



World Heritage
Community Education

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WORLD HERITAGE COMMUNICATIONS & INTERPRETIVE PLANNING

- Stakeholder Discussion Document

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Stakeholder Discussion Document

Executive Summary

- In August 2001, a Denham-based World Heritage Community Education Coordinator was appointed. One of major projects given to the coordinator was to develop a comprehensive communications and interpretive plan for the Shark Bay World Heritage area in consultation with the local community and key stakeholders.
- In September 2001, an interagency stakeholder assessment was conducted, and a preliminary list of key stakeholders were defined and prioritised for the Shark Bay World Heritage Area: this information was compiled into a database with over 100 key stakeholders identified.
- A communications questionnaire was developed for the key stakeholders, with the intent of collecting information to provide direction and community-based outcomes for communications and interpretive planning in the World Heritage Area. A secondary intent of the questionnaire was to set the stage for participation of various stakeholders in the development and implementation of a detailed communications and interpretation plan for the World Heritage Area.
- The questionnaire was presented to key stakeholders in one-on-one or small group interviews. Additional stakeholders were identified during the interview process, as recommended by the interviewees. Between October 2001 and March 2002, 110 individuals were interviewed.
- The results from these interviews are anonymously compiled in this document, which is to be circulated back to all those who participated in the interviews, and made locally available for public review.

DEFINITIONS:

Communications is the process of information exchange between two or more parties. Communication activities include: writing, researching and publishing newspaper and magazine articles, annual reports, pamphlets and other publications; organising special events such as open days, tours and exhibitions; issuing news releases; speech writing, conferences and public speaking; and community and stakeholder relations, consultation and liaison.

Interpretation refers to information that is produced to increase understanding and appreciation for natural, historical, or cultural features. Interpretation may take the form of guided tours, talks and slide shows, sign board displays, brochures, interactive displays, books, websites, etc.

1 Are there any aspects of people's understanding or appreciation of Shark Bay would you like improved?

The interview respondents overwhelmingly indicated that there were many aspects of people's appreciation and understanding of Shark Bay that could be improved. In particular, respondents wished to see:

- A better overall understanding of the Shark Bay area;
- Recognition that Shark Bay is a special place, on both a national and global scale;
- Appreciation of the vast size and scale of Shark Bay, and where things are located in the Bay - Denham is in the heart of the World Heritage Area, and Carnarvon is the northern gateway to the World Heritage Area;
- Understanding that Shark Bay is a fragile environment that must be carefully looked after;
- Awareness that Shark Bay is a very important area for threatened species, particularly Bernier and Dorre Islands; awareness of the processes which threaten the continued survival of these animals, and the efforts that are being undertaken to reintroduce threatened species to the mainland;
- Awareness that there is much more to Shark Bay than just dolphins and fishing;
- Appreciation and knowledge of Shark Bay's human history: its Aboriginal, Malay, European, maritime, pearling, fishing, whaling, pastoral and recent histories;
- Awareness of Aboriginal heritage and culture - that Shark Bay is home to the Yamaji, in particular the Nanda and Malgana people - and recognition that Aboriginal history did not stop after Europeans arrived;
- Knowledge that Shark Bay is a World Heritage area: appreciation of Shark Bay's global significance, and understanding of what World Heritage status means;
- Knowledge and understanding of why Shark Bay is World Heritage listed, ie. what the World Heritage values are;
- Appreciation that despite Shark Bay being a World Heritage area, it is still a place where people live and interact with the environment; that World Heritage listing accommodates human activity;
- Recognition of what the local people sacrificed for World Heritage listing, emotionally, physically and mentally;
- Appreciation that people do have an impact on the Shark Bay environment, and awareness that it is everyone's responsibility to respect and look after the place in a manner consistent with its global significance;
- Understanding of the systems which underpin Shark Bay's environment (ecological and geological processes), with particular respect to those aspects which are the foundation of the World Heritage listing. For example:
 - ecological processes,
 - geology and geomorphology,
 - salinity zones and associated biological diversity,
 - factors leading to the formation of stromatolites and microbial mats,
 - meeting of biogeographic zones,
 - sedimentary compartments,
 - seagrass banks,
 - endemic species and island biogeography, and
 - marine retention times, etc.
- Appreciation that Shark Bay hosts an internationally significant population of Dugongs;
- Appreciation by visitors of what to expect before they come to Shark Bay; this will ensure people are coming here for the right reasons, and that their expectations match reality;
- Appreciation that Shark Bay is a remote area; visitors should not come here with city expectations, and should be prepared safety-wise for remote conditions;
- Awareness and understanding of the reasons behind fisheries regulations and management measures; recognition that everybody - commercial and recreational- has an affect on fish stocks; everybody needs to work together to ensure fish stocks are maintained into the future;
- Appreciation that fishing is part of Shark Bay's heritage, and continues to play an important part in the local economy; there should be greater respect and sensitivity for Shark Bay's original community and fishing heritage;
- Awareness that Shark Bay mesh net fishing is a unique and sustainable form of commercial fishing, practiced wholly by local Shark Bay people;
- Appreciation that pastoralism is a traditional industry in Shark Bay, and that stations are private property and people's livelihoods depend on them;

- Awareness of Catch Care and Fish for the Future messages;
- Appreciation that aquaculture is a legitimate industry in Shark Bay;

2 Are their places in the World Heritage area where you want to encourage or discourage access?

In general, respondents wanted to see access controlled to maintain the “wilderness” character of Shark Bay, and to minimise visitor impacts, particularly on tracks and fish stocks. On the other hand, many local respondents were fearful of further access closures, and wanted to ensure continued access to the sites they currently use. Others felt more areas should be opened up to encourage tourism. A summary of responses are as follows:

Vehicle Access

- Discourage 'free-for-all' 4WD access; control 4WD access to limit environmental degradation.
- Need to reduce the number of vehicle tracks going to different places – rationalise access;
- Encourage more access to Peron, but do not extend 2WD access beyond the homestead (but consider 2WD access to Big Lagoon).
- Do not open up new areas to 2WD access, particularly Steep Point.
- Rather than opening up new 2WD access, encourage greater visitor exposure to different areas via organised tours with local operators.

Marine Access

- Do not increase marine access - fish stocks are already under considerable pressure: the Bay has a set carrying capacity for fishing and we have to live within these bounds.
- Many more visitors who have non-exploitive interests can be accommodated in the Bay, particularly with respect to boat-based activity.
- People should avoid boating over very shallow seagrass beds, to prevent collisions with marine life and damage to seagrass beds.
- Coral reefs should not be made a major attraction of the area –there is too little coral in the bay to sustain this type of use, particularly considering their importance as fish habitat.
- Provide people with more snorkelling/diving opportunities, and greater access to coral features.
- Access to spawning aggregations and marine sanctuary zones should be discouraged.

Dirk Hartog Island

- Access to Dirk Hartog should be restricted and the island maintained for conservation purposes – some places in the Bay should be left alone.
- Dirk Hartog is a very fragile environment, and while people should be given the opportunity to see its major features, particularly heritage sites, access should be strictly controlled, particularly vehicle access and access to coral reefs.
- Dirk Hartog would be suitable for sustainable tourist/resort operations.

Bernier and Dorre Islands

- Discourage access to Bernier and Dorre Islands.
- Maintain Carnarvon's traditional access to Bernier and Dorre Islands.

General

- Need to consider what the carrying capacity of the Bay is before more access/visitation is encouraged.
- Shark Bay is an area that needs a range of different conservation approaches - some areas have to be fully protected/locked away with access restricted, others can sustain intense use and recreation and therefore have full access.
- Visitor pressure in Shark Bay is now so large that its impact is becoming enormous, particularly on the west side (Edel Land, Tamala, etc.). Need to opt for a more managed experience in Shark Bay, and move away from indiscriminate free access to all areas (there are now too many people to sustain that sort of use).
- Need to provide visitors with more access to different sights around the Bay.
- Maintain Shark Bay's “wilderness” feel, particularly on the west side, by keeping access limited and facilities very low key, ie. keep things as they are; visitors should be managed so that the wilderness experience is maintained.
- Where you restrict people's access you have to have meaningful enforcement and education.

- Much of the local community is worried that they will lose more access - but on the other hand, they recognise that with increasing numbers of visitors, access needs to be controlled. They agree with reducing the number of tracks going to places, but want to ensure that they are not excluded from sites they currently have access to – perhaps via special access privileges for locals.

3 Do you want to influence people's behaviour in any way? (eg. where they go, what they do, how long they stay...). Please discuss.

Generally speaking, respondents wanted people to behave more responsibly and respectfully while in Shark Bay. They also wanted people to participate in activities other than fishing - particularly 'fishing for the freezer' - and dolphin viewing. Many respondents also wanted visitors to extend their stays in Shark Bay, and visit in the off-peak times. A sample of the responses include:

Tourist Activity

- Reduce emphasis on Monkey Mia and the dolphins and encourage people to experience other aspects of the Bay.
- Shift visitor emphasis away from fishing and onto nature-based ecotourism; in particular, reduce "fish for the freezer" activity.
- Encourage people to stay longer and visit in the off-season.
- Ensure tourism managed so that it does not adversely affect the local lifestyle – need to find a balance.

Responsible Behaviour

- Encourage respect for the Yamaji culture and Aboriginal heritage sites in Shark Bay.
- Want visitors to intrinsically value Shark Bay for what it is, so that they obey regulations and behave responsibly because they want to, not because they are worried about reprisals.
- Encourage visitors to contribute to the conservation of Shark Bay and nurture the environment by managing their own behaviour, rather than pulling the environment apart piece by piece.
- Establish firmly the 'take nothing but photographs, leave nothing but footprints' ethic.
- Make people more aware of appropriate behaviour, such as:
 - letting tyre pressure down/ practicing track care,
 - sticking to the main tracks,
 - not collecting firewood or tearing down vegetation,
 - practicing fire safety,
 - carrying-out rubbish,
 - obeying fishing regulations, and
 - not interfering with pastoral or commercial fishing operations.
- Reduce the 'drive everywhere' mentality among those in 4WDs.
- Make people more mindful of losing plastic bags and fishing tackle – these items kill marine life.
- Discourage inappropriate activity in sanctuary zones.
 - Encourage people to slow down when boating over seagrass banks to reduce the likelihood of colliding with Dugongs and other marine life, and to minimise damage to seagrass beds.
- Encourage people to adopt 'fish for the future' mentalities by:
 - responsible fishing,
 - only taking enough fish for one feed,
 - practicing Catch Care - handling undersize/non-target fish carefully to minimise stress and death,
 - enjoying the experience of being in Shark Bay, rather than just taking fish.
- Encourage people to be prepared for Shark Bay's remote conditions (ie. by carrying recovery gear, drinking water, etc.).

4 Do you have economic or social interests which you want to address through providing communications or interpretation?

Overall, the respondents strongly felt that interpretation could provide social and economic benefits. In particular they felt that interpretation would benefit via the following.

Interpretation will assist the local economy by:

- helping to develop a nature-based ecotourism market in Shark Bay;
- providing visitors with more things to see and do, thereby extending visitor stay lengths and encouraging visitation at non-peak times;
- providing local businesses with the material and training they need to effectively diversify into eco-tourism related activities and capitalise on Shark Bay's World Heritage status;
- providing local operators with information on how to get licences for guiding nature-based activities in the world heritage area;
- providing employment in the fields of interpretation and ecotourism;
- discouraging "fish for the freezer" attitudes, and encouraging good stewardship of fisheries resources, thereby maintaining local fish stocks;
- making people aware of all the things there are to see and do in Shark Bay; and
- helping to ensure that visitors respect and do not interfere with non-tourist related industry in the Bay (ie. pastoral activities, commercial fishing, aquaculture, and salt mining).

Interpretation will assist the local community socially by:

- providing meaningful employment for young people, so they don't have to leave the community to get work;
- strengthening community identity by raising awareness and respect for Shark Bay's heritage and local ways of life (eg. Aboriginal and Malay cultures, maritime history, pearling, fishing, pastoral industry, etc.);
- providing opportunities for the Shark Bay community to tell its own stories;
- providing educational opportunities and outings for local schools and people; and
- reducing the impact of tourism on the local lifestyle by encouraging visitors to "do the right thing" when they are in Shark Bay, by not littering, practicing fire safety, sticking to tracks, not gathering firewood, using toilet facilities, respecting local people and property, etc.

