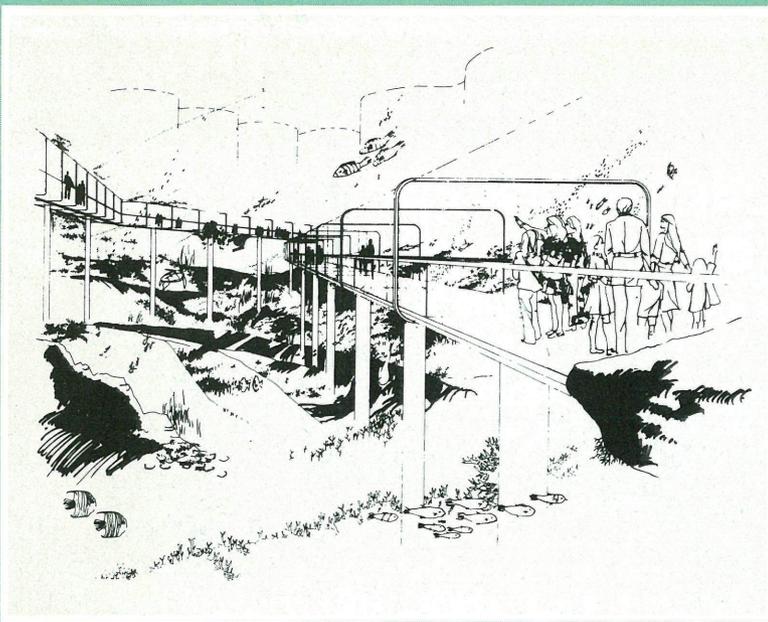
There is ample material the Museum can draw on, Cook's early exploration, the Chinese Pioneers of Gold Mining, the fledgling days of North Queensland's Sugar Cane Industry and the infamous Black Birding trade, the settlement of the outback, and more recently North Queensland's role as a staging post for the Battle of the Coral Sea.

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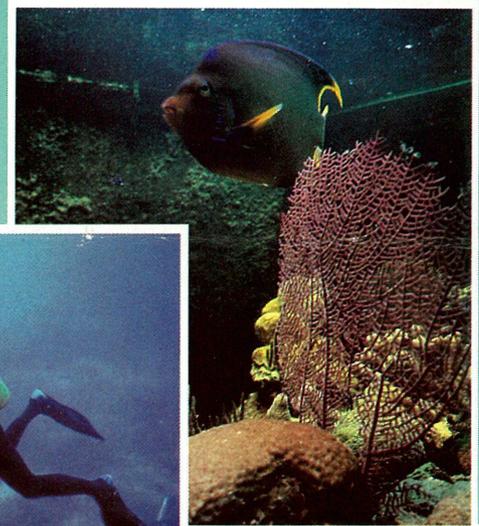
AQUARIUM

The central and most exciting feature of Barrier Reef World is a giant walk through aquarium. A spectacular aquarium to encompass a vast range of brilliantly colored fish and corals, shells, crustacea, star fish, molluscs and the myriad of other breathtaking tropical marine life forms.

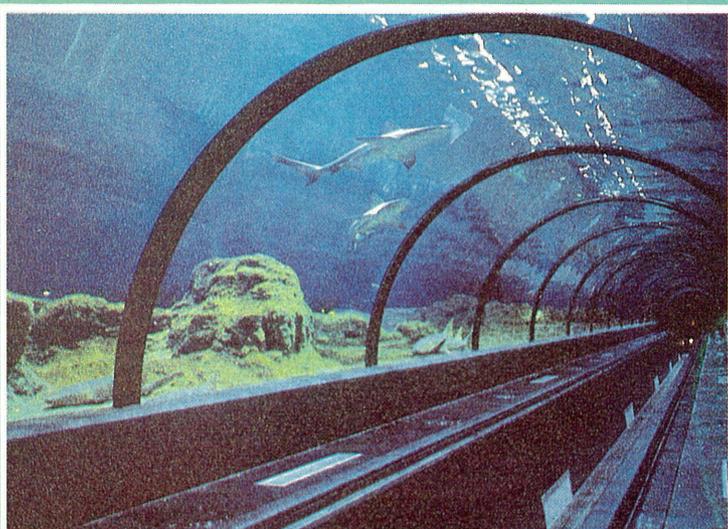
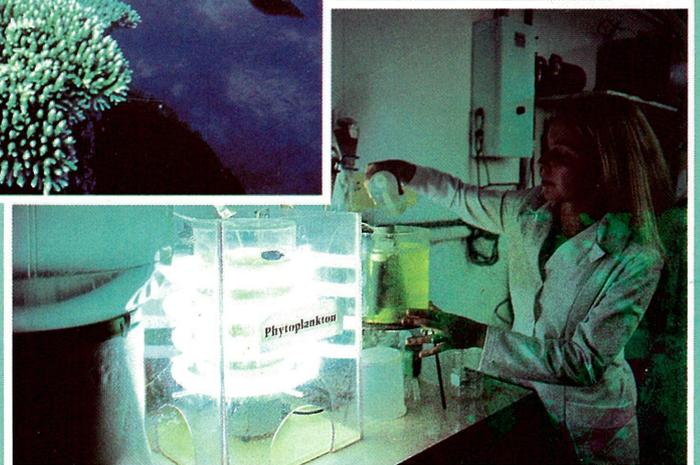
Successful aquariums accommodating live coral have been developed in Israel, Japan and in the U.S.A.