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Introduction

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1. Are there any aspects of people's understanding or appreciation of Shark Bay would you like improved?

1.1 General

- Improve general understanding of the area.
- Increase appreciation of what is here in terms of the natural environment, and respect for it (particularly among the domestic tourists).
- Improve appreciation of Shark Bay's pristine environment.
- Any interpretation on the local flora, fauna and history would be desirable.
- Greater appreciation of what Shark Bay has to offer and how long visitors need to spend here in order to have a good experience.
- Understanding of the environment and its inhabitants - the beautiful beaches, plants and animals.
- Appreciation for the overall hidden beauty of Shark Bay, like the rainbow palettes of the earth, sea and sky.
- Appreciation of Shark Bay's vast spaces and pristine environment: the clear skies, the stars, the colours, etc.
- Appreciation of what Shark Bay has to offer in terms of the natural environment, history and facilities.
- Appreciate Shark Bay's ocean and land, and that this is where the desert meets the sea.
- Shark Bay is: Unique, Wilderness, and Fragile
- Natural diversity of the Shark Bay area
- Outside of Monkey Mia, basic knowledge and understanding of the area is poor and could be improved.
- Appreciation of the significance of Edel Land; provide more information about this area.
- Awareness of the things there are to see in Shark Bay and what is significant about them.
- Awareness of how much Shark Bay has to offer: fishing, birdlife, scenery, and no stingers or crocodiles.
- Locals could know a lot more about the area.
- Recognition of Shark Bay as a household name, here and overseas.
- The collective significance of Shark Bay's marine and terrestrial ecosystems (eg. dugongs, mammals, fish, turtles, vegetation, geology, etc.), and how together they make Shark Bay unique.
- Appreciation of the landscape values, the colours, etc., and the interaction between the marine environment and the land.

1.1.1 Shark Bay is Special

- Appreciation of Shark Bay's importance on a global and national scale - that Shark Bay is a genuinely very important area.
- Appreciation that it's not just the badge of World Heritage that makes Shark Bay special - it was special first, World Heritage came second.
- Change people's view of Shark Bay as an unpleasant and arid environment into realisation that it is something very special.
- Appreciate how fragile and special the Shark Bay environment is, and appreciate that it must be looked after.
- Greater appreciation for the uniqueness of Shark Bay, and its need for special care.
- Appreciation of the uniqueness of Shark Bay's natural environment
- Appreciation of how special Shark Bay is on a global scale.
- That Shark Bay is a very special place.
- Appreciation that Shark Bay is very special and should be looked after and respected.
- Understanding of why Shark Bay is special; eg. understanding as to why Shark Bay is an evolutionary hotspot.
- Appreciation of the unique plant and animal life in the Tamala area; need some interpretation on plants, malleefowl, etc.
- The visual aspect of Shark Bay is a major feature - need to fly to really appreciate the beauty of Shark Bay.
- Appreciation for what a magic place Shark Bay is - being able to go out in boats and experience the distances of Shark Bay, and all the marine life the area supports.
- Must provide people with interpreters or interpretation so that they see the Bay with different eyes and have a greater appreciation for it.

1.1.2 More than Just Dolphins and Fishing

- Appreciation that there is a lot more to Shark Bay than just dolphins.
- Awareness that there is more to Shark Bay than just dolphins.
- Awareness that there is more to Shark Bay than just dolphins - need to inform people before they get here that Shark Bay is a World Heritage area with much more to see and do besides dolphins. Monkey Mia is getting people here, but visitors are not being made aware of other features in the Bay.
- Awareness that there is more to do in Shark Bay than just fishing - catch a fish then go snorkelling.
- Appreciation and understanding for Shark Bay's other values (publics simply perceive Shark Bay as a place to fish) in the widest context.
- Appreciation that there is more to Shark Bay than just fishing and dolphins: everything about Shark Bay should be strongly promoted - its beauty, history and scientific significance.
- Knowledge of the natural and cultural history of Shark Bay – really underplayed at the moment; need to present Shark Bay as a whole package.
- General knowledge of Shark Bay's geology, hydrology, history, commercial fisheries and aquaculture - need much more interpretive focus on these areas.
- Increase awareness that there is a lot more to Shark Bay than just dolphins and fish: there are also dugongs, rays, sharks, etc.
- Awareness of what there is to see and do in Shark Bay - at the moment Shark Bay is selling itself short; visitors are often surprised when told how much there is to see and do in Shark Bay.
- To get people to understand what is special about Shark Bay, need to get the mentality beyond the dolphins.
- Appreciate that Shark Bay is a place where there is a lot more to see and do than just fishing.
- There is more to Shark Bay than just Monkey Mia, eg. Dolphins and dugongs
- What there is to do and see in Shark Bay (outside of Monkey Mia).
- Awareness that there is more to see and do at Shark Bay besides dolphins.
- Need a positive portrayal of the pastoral industry – CALM isn't very sensitive to how it portrays the pastoral industry and past management decisions that were made based on government policy of the day.
- Understanding that Shark Bay is more than just Dugongs and dolphins; we need to sell the whole Shark Bay experience and get away from single feature/icon marketing.
- Awareness of the diversity of options that are available for people visiting Shark Bay:
- Shark Bay has more than just fish and dolphins; it also has a lot of other charismatic marine fauna: eg. manta rays, groper, sea snakes, whale sharks, etc.
- Shark Bay is good country for passive water sports (eg. kayaking) and other outdoor activities and sports.
- There are other things to see and do in Shark Bay outside of Monkey Mia.
- Appreciation that Shark Bay has a lot more to offer than just dolphins - nobody knows what we've got here. Eg. Shark Bay is the best place in the world to see Dugongs, and has incredible array of other species such as whales, sharks, manta rays, etc.
- Appreciation that Monkey Mia is a part of the bigger picture that is Shark Bay, which has a whole host of other things to offer.
- Most people associate Shark Bay with snapper, Monkey Mia, and wind; need to change this, and expand people's understanding of what Shark Bay has to offer.
- Knowledge of some of the lesser known sights in Shark Bay, such as the spectacular 25 foot wave on Dampier Reef.
- Awareness of all things there are to do in Shark Bay; people believe there is nothing to do here because there are no signs or directions to different attractions.
- Awareness that there is more to Shark Bay than just dolphins; people beeline for the dolphins (which is the only feature that has been well marketed in Shark Bay), but don't know they are in a World Heritage area.
- Appreciation that there is more to Shark Bay than just dolphins.
- Knowledge that there is more to Shark Bay than just Monkey Mia - Denham is here too.
- Visitor knowledge should be improved beyond that of dolphins.
- Awareness and appreciation of Shark Bay's history.

1.2 World Heritage

- Awareness that Shark Bay is a World Heritage area
- Increased awareness that Shark Bay is a World Heritage Area.

- People need to be aware that they are still in a World Heritage Area when they leave the bitumen and head down the Useless Loop Road; people go the west side of Shark Bay and don't realise they are in the World Heritage area. Should have signs indicating that visitors are in World Heritage Area at the Tamala/Nanga and Tamala/Carrarang boundaries, and at Steep Point.
- A lot of people who come here are interested in World Heritage and Project Eden, and would like more information on these topics.
- There is a lack of information on World Heritage - people come here wanting to see World Heritage, but all they get is two signs stating "Shark Bay World Heritage Property".

1.2.1 Unique and Globally Significant

- How unique and important the area is: Shark Bay is the only World Heritage area in WA, it is one of 11 WH sites in the world that meets all 4 criteria for World Heritage listing, and it has an amazing cultural history (European and Aboriginal) .
- Appreciation of Shark Bay's international importance and World Heritage values, particularly the marine values.
- Appreciation of how important and special the World Heritage area is, and how little it takes on the visitor's part to destroy those values; this information should be presented such that it makes people want to do the right thing in terms of looking after the area's environment.
- How Shark Bay fits into the global context - examples of other World Heritage sites around the globe, and how rare it is for a site to meet all four criteria for World Heritage listing, as Shark Bay does (ie. Shark Bay is one of the 17 sites, out of the 140 or so natural World Heritage sites, that meets all four listing criteria).
- Appreciation that Shark Bay is the only World Heritage area in Western Australia; kids should be taught about Shark Bay in school.
- Appreciation of why Shark Bay is unique in terms of World Heritage and beyond; inspire a sense of wonder in the area's uniqueness.
- Appreciation of Shark Bay itself - local people aren't fully aware of the significance of Shark Bay being World Heritage listed; people appreciate their heritage but don't appreciate the global significance of Shark Bay.
- That Shark Bay is one of few sites in the world, and the only one in Australia, to meet all four criteria for World Heritage listing.
- Appreciation of the magnitude of what World Heritage listing signifies and means: World Heritage status means Shark Bay is a globally significant site. Need to especially work on West Australians, who have a low opinion of World Heritage status.
- Shark Bay is not just another state government park despite being administered by CALM - it is a Federal park of global significance, and should not be viewed as equivalent to other national parks managed by CALM at the state level.
- Understanding that World Heritage status signifies that the area is the 'best of the best' in terms of the nation's (and the world's) natural features. Need to develop a theme to capture the meaning of World Heritage. The World Heritage centre will help increase this knowledge.
- How Shark Bay compares with other outstanding and well known World Heritage sites in the world.

1.2.2 What World Heritage Means

- Understanding of what World Heritage is; the first people who need to be given this information are the people who live here - no one has a full understanding of what World Heritage means.
- Increase understanding of what World Heritage status means.
- Better understanding of Shark Bay's World Heritage values, such that people will be happy to follow management regulations and guidelines.
- What World Heritage is and what its relevance is - how Shark Bay fits into that , what its values are, and how why need to manage and preserve these values.
- Increase awareness of Shark Bay being a World Heritage site, and what World Heritage listing means.
- What World Heritage listing means, and the global significance of World Heritage areas.
- Visitor understanding of World Heritage is very limited and needs to be improved.
- Appreciation of what World Heritage is and what it means; Shark Bay has identified as very special, and we've been given the responsibility of looking after it; need to foster a stewardship approach.
- Understanding of what World Heritage is, and that Shark Bay is a World Heritage area (particularly among Australians).
- Understanding of what World Heritage is, and why Shark Bay is a World Heritage area - need a one page write up that will sink in - this could go on the all the brochure racks of the businesses in town.

- Knowledge with respect to what World Heritage means and what it is all about.
- Awareness as to why Shark Bay is World Heritage listed, and what the legal implications are.
- Proper understanding of what World Heritage status means, among both tourists and residents.
- Increased understanding of the significance of World Heritage and what it means.

1.2.3 World Heritage Values and Criteria

- Understanding of the World Heritage values and the mechanics of how Shark Bay evolved.
- Appreciation of the World Heritage values and why Shark Bay is a World Heritage area; need better interpretation.
- Knowledge of World Heritage values
- A big picture understanding of why Shark Bay is World Heritage listed, what the listing criteria are and what the World Heritage values are - the big picture is currently not presented at all.
- A general improvement in understanding of the terrestrial environment, and greater awareness of the terrestrial-based World Heritage values in Shark Bay (eg. intersection of botanical zones, tree heath, threatened mammalian species, etc.). Require a lot more specialist interpretation for these features.
- Improved understanding World Heritage values in the Bay
- World Heritage values in Shark Bay
- Appreciation of World Heritage values and what they are, especially in Carnarvon.
- World Heritage Values: people want information about World Heritage but can't find it; visitors want easily accessible information - love talks, slide shows, and trivia about the area.
- Awareness of the World Heritage criteria Shark Bay meet, and why Shark Bay is World Heritage listed.
- What the World Heritage values are, why they need to be maintained, and how they can be maintained.
- Understanding of World Heritage values, and why Shark Bay is such a significant World Heritage area - agency staff and ordinary people in Shark Bay need to all help convey this message.
- Visitors should leave Shark Bay with a significant appreciation of why Shark Bay is a World Heritage Area.
- Understanding of why Shark Bay is a World Heritage site - there is little information outside of the *Welcome to the Shark Bay World Heritage Property* signs.
- Awareness of what the World Heritage values are; these values need to be presented in a simplified version so people can readily understand them, even the locals don't know what the values are or what World Heritage means.
- Awareness of the four World Heritage criteria and how Shark Bay meets them.
- Knowledge that Shark Bay meets all four criteria for World Heritage listing: how this is significant and what it means.
- Locals don't understand why the World Heritage Area was declared - the criteria and values are very complex, which makes it a wonderful place, but difficult to interpret; the science hasn't been transmitted to the public and the locals.