The Smithsonian Institution in Washington D.C. has had great success in developing these aquariums. The research of Dr. W. Adey of the Institute has established the technical expertise for duplicating a functioning reef system, including automatic wave generators and mechanisms to control water level, salinity, light and temperature.



Reef World Aquarium will serve as a vital marine science laboratory, facilitating observation of the survival and reproduction of corals, and behaviour patterns of a wide variety of marine life.



Visitors will be able to walk through the aquarium in clear plastic tubes of the type developed by Mitsubishi Rayon in Japan.

This company states that after ten years continuous use, no panel has been replaced because of viewing deterioration, breakage or failure in any way.

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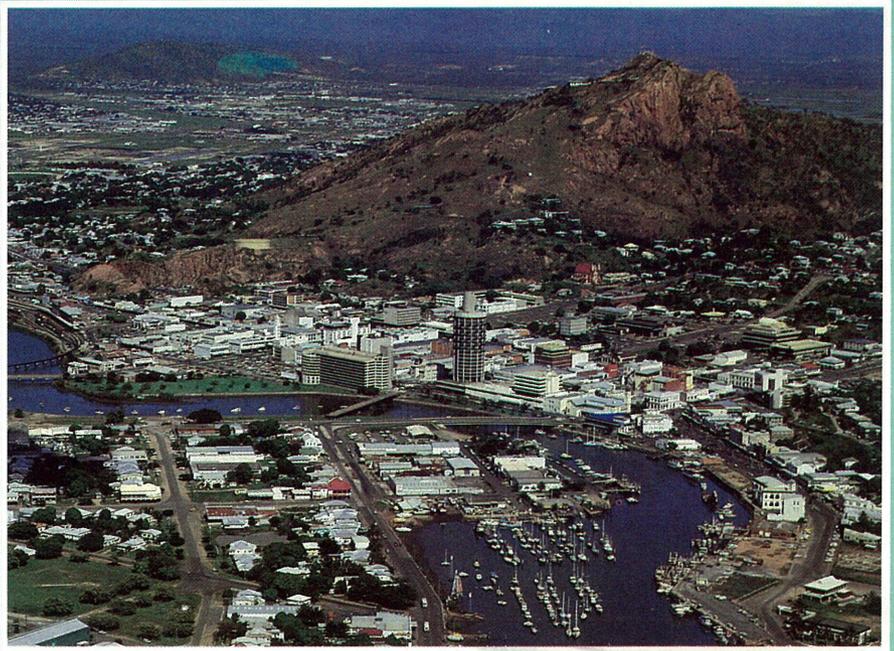
TOWNSVILLE

Townsville in North Queensland is the ideal location for Barrier Reef World.

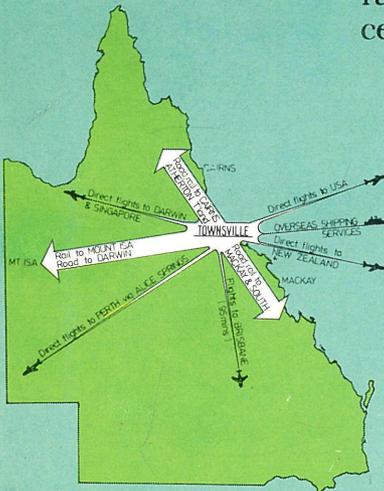
With an International Airport, Townsville is accessible and central to the Barrier Reef region.

Townsville is a city of over 100,000 people, with the population to support Reef World and the skills and workforce to construct it.

Barrier Reef World will compliment the activities of existing scientific and educational establishments in Townsville, including the Australian Institute of Marine Science, The Great Barrier Reef Marine Park Authority, and the James Cook University.



With its International Airport and soon to be built Casino, Townsville is rapidly developing as the much needed link-pin between other tourist centres to the north and south, enriching the tourist potential of the whole region. Barrier Reef World will be a massive stimulant for tourism in this region benefitting all sections of the industry by increasing the tourist flow, and arousing keen interest in the Reef.



FUNDING

A study commissioned to examine the viability of the project found that the sections needing Government funding are the Aquarium and the Museum, other sections of the complex are expected to be commercially feasible in their own right.

The entire complex, given this initial funding, is capable of covering its operating costs and will require no further Government support.

CONCLUSION

Barrier Reef World is educational, scientifically valuable, entertaining, and of direct economic benefit to the tourist industry of Queensland and Australia.

Barrier Reef World is a project to challenge the skills of Australians on their 200th Anniversary — a project for our future that we can all share, and of which we can all be very proud.



Townsville District Development Bureau

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