1.2.4 Looking After World Heritage

- Appreciation among government agencies that Shark Bay is different from other coastal areas; Shark Bay is a globally significant area, and as such, its World Heritage values must be incorporated into relevant planning processes.
- Need industry to understand that Shark Bay is a WORLD Heritage area, not just an 'Australian Heritage' area.
- The international community carefully watches its World Heritage sites - the Australian government answers to the global World Heritage committee in terms of how it manages the nation's World Heritage sites.
- Understanding of what World Heritage means, appreciation that Shark Bay is pristine by world standards and understanding that there is no excuse, given what we know, to not look after the area properly.
- Appreciation that Shark Bay is a World Heritage area; teaching our kids about the environment and how we need to preserve it for future generations is what interpretation is all about.
- People need to be aware that they are in a World Heritage area and what behaviours are appropriate.

1.2.5 World Heritage and People

- Appreciation that despite Shark Bay being a World Heritage area, it is still a place where people live and interact with the environment; that World Heritage permits human activity.

- Appreciate that Shark Bay is also a place where people live - need to find a happy medium to protect both the people's needs and the environment's needs in the World Heritage area - both have to survive.
- Recognition of what the locals sacrificed for World Heritage listing, emotionally, physically and mentally; all the outside government pressure telling the community what to do created some real divisions in the community.
- Understanding that World Heritage status can and does incorporate human activity; a World Heritage area is not simply a national park - it is not meant to be locked away.
- Local appreciation that World Heritage values can translate into a lucrative economy through sustainable use and good natural resource management. (eg. nature-based ecotourism or a sustainable fishing industry) - World Heritage listing can be made to have a positive effect on the local economy.
- Awareness of what Shark Bay was like before it became World Heritage listed.
- Understanding that World Heritage listing is not incompatible with economic and social development
 - Can be compatible with sustainable development such as managed fisheries and aquaculture.
 - Economic activities that are sustainable and do not erode World Heritage values should be maintained within the area.
- Should not try to limit or remove activities that were taking place in Shark Bay prior to the World Heritage listing, providing these activities are sustainable.
- Appreciation of the potential for coexistence of production (ie. salt production/grazing) with nature conservation.
- Appreciation that World Heritage doesn't mean the area is locked up - there are different types of uses, some are compatible with the World Heritage listing, some are not; Shark Bay has always been used by people.

1.2.6 World Heritage Funding

- Awareness that Shark Bay is the most poorly funded World Heritage area in Australia, and needs more resources in order to be managed properly.
- Appreciation of how much external funding (ie. World Heritage funding) contributes to operating costs in the World Heritage area; eg. 15% of CALM's overall CRF budget is allocated to operating costs. Many of the on-ground projects undertaken in the District are Commonwealth World Heritage funded.

1.3 Cultural History

- Recognition that Shark Bay's cultural history is very important – not just a beautiful environment and a place to go fishing.
- Understanding that Shark Bay's greatest asset is unity within its community and lack of racism; visitors should appreciate and have respect for local people.
- Understanding of Shark Bay's human history; there is a lack of information in this respect (early European history, eg. Dirk Hartog etc., is not widely known, especially in Australia, and even within Shark Bay), despite many visitors wanting know about the local history. At present, many visitors are being given misinformation.
- Understanding of the Bay's history: this information will be developed in the World Heritage interpretive Centre.
- Understanding of the human history of Shark Bay - this should be given the same weighting as the Bay's natural history, particularly in the new World Heritage centre.
- The human history of the area (eg. Bernier and Dorre), and in particular, that of the pastoralists (the pastoral history of the Bay has not really been told).
- Greater awareness of Shark Bay's human history, eg. pearling history and aboriginal history; history can be used to interpret environmental information.
- History of the area:
 - Use a variety of methods to bring home the message about Shark Bay's history; use written text, signage, and audiovisual channels.
 - Need to convey the indigenous side of Shark Bay's story.
- Recognition and appreciation of the area's history; educate tourists about the Bay's history, so that when they're faced with a rickety town, no palm trees, and 20 knots in the face, they can look past these things and think "gee this place has seen some change, this place has real history".
- Appreciation that the original way of life in Shark Bay was on the water.
- Understanding of Shark Bay's history, and how human activity has modified the natural habitats - what Shark Bay was like and where it is heading back to.
- Appreciation and awareness of Carnarvon's histories.
- Appreciation of Salutation Island's historical significance:

- The island has a history of Aboriginal use - people used to ford to the island from the mainland.
- Dense stands of yam are found on the island, perhaps introduced by Dutch Shipwreck survivors.
- Once used as a ram paddock.
- Now used for conservation.
- The historical significance of the land: the stories of the first Europeans, and how what they saw of Shark Bay is largely what we see now. There are very few places in the world where you can do this.

1.3.1 Indigenous and Malay History

- Better understanding of Aboriginal history and the role aboriginal practices played in the ecology of Australia's arid environments.
- Recognition and appreciation of indigenous history in Shark Bay; indigenous issues and presence have been ignored in the past; need a balance between European history and indigenous history.
- Appreciation of Shark Bay's Aboriginal history.
- Understanding that just because we are identifying ourselves as aboriginal doesn't mean we are promoting discrimination and segregation - we just want to be proud of our heritage and not feel ashamed of.
- Recognition that aboriginal history did not stop after Europeans arrived, that it has carried on in a modern form.
- Increased awareness of aboriginal heritage and culture - who Yamaji are and what we are all about.
- Increased appreciation and respect for Aboriginal culture and the Shark Bay environment; with appreciation will come the desire to protect.
- Awareness that Shark Bay is home to the Nanda and Malgana people of Yamaji.
- Awareness that Shark Bay's Malgana name is Cutharragudu - which means twin waters.
- Appreciation that Shark Bay is Malgana's traditional waters and land; for example, at the *Welcome to Shark Bay sign*, there should also be sign saying *Welcome to traditional Malgana Lands*.
- Appreciation that Shark Bay's traditional owners still exist.
- Appreciation that Carnarvon is where five different tribal groups meet.
- Appreciation of what native title means in relation to Shark Bay and in relation to the Aboriginal community.
- Recognition that there are different aboriginal perspectives and experiences within Shark Bay.
- The aboriginal history: old battlegrounds down south, etc.
- Appreciation and awareness that aboriginal people were here in Shark Bay long before Europeans arrived.
- Recognition of Aboriginal and Malay culture in Shark Bay (these are not well-documented).
- The history of Aboriginal and Malay people in Shark Bay should be fully documented along with the European history; target your average tourist with information about Shark Bay Aboriginal people today, their future and their past.
- Awareness of the Lock Hospital history of Bernier and Dorre Islands.

1.3.2 European History

- Appreciation of Shark Bay's European History – this could be better communicated to visitors.
- The human history of Shark Bay; eg. first European Landing.
- Knowledge about the area's history, for example:
 - The first European landing and successive visits by the Dutch, French, Portuguese and British.
 - At the turn of the century about 5000 people lived here – came in on ships and lighters to pearl – from many different races and nationalities (Aboriginal, Malay, Chinese, European, etc.).
 - There are many old camps and fisheries in the area that locals and tourists know very little about.
 - There is a huge amount of history that can be put in the World Heritage Interpretive Centre and the Maritime Museum.
- Awareness that Peron was once a huge sheep station, and that there was a large community of about 1000 people once living at Herald Bight (eg. the Sandalwood shop building comes from Herald Bight, and you can still find clay pipes out there).
- Awareness of the history of Nanga Station, and the present status of the station (tourist brochures still state that Nanga is a working station).
- Improved knowledge of the local pastoral history, the telegraph station, etc.
- Appreciation of Tamala Station and its history; the history of the buildings and the restoration work that has taken place.
- Appreciation and knowledge of Shark Bay's pastoral history.

- Appreciation of the value of the maritime heritage sites in the Bay.
- Need a uniform story on the history of European exploration in Shark Bay - use photos and old paintings to bring home how inhospitable the land was when it was first seen.
- Appreciation of Shark Bay's maritime history.
- Appreciation of the number of ships that have sunk on this coast.
- Awareness that shipwrecks still happen in modern times (eg. the Nor6).

1.4 Natural History

1.4.1 Ecology

- Appreciation of ecological systems and processes (both terrestrial and marine)
 - Essential to appreciating the Shark Bay area
 - Interpretation should teach people about systems, not just label things and state facts.
 - Make information less passive, and more active and alive.
- Understanding of the processes that have shaped Shark Bay (eg. nutrient cycling, salinity, seagrass modification of the seabed, etc.).
- Understanding that Shark Bay is not a system in isolation, but a part of the greater Gasgoyne bioregion.
- The role of islands in fauna conservation in Australia, and the fundamentals of how island biogeography works.
- Appreciation of the ecological value of seagrasses, hypersalinity, Dugong habitat, etc. - it is especially hard for Carnarvon people to interact with or appreciate these values; Shark Bay people could also be better informed.
- Understanding of birridas - what are they and why are they here.
- Understanding that sandy beaches are actually biologically diverse environments.
- Awareness that some of the changes in the Bay's marine life are not directly caused by humans: changing climate, changes in seagrass beds (they are constantly evolving), long term cycles in marine life (things show up in the Bay that haven't been seen here in the last 50 years), all affect the variety of marine life found here.
- Appreciation for the geological timescale - Shark Bay was once a very different place, more like the embayments on Australia's eastern coast. Convey the concepts of geological and climate change.
- Need to bring a greater element of time into our thinking - ie. how long things take to establish, grow and recover once they've been damaged or removed. For example, shellfish in Shark Bay are direct developers, which means they have low dispersal capabilities (unlike marine life with larval stages); therefore their rate of replacement is VERY low.
- Understanding of the ecology of the area and the unique processes which have created this area - eg. how did the plant communities come about, what sort of animals use them, etc.

1.4.1.1 Biogeographic Zones

- Awareness that Shark Bay is a meeting place for tropical and temperate climates and currents.
- Understanding that Shark Bay is a tropical and temperate mixing zone: the south part of the Bay supports mostly temperate species, whereas the north part of the Bay supports largely tropical species.
- Understanding of transition zone ecology and the biological richness of the Shark Bay area, and how this richness compares with other areas in the state and the world (eg. Goldfields, Amazon).
- Awareness of Shark Bay as a tropical and temperate convergence zone for the marine environment, and what this means with respect to marine biota and biodiversity.
- Appreciate that Shark Bay is a meeting point of northern and southern climates; you get southern and northern fish species occurring here.
- Appreciation of the biogeographical diversity encompassed by Shark Bay: within Shark Bay you can experience a diverse array of habitats that would otherwise require a six hour drive through the Gasgoyne-Murchison to see.
- Shark Bay is a cross-over region between southern and northern regions, so both tropical and temperate flora and fauna are found here.
- The different biogeographic zones that intersect at Shark Bay and how they make the area special and biologically diverse - ie. it's not just a long boring drive to see the dolphins - the areas in between are special too.
- Awareness that Shark Bay is a meeting place for northern and southern species, and the implications for conservation.
- Shark Bay is a transition zone between Eremean and Southwestern botanical provinces
- It may be difficult to conserve species on the margins of their ranges.

- Species in Shark Bay are overlapping with other species they don't normally occur with.

1.4.1.2 Shark Bay as a Semi-desert Environment

- Appreciation of Shark Bay's Natural History – Terrestrial Shark Bay is a small encapsulated example of an arid ecosystem, which is more accessible than most of the central deserts; Shark Bay presents the opportunity to provide an educational experience in a reasonably accessible locale for families and other more mainstream audiences.
- Use Shark Bay as a 'window' into Arid Australia, as a unique opportunity to interpret arid systems and the ecological threats (such as feral cats and goats) they face; ie. Shark Bay as part of a bigger story.

1.4.2 Geology & Chemistry

- Understanding that Shark Bay is a young environment (<10,000 years old), which is constantly changing.
- Understanding of geological formations in the area and how they evolved, eg. limestone formations on South Peron, and the Red Bluffs of north Peron.
- Better appreciation of the Bay's geological processes: even people with the most basic understanding of the world, space and geography can grasp this. It is fundamental to all further information learned in regard to Shark Bay.
- The geology and geomorphology of the Bay - interpretation on these aspects of the Bay is much needed; could use pits at telegraph station.
- Understanding that the geomorphological features (particularly the marine features) of Shark Bay are the foundation of the area's World Heritage listing. We need to interpret the Bay in its appropriate larger context.
- The regional context of Shark Bay's geomorphology; eg. Lake McLeod was an arm of Shark Bay 3000 years ago - it was closed off by build up sediment coming down the Gasgoyne River.
- The story of basin evolution in Shark Bay: a 'spectacular example' of basin evolution as a result of interaction between organisms and sedimentation systems, from 5000 years ago, to present and into the future (the Bay is slowly becoming more salty and will eventually become closed-off from the ocean, like Lake McLeod).
- The unique geomorphology of Shark Bay: the diversity of landscapes, land systems and landforms which occur in the area, and the significance of this diversity with respect to the ecology of Shark Bay.
- The national and international significance of Shark Bay's geomorphological forms and systems, how these systems change as a result of both natural and human forces, and how we can manage the human induced changes.
- The role of the Gasgoyne and the Woomeral rivers in the geomorphological evolution of Shark Bay.
- The importance of habitat and how it is tied in to species survival.
- Understanding of the systems which underpin Shark Bay's environment (ecological and geological processes).
- The sedimentary compartments of Shark Bay (marine equivalents to catchments), what and where they are (should be mapped), how they function and change, and how they underpin the biology of the entire World Heritage area.
- The Woomeral Bank channels - why they are unique and how they came about.
- Understanding and appreciation of the Woomeral Banks - very beautiful from the air, as are many of the Bay's marine features.
- The tidal flats of Edel Land - why they are unique and how they came about.
- Shell beach and other beach systems around the peninsula - how they form, how human activity is affecting them, and how we can manage the impacts of human activity.
- The international significance of the Bay's 'gulf' beaches. These beaches are unique by global standards, and they 'behave' differently to open ocean beaches (interpretation could take place at Denham, Nanga, Peron, Monkey Mia).

1.4.3 Marine Environment

- Improved understanding of marine ecosystems; in Shark Bay Visitors don't learn anything about the marine environment outside of Snapper (most of the existing interpretation is geared towards sport fish).
- Improved understanding of what makes the Shark Bay marine ecosystem unique (ie. meeting of tropical and temperate waters, variable salinities, etc., species at their northern and southern extremes).
- Alleviate the mystery of the marine environment for most visitors - there is much more to know about Shark Bay than what is immediately obvious, eg.

- Shark Bay contains important nursery habitat for marine life
- Shark Bay is important to a number of threatened and vulnerable species, such as the dugong, loggerhead turtle and humpback whale.
- Why the Shark Bay marine environment is so important.
- The importance of protecting spawning grounds in marine areas.
- Appreciation of the diversity and abundance of marine life.
- Appreciation of Shark Bay's beauty and marine life: for instance the biggest dugong population in all of Australia, the largest seagrass beds in the world, marine turtles, etc.; these things should be promoted a lot more.
- Appreciation for the underwater world and its diversity - Shark Bay is a great place for diving and snorkeling.
- Shark Bay is a stark environment - we should prepare people for the starkness, and explain to them the significance of the marine life that occurs in these areas (eg. Little Lagoon).

1.4.3.1 Seagrass

- Appreciation of the marine flowering plants which occur in Shark Bay.
- The importance of seagrass in the Bay and how this affects the diversity of species in the Bay: Shark Bay has the largest contiguous seagrass meadows in the world.

1.4.3.2 Salinity

- Understanding of the salinity gradients in the Bay; think of novel ways of interpreting this - ask the visitor to note changes in how well they float in different parts of the bay, or note the living things you won't find in the Bay because of high salinity.
- High salinity levels of southern part of the Bay, particularly Hamelin Pool and how this is relevant to the biology of Shark Bay.
- How this evolution of the Shark Bay embayment has created metahaline and hypersaline zones in the Bay, each with their own set of distinctive organisms and carbonate facies.
- How high salinity levels in the southern parts of the Bay are the key to the area's uniqueness.
- How the seagrass beds and sedimentary processes create natural barriers to sea water intrusion into the Shark Bay gulfs, and how this creates the Bay's unusual salinity gradient.
- The Bay's unusual salinity regime: the stability of the salinity gradient and the three salinity zones, how these gradients are largely consistent through the seasons, and how they control levels of species diversity in the Bay.
- The high salinities and the salinity zones in the Bay mean there is a high diversity of habitats and associated fauna that change as you go up the Bay.

1.4.3.3 Shellfish

- Awareness that shells are made by animals!
- Appreciation that Shark Bay is a paradise for bivalve shellfish; WA is short on sheltered waters - there are very few large embayments - and bivalve shellfish need sheltered waters. This area is incredible in terms of diversity and abundance of bivalve species - nothing else on our coast rivals what we've got in Shark Bay.
- The abundance of shellfish in Shark Bay means that the environment is very good for them: there is lots of plankton and the temperature is right for breeding. And the low water circulation in the Bay means shellfish tend to stay and concentrate in the Bay. Shark Bay is also either the northern or southern distribution limit for many species.
- Shark Bay has number of unique phenomena relating to shellfish. For example, at the southeast end of Bernier Island, there is an abundance of small Giant Clams snuggled into reefs and rock platforms - this doesn't occur anywhere else in WA.
- Appreciation that South Passage is a very interesting area from a shellfish perspective: the waters shift rapidly from rough seas to sheltered calm waters, and the salinity also changes quite rapidly. Because of this the shellfish species change from one end of the passage to the next. Many species have been found in South Passage that haven't been found elsewhere in Shark Bay.

1.4.3.4 Stromatolites

- Better knowledge of stromatolites and *Fragum erugatum* (Shell Beach) - existing interpretation can be much improved.

- Improved understanding of stromatolites and microbial mats; how they are the result of interactions between a very primitive group of organisms, the sedimentary environment, wave action and water chemistry.
- Decreased emphasis on Hamelin Pool stromatolites being very similar to ancient Precambrian life forms - this is currently being disputed.
- Better contextual understanding of stromatolites.

1.4.3.5 Bathymetry and Hydrology

- Knowledge of the Bay's unique bathymetry - this can be achieved using three dimensional models of the Bay.
- The uniquely long retention time of the Bay: in the southern portions of the Bay, water hangs around for months before it flushes out to sea.
- That the Leeuwin Current doesn't intrude into the Bay's gulfs, and the effects this has on temperature gradients and marine ecology in the Bay (can use a mosaic of infrared photos showing how water temperature in the Bay changes with the seasons).
- Awareness that Shark Bay is one of the largest embayments of water in Australia.
- The results of research being conducted in the Bay, eg. hydrographic conditions and how they drive eggs and larvae distribution, the effects of salinity and how it affects the distribution of marine organisms.

1.4.4 Flora

- The significance of the Southwest and Eremean botanical provinces intersecting in Shark Bay - creates an area of high biological diversity, as there are many species which reach their northern or southern distribution limits in Shark Bay.
- The significance of the large transition zone where the two botanical provinces overlap - unique in Australia, this phenomena helps us to understand the factors that affect plant distribution and abundance.
Appreciation for some of the more obscure natural values in Shark Bay, such as the 'tree heath' phenomena.
- The Tree Heath phenomena within the zone of botanical overlap - shrubs reach a gigantic size here for some unknown reason.
- Coastal mangroves are at their southern limit in Shark Bay - why this is significant.
- Shark Bay is home to many rare and endemic plant and animal species (and why).
- Birridas have unique geology (not really found outside of Shark Bay) and interesting floral composition: some of the plant species which occur on the birridas are endemic.

1.4.5 Fauna

- Knowledge of the endemic species which occur in Shark Bay, such as the Shark Bay sea snake.
- Increased understanding of the terrestrial environment and the animals it supports.
- Increased awareness and understanding of Dugongs and other marine life besides dolphins.
- Awareness of the different types of animals that are found here, and what animals are likely to be seen by visitors.
- Better understanding of turtles - their biology, ecology and distribution.

1.4.5.1 Dugongs

- Appreciation that Shark Bay hosts an internationally significant population of Dugongs: ours is one the three most important Dugong populations in the world, and possibly the second largest.
- Understanding that Dugongs are a unique species: their only modern relatives are Manatees and the extinct Steller's Sea Cow.
- Awareness that Dugong's are threatened globally, and that the Australian populations are the last safe Dugong populations in the world (although Queensland populations have recently had a large reduction in numbers, and there is little known about how populations are doing in the top end).
- Appreciation that Shark Bay is a very important place for Dugongs:
 - The most stable and safe Dugong population that we know of in the world is in Shark Bay.
 - Dugongs are at the southernmost limit of their range in Shark Bay.
 - Shark Bay, because of its shallow waters and sheltered bays, supports very important seagrass habitats that the Dugongs rely on for food.

- Dugongs occur in large numbers in Shark Bay because of the great abundance of seagrass found here.
- Awareness that Dugong's needs change with the season; they use different parts of the Bay during different times of the year - management should be geared to take this into consideration.
- Awareness that the major threats to Dugong populations are: getting caught in fishing nets, hunting (no longer an issue in Australia), habitat loss and pollution.
- Understanding with respect to Shark Bay's Dugongs: their population status, and the fact that they are one of the world's largest, relatively unhunted Dugong populations.

1.4.6 Fragility of Shark Bay's Environment

- How fragile the terrestrial environment is, and the cumulative effects of human activity: fire, grazing, weeds, clearing, etc.
- Understanding of the vulnerability of fish stocks in the area
- Many of Shark Bay's natural values are very fragile and vulnerable.
- The consequences/impacts of human visitation - the fragility of Shark Bay ecosystems
- Appreciate that Shark Bay has a fragile environment, on both land and in the sea, and needs to be looked after and handled with kid gloves.
- Sensitivity of many of the sites to environmental impact and where the sensitive sites are.
- Educate people so they appreciate the sensitivity of the environment
 - Because of the loose soils and strong southerly winds erosion is very big problem here.
 - If you drive off the track or pull up a tree, you will potentially create an erosion problem.
- Appreciation that Shark Bay's arid environment is fragile.
- Appreciation for how fragile the Shark Bay area is: to retain the area's attraction people have to be made aware that they can't just go anywhere - particularly those in 4WDs - and WHY. There are also places in the water where people shouldn't go - boating activity can interfere with commercial fishing and disturb marine life.
- Appreciation for the fragility of the area - people's activity must be strictly controlled (eg. shell collecting is a problem when people take live animals).
- Appreciation for how fragile this country is, that if it is damaged (eg. by vehicles, fire, pedestrians), it takes a very long time to reestablish (maybe 50 - 60 years). With the area having such low rainfall, some vegetation communities may take 100+ years to recover because of low seed stocks and high wind erosion.

1.4.7 Threatened Species & Threatening Processes

- Shark Bay is home to many rare and endangered species.

1.4.7.1 Extinction and Threats

- Awareness of the declines and extinctions of terrestrial fauna that have occurred in Australia since European occupation; understanding of the degree of threat posed to many of those mammals that remain.
- The very small number of mammals that are now present on the Australian continent, relative to that which occurred historically - the history/story of mammalian decline and extinction on the Australian continent.
- Appreciation of the far reaching effects that losing native fauna and introducing exotic fauna has on ecosystems
- The effects of livestock on soils and vegetation (compact soils, cause erosion and change vegetation), as well as the effects of removing native animals (loss of burrowing animals, native plant pollinators, etc.).
- Recognition of how much change there has been in the environment since European settlement:
 - The outback isn't just a vast emptiness, it was once crawling with fauna which are now extinct or nearly so.
 - Most Australians don't know what the original Australian fauna looked like.
 - Interpretation should illustrate what Australia used to look like – there was a lot more fauna here than just emus and kangaroos.
- Feral animals - where they came from and their impacts
- The damage feral cats and foxes have done to Australian ecosystems and fauna.
- Awareness of the vulnerability of native fauna to exotic invaders, particularly the fox and the cat, and understanding of invasive species and their role in the ecosystem.

- Appreciation of the effects the pastoral industry has had on Shark Bay - Peron is an area that is recovering from livestock use; problems associated with feral goats and goat control.

1.4.7.2 Threatened Species Recovery in Shark Bay

- There are three mammal reintroduction areas in SBHWA: Peron, Heirisson Prong and Faure - this is a very important area for endangered species.
- Awareness of the importance of Shark Bay to the survival of threatened species and the recovery of mammalian fauna (three different agencies are working on recovering mammalian fauna in Shark Bay), particularly the importance of islands such as Bernier and Dorre and the reintroduction programme at Faure (Australian Wildlife Conservancy).
- The feral-proof fence and why it is important to the survival of some Australia's most endangered species.
- Appreciation of the potential of pastoral islands and peninsulas as sites for reintroduction of threatened species - Shark Bay presents a fairly unique situation in Australia in this regard.
- Awareness of the conservation significance of Salutation and Baudin Islands.
- Appreciation that reintroducing populations of threatened species to mainland Shark Bay allows us to study them in an accessible place and look at their biology; creating additional populations of threatened species also provides the species with added security.

1.4.7.3 Bernier and Dorre Islands

- Awareness that Bernier and Dorre Islands are home to 5 of Australia's 26 endangered mammals.
- The importance of offshore islands in preserving endangered species, and the vulnerability of these islands.
- The value of Bernier and Dorre Islands - from a mammalian perspective - in a national and international context, in terms of both their intrinsic value because they support some of the world's most endangered mammal species, and their value in restocking other parts of the Australian continent with species which have become extinct on the mainland as a result of European settlement. Interpretation and knowledge in this area needs improvement.
- Appreciation of how special Bernier and Dorre Islands are, with respect to their refuge value for threatened fauna.
- Increase community ownership of Bernier and Dorre Islands as important refuges for endangered fauna.
- Locals to appreciate how important Bernier and Dorre are as nature reserves, that we've so far been lucky that nothing has happened to wipe out the rare and endangered native fauna on these islands.
- Appreciation of Shark Bay's threatened fauna, and how important Bernier and Dorre Islands are to these species.
- Awareness of the risks associated with people visiting islands populated by threatened species. For example: the introduction of house mice to Thevenard Island by fishing vessels, and the possible introduction of bandicoot viral disease to Bernier Island by researchers. There is a lot of pressure to open these islands to access - these are the consequences.
- Awareness that Bernier and Dorre Islands have very unique marsupial populations because they are cat and fox free.

1.4.7.4 Project Eden

- Recognition of the difficulty of Project Eden's task (reintroducing native animals, eliminating ferals).
- Use Project Eden to explain the processes which are endangering all of arid Australia (eg. the effect of changing water availability on the abundance and distribution of feral herbivores and predators; the fragility of arid environments to change-including degradation of soil characteristics and vegetation/habitat by hooved animals, changed fire regimes; the understanding that the ecosystems do not work on an annual cycle, but much longer drought length cycles related to el Nino effects, of 3 – 10 years).
- Recognition that what Project Eden is learning on Peron will be relevant to conservation all across arid Australia.
- Understanding the vastness and complexities of the problems related to trying to reintroduce native animals – there isn't a single simple solution, but we're working on it, and doing the best we can.
- Awareness that there are different factors compounding extinctions of native fauna in different areas (eg. if you have dense vegetation, cats and foxes may not be such a big issue, but add grazing to the situation and with the resultant loss of cover and food for native animals, cats and foxes suddenly become a serious problem).
- Need to look at what complex of factors can be manipulated to bring about recovery of native fauna.

- Endangered species on Bernier and Dorre Islands, and those captive bred at the Peron Breeding Centre and released on Peron peninsula constitute one of the World Heritage values
- Information about these species and what Project Eden is doing to save them needs to be made more accessible.
- Awareness of what Project Eden is and idea behind it.

1.4.7.5 Useless Loop Community Biosphere Project

- Increase awareness of the Useless Loop Biosphere Project; the project needs more publicity targeted at the general public; need dollars to cover the cost of conservation – conservation doesn't happen free of charge! Even with volunteers you need equipment and materials.
- Improve awareness of the Useless Loop Biosphere Project and its significance - the project is an impetus for a lot of good things.
- Would like people to be aware of the Useless Loop Community Biosphere Project.

1.5 Management

1.5.1 Fisheries

1.5.1.1 Fish Habitat

- Importance of habitats - such as seagrass - as nursery areas and sources of nutrients.
- Understanding of fish habitat and that Shark Bay contains a variety of different fish habitats, many of which are important nurseries for fish stocks.
- Understanding the Leeuwin current and its effect on fisheries, eg. the strength of the current varies year to year, and may favour different species when at different strengths (eg. prawns or scallops).
- For those who are only interested in fishing, give them a better understanding as to why the fishing is good in Shark Bay, why the snapper are here.
- Broaden people's perspective: what makes Shark Bay work, what provides the fish, and how and why are the fish there? This would be a major step forward, and would increase a sense of responsibility and stewardship for the area.

1.5.1.2 Snapper

- Knowledge that there are different stocks of pink snapper in the Bay, and that pink snapper are one of the World Heritage attributes - the importance pink snapper stocks in Shark Bay.
- Knowledge of there being three genetically distinct assemblages of Pink Snapper in the Bay which are unique in the world. The level of genetic separation found in pink snapper may also be evident in other species (such as black snapper), but it hasn't been researched yet.
- The snapper story - the history of the snapper fishing industry, what research tells us about the status of snapper populations, and what this means for the fishing industry today.
- Understanding that snapper are the top marine predators in Shark Bay, and their decline/removal has profound impacts on the marine ecology and the abundance and distribution of other marine organisms.
- The ecology of key marine species (life history, habitat requirements, etc.), and how management is structured around this. Eg. how snapper use different parts of the marine environment at different times, and how the prawn fisheries is managed around snapper behaviour.
- Decreases in snapper stocks have been caused by escalation in recreational fishing with increased access.

1.5.1.3 Management and Conservation

- Everybody - commercial and recreational- has an affect on fish stocks; everybody needs to work together to ensure fish stocks are maintained into the future.
- The importance of 'no take' zones for fishing.
- Reduced emphasis on fishing.
- Reduced focus on catching volumes of fish.
- Understanding that we need a different approach to how things are done here, compared to the old unsustainable ways.
- Awareness of Catch Care and Fish for the Future messages
- People should appreciate that fish populations in the narrow inlet channels are very vulnerable to being fished out; the inlet channels are very fragile environments.

- Understanding that you can't have your cake and eat it too: enjoy the Shark Bay experience without filling your freezer with fish - fish stocks can't sustain this type of fishing. Quantity vs quality.
- Awareness of how fish stocks are managed and why.
- Understanding of the rationale behind management measures, e.g. area and seasonal closures that are implemented to protect spawning fish aggregations.
- Why fishing regulations exist and why management is the way it is.
- Need visitors and residents alike to respect and understand the fisheries regulations; this requires constant education; the regulations are there for everybody's benefit in the long run.
- Understanding and support for fisheries management.
- Awareness of what the fishing regulations are and appreciation of the rationale behind the regulations - target tourists and both recreational and commercial fishermen.
- Understanding that artificial fish stocking is not the answer to increased fishing pressure
 - Stocking has been shown not to work in other areas
 - Stocking is enormously costly in relation to the number of fish that can be produced
 - Stocking may damage the marine ecology of the Bay and negatively affect other species - not appropriate in a World Heritage area.

1.5.1.4 Commercial Fishing

- Appreciation that fishing is part of Shark Bay's heritage, and continues to play an important part in the local economy.
- Respect and sensitivity for Shark Bay's original community and fishing heritage - locals and fishermen already feel pushed out by tourism.
- Understanding of how Shark Bay's commercial fisheries work and are managed, and appreciation that these fisheries are well managed and looked after for future generations.
- Understanding of the local commercial fisheries
 - Net fishermen know what they are catching - they are not indiscriminately catching fish they're not going to keep, because if they catch the wrong fish (eg. tailor or sharks) their nets will get wrecked.
 - Commercial fishermen manage the resource well.
 - This knowledge is passed down through the generations.
 - These fishermen are concerned about future generations, and maintaining fish stocks into the future.
- People need to know how Shark Bay fisherman catch fish: commercial fishermen get a lot of flack from recreational sector, and everyone blames commercial fishing for problems with fish stocks.
- Appreciation that Shark Bay hosts a sustainable local fishery that has been looked after for 50-70 years (since pearling finished).
 - Fisherman have looked after Shark Bay fish stocks and fish habitat.
 - The Shark Bay fisheries is the best managed in Australia, so much so that local fishermen have been charged with drawing up their management plan; this shows the faith government agencies have in the local fishermen.
- Appreciation for the traditional net fishermen, and how their industry came to be.
- The boating fraternity should be made aware that commercial fishing in Shark Bay uses a special technique - the fish can be scared off by boating activity; it's very easy for recreational boaters to interfere with local commercial fishermen.

1.5.1.5 Trawling

- Awareness that Shark Bay is the most important area in the state for prawn and scallop fisheries, and that the area constitutes a high proportion (10%) of the state's commercial prawn and scallop catches (~40-50 million dollar a year industry).
 - The Shark Bay commercial trawl fisheries have been managed for many years - long before World Heritage listing was even thought of.
 - South of Cape Peron and Bellefin were closed to trawling in the 1960s to protect fish (prawn and other species) nurseries.
 - Shark Bay was home to the first limited entry prawn fishery in the world, and is recognised internationally for its research and management.
- Understanding that prawn trawling is having an impact on the marine environment - it is affecting juvenile fish, seagrass beds and sea snakes.

1.5.1.6 Aquaculture

- Understanding that aquaculture is a legitimate industry in Shark Bay.
- Knowledge of the aquaculture industry - particularly pearling - with respect to:
 - The nature of the industry
 - Benefits and value of the industry
 - Measures taken to minimise adverse impacts of the industry
 - How the public consultation process works, and how the public have input into decision making processes - everyone can have a say.
- Knowledge of Shark Bay being home to WA's first pearling industry (pearl shell) - and that Denham was built around pearling. The first Fisheries office in the state was set up in Shark Bay under the Pearling Act in the 1900s. Pearlery were largely of Malay and Aboriginal origin.

1.5.2 Human Impacts

- Appreciation among visitors that they are in a World Heritage area, and have a full family responsibility to respect what they see and look after it; that way, if the visitors are lucky, the special features of the area might just still be here when they get back.
- Shark Bay is a world class locality, and if we take measures to minimise our impact, we will be able to deal with the likely increase in visitation that occurs as a result of World Heritage status.
- Respect for the area and recognition that people/visitors are having an impact on the area.
- Visitors have an impact on the environment; however, these impacts can be managed to a point.
- Knowledge and understanding of what appropriate behaviour is in Shark Bay.
- Awareness of what behaviours are appropriate when visiting Shark Bay.
- Increased awareness of conservation values: shift visitor attitude from a 'take' mentality to a greater appreciation of the conservation values in the Bay, particularly marine values (eg. world's largest seagrass beds, stromatolites, etc).
- Appreciation of how management and regulation of human activity in the Bay will benefit people in the long term.
- Appreciation of rationale behind management plans and access restrictions.
- Visitors should be aware of appropriate behaviour when visiting Shark Bay or traversing Shark Bay Resources' property; more signage is needed.
- Would like visitors to leave Shark Bay feeling that the area is being looked after environmentally.
- We are a growing population, need individuals to feel that their contribution makes a difference.
- People need to be made aware of what appropriate behaviour is, and what the regulations are - need detailed guidelines that communicate what inappropriate behaviours are and why.
- Appreciation of how much visitation has increased: in 1992, there were 30,000 visitors to Peron National Park, and now we get 130,000 - this has an impact.
- Help us to understand ourselves within the natural environment, particularly within National Parks; visitor experience should include annual interpretive programs - need funding and staff that are enthusiastic.

1.5.2.1 Marine

- Awareness of when turtles are nesting, and understanding as to why people shouldn't drive on beaches during these times.
- Awareness that the second biggest killer of marine life in WA is plastic bags – marine life consume them and die.
- Understanding of the effect of plastics and fishing line on marine and bird life.
- Appreciation of the need to avoid and slow down over shallow seagrass beds to in order to avoid hitting marine animals.
- Understanding of boating speed limits.
- Awareness of the damage that boats can cause to seagrass beds.
- Awareness of Marine Park zoning and appreciation for why the zoning exists, ie. the rationale behind the zoning.

1.5.2.2 Land

- Awareness of the damage that can be caused by firewood collection, litter, camping, etc.
- Appreciation that vehicle tracks are routed to minimise impact on dunes - therefore do not try to create new short cuts.
- Awareness of the need to protect access tracks and the environment

- Awareness that station tracks are not for public access.

1.5.3 Monkey Mia

- Improve visitor understanding of what to expect before they arrive at MMR (ie. can't touch or feed dolphins, must pay to get into MMR, etc.) - just past overlander should be an inviting pull off providing info on world heritage, MMR, fee structure, etc. - must be impressive enough that people will want to come in.
- Other sites around MMR - pearl farm, walking trail, red bluff, charter boat cruises.
- The history of MMR: eg. in 1900 2000 people here.
- Recognition that before the dolphins and tourism, Monkey Mia's original use was fishing; that Monkey Mia is still used for commercial fishing as well as for tourism.
- Increase knowledge and awareness of the birdlife at Monkey Mia reserve via beachwalks, etc.
- Ecological values of the Shark Bay area, marine and terrestrial.

1.5.3.1 Regulation and Management

- Better understanding of why the dolphin interaction regulations exist.
- Knowledge of the fishing regulations in the MMR - this is a marine park.
- The dolphin interaction rules
- The no fishing/swimming areas
- That there is a fee for entry to Monkey Mia (inform visitors well before they get to MMR)
- Rationale behind the feeding program (why its limited)
We are one of the most researched bodies of water in the world -
- Visitors should have the right expectations before they arrive at Monkey Mia.
- Monkey Mia is the number one spot in the world for dolphin and tiger shark research - Shark Bay is also the site of a lot of other research, including studies on dugongs and rays.
- Awareness that dolphins cannot be touched - ensure visitors have the right expectations before they get here.

1.5.3.2 Fees

- Appreciation as to why there are fees to enter Monkey Mia and the National Park, and where the money goes.
- Understanding of the fee structure for Monkey Mia
- Resort and CALM are separate - that's why the MMR fee isn't included in the resort fees
- Awareness that fees apply at Monkey Mia reserve before visitors get here.

1.5.4 Sustainability

- How global warming/climate change will affect and change Shark Bay
- The renewable energy technologies being used in Shark Bay (ie. wind turbines).
- Message of sustainability - what is sustainability, why it is important - particularly in Shark Bay, and measures that are being taken to promote sustainability in the Bay that can also be employed elsewhere in Australia.
- Sustainability, what it means and why it is important.
- Non-sustainable industry has the potential to destroy World Heritage values in Shark Bay - that it may affect a site that is of enormous natural value on a global scale.
- Awareness that Denham has the first radio-controlled wind turbines in Australia; these turbines produce up to 75% of our power.
- Understanding among locals that ecotourism in Shark Bay can be sustainable, and that the community will benefit through financial gain.

1.6 Pastoralism

- Appreciation that stations are private property and other people's livelihoods depend on them; visitors should be aware that if they interfere with fences, gates or mills, they may let stock out or cut animals off from water.
- Awareness that Carrarang Station is a working stock station.

1.7 Tourism

- Appreciation that local operators can provide local flavour, knowledge and a quality experience.
- Knowledge of where Shark Bay is heading, particularly with the new World Heritage interpretive centre.
- Locals need greater understanding of the tourism industry; tourism, directly or indirectly, is beneficial to us all, and we all depend on tourism.
- Would like people to have a clear picture of Shark Bay has to offer.
- Make people aware of all the things that are special about Shark Bay, so they will want to share their experiences.
- Awareness that its an adventure to go to Shark Bay. There is room to cater for the more adventurous in Shark Bay; there can be some element of hardship in the Shark Bay experience - don't just come here to smell the roses, get down and dirty! Shark Bay can offer this sort of experience but people need to be made aware of it.

1.7.1 Safety

- Appreciation that western Shark Bay is a really remote, really dangerous area - you can die very easily in this environment; eg. fishermen getting washed away by king waves. Medical assistance is not readily available.
- Recognition of the risks associated with travelling through the remote sections of Shark Bay.
- Awareness that there hasn't been a shark attack in the Bay since 1883.

1.7.2 Visitor Expectation

- People should be aware of what to expect before they come to Shark Bay; this will ensure people are coming here for the right reasons, and that their expectations match the reality.
- Understanding that great natural value does not necessarily translate into great scenic value - need to change visitor expectation before they get here.
- Visitors should have an understanding of what to expect when they reach Edel Land: no firewood, no driving on beaches during turtle nesting season; must stay on designated tracks, etc.
- Create more accurate expectations of the area; eg. visitors expect fabulous beaches in Shark Bay, but in reality, they're not all that great. Don't build up expectation through overpromotion of the area when there is a lack of facilities and infrastructure.
- Appreciation that Shark Bay is a remote area, and that visitors should not come here with city expectations, ie. there is no doctor, hospital or chemist in town; visitors shouldn't abuse the locals when they become frustrated by the lack of facilities.
- People's perceptions don't match the reality of what is here. Need to convey the big picture, people don't even know what the stromatolites look like.
- Appreciation that because Shark Bay is an arid area, you have to conduct yourself differently and put up with different things (flies, heat); if you can do this, you will open yourself up to see the intangible parts of the Bay, its beauty, etc.

1.8 Miscellaneous

1.8.1 Geography

- Awareness of where Shark Bay and Denham are; people think Shark Bay, Denham and Monkey Mia are all separate and unrelated towns.
- Improve awareness of where Shark Bay and Denham are: people know where Monkey Mia is, but not Shark Bay or Denham.
- Very few people have heard of Denham.
- Understanding of how much time is needed to properly experience Shark Bay, and appreciation of the distances involved – Europeans have no understanding of scale; Shark Bay is not an easy place to see in a short amount of time.
- The size and pristine nature of Shark Bay - put things into perspective
- Visitors can travel only nine hours from Perth and have a real northwestern experience by coming to Shark Bay.

- Understanding of Shark Bay's geography - people ask which bay is Shark Bay, or they think Shark Bay is a town; need to make people understand that Shark Bay is a vast expanse of land and sea which is 22,000 sq km in size, with some 1500 km of coastline.
- Appreciation of the amount of coastline there is in Shark Bay: it is about 100 miles from Steep Point to Carnarvon as the crow flies, but following the coastline it is about 2000 miles.
- Appreciation of Shark Bay's wilderness value: the size and vastness of Shark Bay.
- Improved knowledge of where Denham is - most people have heard of Shark Bay, but not Denham, even people born and bred in Perth.
- Appreciation of how isolated Shark Bay used to be; how road access was limited to a limestone track that became impassable in wet weather.
- Knowledge of the National Parks and reserves in the area.
- Awareness of where the World Heritage boundaries are.
- Shark Bay has an identity, but Denham doesn't, despite being the most westerly town on Australia's west coast.
- Recognition that you can access the World Heritage area from Carnarvon: Carnarvon needs interpretive material at its end.
- Better geographical awareness of where Shark Bay is and how you get there.
 - Many people go past the turn-off - need better information at both Kalbarri and Carnarvon.
 - A lot of people don't realise Monkey Mia is in Shark Bay - again, they drive past the turn-off - should have a sign saying Monkey Mia at the turn-off.
 - a lot of people arrive in Kalbarri or Carnarvon thinking they can get a boat to Shark Bay.
- Need to educate tourists and locals alike on where Shark Bay is and why it is special; education is very important - there are a lot of people in Perth who haven't been to Shark Bay. People know Monkey Mia, but not Shark Bay.

1.8.2 Weather

- The mildness and consistency of the Shark Bay climate should be stressed.
- Weather-wise, people lump Shark Bay together with the Pilbara and the Kimberley - people avoid the place in summer because they think it's affected by the monsoon and intense heat; this is despite the fact that Kalbarri, which is just south of Shark Bay, has its busiest season in the summer.
- Need to make people appreciate that the weather in Shark Bay is a lot milder in the summer than they think; that Shark Bay has a better climate than Geraldton or Kalbarri.
- Awareness that Shark Bay has a LONG season, not just a winter season.
- Awareness that different activities can be enjoyed in different weather conditions; build weather into activity programs and provide alternatives for different conditions.
- Appreciation that Shark Bay has many areas to offer tourists, and different places that are suitable during different wind conditions.
- Awareness that Denham probably has fewer days over 100 degrees than Perth does.

1.8.3 Useless Loop

- Shark Bay residents should have more information about and access to Useless Loop Salt Works, to reduce the amount of misinformation being spread around; what is going on at the Loop and why.

1.8.4 Interpretation

- Recognition that interpretation is an art form which adds value (personal/human element) to education - human ecology.

1.8.5 Drinking Water

- Understanding that drinking water is not readily available:
 - People can't find drinking water; need to identify where people can get water, and how to get to the Water Corp.
 - Explain why water is not readily available, that it is produced at high cost by a desalination plant; how every house has two supplies.
 - Explain that outside of Denham, there are no WaterCorp water supplies, that the water is supplied and managed by the various local properties.

2 Are their places in the World Heritage area where you want to encourage or discourage access?

- Provide opportunities/infrastructure to expose visitors to the pastoral industry (the real thing!).
- It is important to impart knowledge to others - need to provide sites where this knowledge can be effectively conveyed (Gregory's Lookout at Jurien is a good example).
- Encourage some access to locations where Dugongs and other marine life can be viewed.
- Carnarvon doesn't acknowledge that they are on the doorstep of a World Heritage area, because it is difficult for them to access and interact with the World Heritage values (with the exception of Bernier and Dorre Islands, and visitation there should be discouraged).

2.1 General

- Visitor pressure in Shark Bay is now so large that its impact is becoming enormous, particularly on the west side (Edel Land, Tamala, etc.) . Need to opt for a more managed experience in Shark Bay, and move away from indiscriminate free access to all areas (there are now too many people to sustain that sort of use).
- Eagle Bluff is a good example of an area where a sensitive environment is protected by managing access.
- Don't build high cost, high maintenance structures like the Eagle Bluff boardwalk: these developments are awful, expensive and ruin the natural feel of the place.
- Accept that you cannot eliminate visitor impact without high cost - accept certain level of degradation/erosion of areas being visited.—Eg if a walk track gets damaged, it can be closed off and another spot used while the damaged one naturally regenerates. An education process explaining the damage, consequences and disadvantages created. Eg The stromatolites are not a hardy structure, here's a recent photo of tracks left by a cart almost a century ago, lots of traffic would soon degrade the stromatolites.
- Exploration of some of the areas that relatively inaccessible to the average person (requires boat or 4WD) could be encouraged by the conduct of supported field trips/studies.
- Where possible try to make access possible, but be mindful of impacts - you can have virtual access in some cases (eg. Bernier and Dorre Islands).
- There should be some form of equity of access to the area; everyone, rich and poor, should be able to enjoy the place. Virtual interpretation is important for this reason - it will allow enjoyment of Shark Bay for those who can't get to places.
- People should be exposed to Shark Bay's special features, both on the ground, and on the website (virtual experience).

2.1.1 Carrying Capacity

- The greatest damage to the World Heritage area is now being caused by people pressure – need to find a balance between promoting the area to increase visitation, and ensuring the place doesn't get wrecked.
 - Need to control the number of people in the World Heritage area at any given time.
 - Businesses should accept a cap on visitors/business.
 - Need to slow down and find a level of visitation/tourism which will allow the community to survive comfortably.
- Need to think about how much access Shark Bay can sustain, determine what the carrying capacity is for different areas before encouraging more visitation.
- Shark Bay is probably overpopulated/overcapacity on a seasonal basis. We need to carefully think about the access we should provide.
- Carrying capacity will eventually be an issue; at the moment visitor numbers are limited by the limited availability of accommodation.
- We need to address carrying capacity - we don't know what the landscape can handle in terms of visitation.
- Fisheries has done projects on what future visitor numbers are likely to be, and the results are frightening; these figures and what they mean need to be conveyed to all agencies working in the area, and we need to think about where we are going to put all of these people.
- Carrying capacity is a major issue.

- Determination of carrying capacity in Shark Bay is very important - the precautionary principle should be applied.
- Must ensure that people/managers understand that visitors have impacts, that these impacts can be managed to a point, but not indefinitely - there has to be a limit to visitation!
- Aim for quality over quantity in terms of visitor numbers - need to look at how many visitors the Bay can accommodate - there are already too many people from a sustainability point of view.
- The issue of carrying capacity needs to be addressed:
 - How many boats are out there
 - How many boats overnight, where do they anchor, are they allowed to discharge sewage, etc.
- Visitor numbers are now so high that greater fisheries protection measures must be put into place and the level of regulation increased. The Bay has a set carrying capacity for fishing, and we have to live within these bounds.
- Carrying capacity for visitors is an issue that needs to be addressed.

2.1.2 Access Zoning

- Need an overriding vision for access in the Bay, with staggered access and development defined. Need pro-active, not reactive designation of access and use zoning.
- People should be made to understand that there are a spectrum of possibilities with respect to conservation: some areas have to be fully protected/locked away with access restricted, others can sustain intense use and recreation and therefore have full access. Shark Bay is an area that needs a range of different conservation approaches.
- Different areas have different degrees of conservation value: management should reflect this and range between full protection and full use.
- Shark Bay should be managed with a spectrum of management zones: wise use should be promoted by assessing conservation needs on a site by site basis. Zones should be defined not by what visitors cannot do, but by what they can do in these areas.
- A plan should be developed for the area which looks at zoning – a small percentage with high traffic sacrificed to ensure the rest is protected – educate people at the high traffic nodes.
- Some areas should be protected by making it difficult to access them; other areas should be used as focal points and channels for traffic.
- Provide well developed interpretive focal points that will draw 80% of the visitors.
- Also have access to remoter areas which is 4WD only, in addition to totally remote areas with no vehicle access.
- All access needs to be well thought out so we don't have open access to all areas; visitation always has significant effects on the environment; need to try to contain visitation to the most appropriate areas.
- Some areas need to be earmarked for destruction (eg. some of the sand dune areas), so that destructive activities are contained within these areas.
- Need an overall World Heritage Management plan as a planning base before access zones can be adequately identified.
- Areas of very high conservation value should allow limited access, but only with guided operators or with special permits - visitors should be given the option to buy the right to see certain highly sensitive features. Eg. Stromatolite site near Gladstone and Blue Holes - only guided, specially permitted access should be allowed.
- Dedicate areas and pathways to tourist traffic.
- Visitor behaviour should be strongly influenced on the basis of management zoning for the area.
- Need some areas left without access: have zoning for access levels.
- Some areas should be maintained as wilderness - particularly the southern areas: no road up the coast from Kalbarri!

2.1.3 Access is Sufficient

- Access around the area is presently sufficient.
- There is plenty of access for those who live in the Bay
- Should not increase marine or terrestrial access beyond that which already exists.
- Don't encourage access outside of what exists.
- Existing access is sufficient.
- By opening up more areas to public access, more money and resources will be required to make sure that management plans are adhered to, and the environment will be put at greater risk.
- Limited access to marine areas is preferred because it means less patrolling and policing is required, therefore is less of a drain on resources for regulatory bodies.

- Do not increase access to the marine environment - there is already too much fishing pressure, eg. discourage the development of more boat ramps in the area; a marina in Denham would have detrimental effects. Instead, focus on better managing those access points which exist already.
- Maybe fix up a couple of the existing boat ramps, but don't increase marine access.
- Wilderness values are very important - a lot of debate and careful consideration is required before opening up more areas.
- Access is currently pretty good for people who want to experience the Bay.

2.1.4 More Access is Desirable

- Increased access and ease of access should be supplied to all the interesting aspects of Shark Bay so that visitors will stay longer.
- Should facilitate visitor enjoyment of a greater diversity of sites in the area.
- Encourage people to visit and experience 'representative samples' of the World Heritage values.
- Should provide a diverse menu of experiences relevant to each of the major World Heritage values - in doing so maximise experience by providing an array of sites to visit, but minimise the impact (using tourist trails/corridors) to prevent conflict with other uses.
- Infrastructure does not exist to allow access to a lot of the Bay's natural attractions.
- Many more visitors who have non-exploitive interests can be accommodated in the Bay, particularly with respect to boat-based activity.
- There should be limits on how many tourists go to different areas – but there are a lot of opportunities for tourists on the water; the water is there for everyone to enjoy, not just a privileged few.
- Safari-style accommodation could be developed in some areas (eg. Cape Inscription on Dirk Hartog)
- More camping and day use areas could be accommodated if properly funded and managed.
- Land-based sites can be designed to accommodate more people by hardening surfaces and directing people to specific areas.
- Should open up Shark Bay to tourists and the world, but need to manage it.
- Controlled access to all areas actually helps with the education process: people need to see what they are potentially destroying to understand how to save it.
- Access should be encouraged everywhere with rangers and public education to manage degradation.

2.1.5 Controlling Access

- People should be kept out of the major sensitive areas, such as Turtle Bay on Dirk Hartog.
- Camping has impacts on the environment, so where people go and camp should be controlled.
- Need limited/controlled access to some places; with more and more people coming in we could end up loving the place to death; encourage visitation to a limit, but not so we lose what is great about the place – need a balance.
- Need controls in the form of defined vehicle tracks (2WD and 4WD) and walking trails which are maintained to a standard that ensures people won't try to cut new tracks.
- Rationalise existing tracks - provide better access to fewer areas.
- Access needs to be controlled in remote areas, along cliffs and at vantage points.
- Need to change culture away from the notion that indiscriminate free-for-all access is acceptable - there are now too many people/visitors for this sort of access.
- Some areas should be left without any access.
- Better access management is required- need controlled access to designated areas.
- Control free-for-all access - need to look at what levels and types of visitation areas can sustain from ecological and historical perspective, before access is opened up.
- Need to assess access on a case by case basis, and assess impacts and options; with boats, need to look at anchoring, toilet facilities, the effect of bow waves, etc.
- The whole of the Shark Bay area is very fragile and shallow - impacts of visitors and access should be very carefully monitored.
- If access is provided, it has to be done in a way that preserves what we are trying to protect.
- Access is OK as long as things are managed properly - monitor to make sure everyone disposes of their litter properly.
- Visitors should be managed so that the wilderness experience is maintained - Shark Bay should be seen as one of a set of ecowilderness destinations in the state.
- The more people who visit the area the more damage is done to vegetation, etc.; if one person tramples a plant, the result is inconsequential, however, if thousands of people are trampling plants, major damage will result, particularly as the new plants - needed to replace mature ones as they age - are trampled and killed. Sometimes people don't see that there is a problem.

- Should develop nodes of low key development along the Gasgoyne coastline, and direct and concentrate people in these places, rather than having people scattered all over the place, pitching their tents everywhere.
- Need more accommodation developments - studies have shown that restricting accommodation does not lower tourist numbers; we need to accommodate these people and influence their behavior to minimise their impact.
- Appropriate access for different sites should be determined by setting up working groups with different areas of expertise:
 - 1st group: scientific (scientists with a range of expertise in the area)
 - 2nd group: tourism (local businesses, residents, CALM, Fisheries)
 - 3rd group: impartial panel with an independent chair to mediate between the above groups.
- Access should be limited in areas until management plans are done - priority should always be protection of the World Heritage area.
- The more access provided, the more time, management and resources required to deal with the associated problems and maintenance.
- Need to look at sites very carefully before they are opened up to access - use qualified people to do assessments for artifacts, etc. and to ensure heritage values aren't damaged.
- But need to weigh up the benefits of improved access with visitor impacts.
- Need to control access and reduce the number of people going out there who don't know how to camp or 4WD properly; people who have traditionally camped in the area are usually well-behaved and don't camp in new areas. Need to ensure that people who go out on their own are well educated, otherwise they should be encouraged to opt for a 4WD tour.
- The fragility of the area and the great length of time it takes for areas to recover once damaged needs to be addressed with pedestrian and vehicle access.
- Maintain and improve existing access to give more people the opportunity to experience Shark Bay's hidden beauty - but must identify management needs and make sure damage is minimised (eg. avoid track braiding).
- Also need to recognise that some areas are inappropriate for access: Aboriginal sites, rare flora, turtle nesting sites, etc. These areas need to be identified, and people directed to less sensitive areas.
- Appreciate the need to have programs to protect existing coastal access - the coastal asset can be very quickly lost through overuse - can lose access through wind erosion and actually change the coastline; sandy soils are very vulnerable to erosion, and major rehabilitation is required to fix damaged sites. If soils are continually worked up by feet and vehicles, soils can't crust over and stabilise enough for plants to grow on them.
- Unrestricted access has resulted in great expanses where tons of soil material will be lost; this can happen very quickly with sandy soils exposed to wind and rain. Awareness of this needs to be promoted among visitors and the community.

2.1.6 Access Closures and Local Access

- Local community is worried that more access will be lost - not knowing what is happening with the access creates a lot of anxiety - why have an area sustained in its natural state if you can't see it.
- Locals don't want to see any areas closed off to access, but on the other hand, they don't want tourists accessing a lot of areas; don't want people fishing-out places.
- CALM needs to do a better job of explaining to residents why they've locked up certain areas, otherwise they will continue to alienate the community.
- Local access to tracks
 - Putting barriers across tracks causes people to go around the barriers and cut the locks.
 - If you want to discourage general access, just have unlocked gates, without signs.
 - Too many restrictions on access, locals are rebelling.
 - Have to control access, but without being too restrictive - give people more places to go and spread out the pressure more; encourage access to areas besides Peron National Park (eg., areas of L'haridon Bight).
- While access shouldn't be cut off it still needs to be controlled; need to reduce the number of tracks going to places - but ensure you can still get to all the places that currently have access.
- Need to have some places that only locals go to; should also allow for special local access to sites on some occasions, eg. allowing fires and net fishing at Little Lagoon during NAIDOC week, or for a once a year barbecue for the whole community.
- There are some areas where just the locals should recreate - have to respect local ownership of the area by allowing locals to have primacy of access, and areas which are not marked on tourist maps.
- Where you restrict people's access you have to have meaningful enforcement and education.

- If you have areas closed to general access, but allow special access for tour operators, some tour guests will create problems by returning to the area on their own, or telling others about these places.
- Access changes should be tabled to the community prior to decisions being made.
- If you deny access, you don't necessarily win the battle for changing peoples behaviour.

2.1.7 Marine Access

- Coral reefs and coves are also good for tourism and fishing.

2.1.7.1 Sanctuaries and Spawning Aggregations

- Access to spawning aggregations and marine sanctuary zones should be discouraged.
- Don't want people in fishing in some areas - it was good the Eastern gulf was closed to snapper fishing, but would like to see it opened again.
- Access to spawning aggregations and marine sanctuary zones should be discouraged.
- Restrict/eliminate access to fish spawning grounds during spawning periods.
- Discourage inappropriate access to sanctuary zones.
- People should avoid boating over very shallow seagrass beds, to prevent collisions with marine life and damage to seagrass beds.
- Marine sanctuary zones should be maintained.
- Big Lagoon should remain protected as it is, with no fishing allowed; too much boating in the lagoon could create problems (scare the fish); could possibly use charters to reduce the number of boats entering the area.

2.1.7.2 Snorkeling

- Coral Patches
 - There is not much coral in the Bay; what does exist is very important to recreational fisherman, but the only reason these spots don't get totally fished out is because visitors often don't know where to find them.
 - Coral shouldn't be made a major attraction of the area - they are very sensitive, and are only present in very small areas - these areas would very easily be decimated by fishermen.
 - Putting moorings in at coral patches will attract recreational fisherman, and cause these areas to be fished out.
 - Snorkelling/diving will conflict with recreational fishing.
 - Internal coral patches must be protected from spear fishing and over exploitation - too many cowboys - even if the irresponsible only make up 5% of the fishermen, they can have a big impact on the corals, because there is so little coral in the bay.
 - Any snorkel or dive trails would have to be very carefully researched; Big and Little Lagoons would be potential candidates for such trails.
 - Keep snorkel trails, etc. to inshore coral areas with 4WD access, leave other patches of boat-accessible coral in the Bay alone.
- Provide visitors with more snorkeling and diving opportunities -
 - Dirk Hartog has good coral and there is good diving at Steep Point, Levillain Shoals off Cape Inscription, and at Bernier and Dorre Islands.
 - There are many wrecks in Shark Bay - could locate some of these and use them as dive sites.
 - Most of these sights are probably too far to get to with conventional transport. (and high speed transport is a problem because of shallow water and the potential to hurt /kill dugongs); visitors generally don't want to do full day trips Shark Bay because their stays are too short.
 - Publicize snorkeling at Gregories on Peron.
- Would be good to have areas where fishing is discouraged or not allowed for snorkelers and divers to go to. Could have one near Denham, where people can keep an eye on it; consider the possibility of developing an artificial reef.
- Develop snorkeling trails where boat fishing and spear guns are not allowed.
- Keep snorkelling to a few areas to reduce impact on fish and fish habitat, eg. Gregories reef.
- Areas that aren't currently fished could be promoted for diving.
- Snorkeling at Big Lagoon should be encouraged; the deep channel is actually created by accumulated seagrass - nutrients from this accumulation are still leaching into the system.

2.1.7.3 Commercial Fishing

- Prawn trawling shouldn't be allowed, or at least reduced in the World Heritage area.
- Trawl fishing access is not allowed on seagrass or coral habitats which are subject to Fisheries closures.
- Prawn trawling should be kept out of the western gulf; trawlers should stay out of the snapper spawning grounds entirely.
- Beach seine fishing by the local community is sustainable and should be encouraged.
- Aquaculture
 - From an aquaculture perspective the aim is to maximise access to available water for use by aquaculturalists, as long as the aquaculture activity is sustainable and not detrimental to the environment or has a significant negative impact on other users –
 - Aquaculture in Shark Bay is generally not approved over seagrass beds or where it may affect charismatic megafauna (ie. dolphins and dugongs).
 - Effects of aquaculture proposals on access by other users is considered during the assessment process: aquaculture should not diminish rights of access for other users.

2.1.8 Land Access

- Realign Shark Bay Way so it provides more coastal vistas.
- Need well constructed roads for safety – improving safety reduces hassle for locals, particularly pastoralists.
- Improving road quality and improving access reduces management issues in between destinations – its in between destinations that people get into trouble and cause problems (ie. getting bogged, camping, trespassing).
- Should produce a key describing what types of roads are in Shark Bay, and what kind of vehicles can travel on them.
- Don't open up any more road access in the Bay beyond what already exists - don't open new roads in Peron.
- Make sure tracks are clear and that people stick to them.
- Some terrestrial areas have to be carefully managed to prevent human and traffic impacts.
- Community groups can get a lot of benefit out of being involved in Coastcare, in terms of improving and maintaining access.

2.1.8.1 4WD Access

- There are areas where there is too much 4WD access which is causing damage – the type and amount of access needs to be rationalised.
- Maintain access to different areas, but keep number of tracks to a minimum and minimise the amount of disturbance.
- Need to control 4WD access - people expect to be able to drive everywhere; this is particularly a problem along the eastern coastline.
- 4WD owners should not have free access to all sites: off road tracks should be rationalised.
- Discourage 'free-for-all' 4WD access; control 4WD access to limit environmental degradation.
- Restrict 4WD access to beaches.
- 4WD tracks should exist to get people somewhere, not just for the sake of off-roading as a recreational activity.
- Try to reduce off-road use and track damage.
- In areas where there are a lot of tracks, the non-all-weather tracks and short-cuts should be closed.
- 4WDs should be fenced out of sensitive areas, etc., but need to educate people as to why some places have to be fenced off; Shark Bay is a low rainfall and windy area, therefore vulnerable to erosion.
- Some areas must be maintained as 4WD only (eg. Carrarang) – 4WDs need places to go too.
- Maintain 4WD access only through Peron and up to Steep Point; people enjoy the adventure of the arduous journey.
- Steep Point and Cape Peron should remain 4WD access only.
- Some access that is 4WD only should remain that way.
- 4WD access
 - Every good location is already accessible.
 - Would like to see access to places people can get to by boat or recreational vehicle controlled and modified to prevent natural areas from getting wrecked. Eg. track at little lagoon is getting bigger and bigger because 2WD vehicles keep getting bogged down there.
 - Reduce the number of tracks going to places.

- Make people understand that there are places you just can't get to in a 2WD.
- Educate people on how to properly use a 4WD, so they're not always getting stuck (particularly with respect to tidal movements and birridas).
- Make people respect that they don't have the right to make a track just because they want to go look at something.
- Approach rent-a-car agencies about funding a multi-lingual pamphlet and/or video for the customers, explaining proper and responsible 4WD use; our environment and their vehicles are both getting damaged as a result of uneducated drivers - these companies need to take some responsibility. This could be done in coordination with some of the 4WD clubs, Track Care, Tread Lightly, etc.
- Need to make commercial 4WD tour operators more available/viable - but visitors don't know what the World Heritage values are, so they aren't seeking operators out - need to provide visitors with more information about the area's attractions at the CALM counter. Signs and posters in the front office with details of what features, what to do, what views/values at the Cape and on the Peninsula - also how to get there safely or alternatively what tour operators can take them.

2.1.8.2 2WD Access

- Road access has gradually improved (more 2WD access), and has been accompanied by more boat ramps and other facilities. This has improved access to the marine environment, increased fishing levels and put more pressure on fish stocks.
- Need a reasonable mix between 2WD, 4WD and pedestrian access
- Provide more 2WD access to a range of different sites
- Have improved and defined pedestrian access – many people need well-defined walk trails with signposting.
- Need more promotion of these things.
- Limited 2WD access should be provided to some areas; for example, consider allowing 2WD access to Big Lagoon.
- At the moment, there is nowhere we need to increase 2WD access - will only increase pressure on fish stocks and the environment (recreational fisherman are putting enormous pressures on fish stocks).
- Consider creating unsealed 2WD access to a couple of other places, eg. Red Bluff or Cape Rose.
- Need to carefully assess situation before increasing 2WD access anywhere.

2.1.9 Cultural Heritage Sites

- Short term stays.. e.g. one-two days maximum are best for the Maritime Heritage sites out of town.
- Would like to provide a place in Shark Bay where people can see and learn about Shark Bay's human history - a historical recreation of Old Shark Bay/Freshwater Camp.
- There are many old buildings that could be used for interpretation, such as the old Hamelin ruin.
- People should be kept away from Aboriginal heritage sites, to prevent vandalism and theft; most information on the Aboriginal history of the area should be provided at the Monkey Mia and World Heritage visitor centres.

2.2 Bernier and Dorre Islands

- Zero access should be allowed on Bernier and Dorre Islands - there is too much at risk.
- Bernier and Dorre
 - It is very important to strictly control access to Bernier and Dorre Islands, because the endangered animals that live on them cannot be replaced – they don't occur anywhere else in the world.
 - These islands are so fragile, their reserve status must be maintained and access limited.
 - If Project Eden works, there will be an opportunity to provide visitors with interpretation and access to some of Bernier and Dorre's endangered species on Peron – this way the islands won't be affected.
- No access should be allowed to Bernier and Dorre Islands - too much risk - one cat or rat could wipe out the islands' endangered animals - may result in total extinction of species.
- Should not allow day trips to Bernier and Dorre Islands; we need to explain the values of these islands in Carnarvon and discourage access - these islands are so precious and so important.
- Discouraging access to Bernier and Dorre is a major priority - there is too much at risk on these islands - if something happens to the endangered species living on the islands they cannot be replaced because they don't occur naturally anywhere else in the world.
- Bernier and Dorre Island should be no access zones.
- Dorre Island should be closed to access - but would require more staffing to enforce the closure.

- Bernier and Dorre Islands
 - Locals have been accessing these areas for a long time and will not stop.
 - There are a few place where locals camp - should have defined areas where this is allowed.
 - The locals look after the place, but CALM's regulations are making them dishonest.
 - At some stage fishing around the islands will be promoted.
- Controlled access should be allowed on Bernier and Dorre Islands.
- Access to Bernier and Dorre Islands should be discouraged; Peron and Faure Island will give people the opportunity to see threatened native fauna without jeopardising vital remnant populations on islands such as Bernier and Dorre.
- Bernier and Dorre Islands are quite important from a tourism perspective in Carnarvon - people are doing feasibility studies as to whether they can take boat charters out there.

2.3 Carnarvon South

- Need to consider how people are introduced to the greater Shark Bay area from Carnarvon.
- Need to consider where there is access to the coast, under what conditions access is granted to coastal destinations, and what facilities and management structures are available to people when they arrive.
- Gladstone, Bush Bay and New Beach are good places for visitors and interpretation.
 - In Bush Bay small boats go into the channels and out to the coral patch; there is also a wreck off of Bush Bay.
 - There are no problems with people in these areas.
 - Fishing information should be provided at these spots.

2.4 Denham

- There is an unmarked gravesite near the Water Corp facility in Denham which should be properly recognized with a stone marker or something similar.
- Increase hot tub access at Peron, but also have a more refined spa in town; artesian water could be commercialised more (spas, therapeutic properties etc.)
- Lagoon Point Walk Trail brochure needs to be fixed up - doesn't even have Stella Rowley Drive on it.
- Need some attractions around Denham, for example:
 - An artificial reef about 1 km off shore and a glass-bottomed boat.
 - Tidal swimming pool for locals and tourists.
 - Windsurfing competition.
- Denham has the only pearl shell road in the world - a part of it should be fenced off and shown; there are photos of it.

2.5 Dirk Hartog

- Dirk Hartog
 - Cape Inscription is one of the most important and most unknown historical landmarks in Australia because no one can get there.
 - Dirk Hartog has phenomenal potential to be opened up to major development; however, the island is very sensitive, especially the inshore coral reefs on the east side, which are both spectacular and very vulnerable.
 - But there is already too much access on the island - people are wrecking the place.
 - It is critical that development is done as ecotourism and is very strictly controlled before access is opened up; need to zone the island so that most of it (90%) is a no-go zone for people and fishing - let people access a representative 10% of the island and its coastline and leave the rest alone.
 - If a big airstrip is built on Dirk Hartog prior to proper controls being put in place on the island, people will have indiscriminant access and could wreck the place through over-fishing or damaging the coral; may also result in people bypassing Denham.
- Should be viewed as a World Heritage area of great historical importance - a place to look and leave, not rape and pillage.
- Dirk Hartog
 - No enough is being done to protect values on the island
 - The lighthouse precinct is very fragile - will need to be managed in conjunction with CALM to ensure natural and historical values are maintained.

- Historic features at the lighthouse precinct to be restored, replica posts and plates erected, coin and bottle site restored and interpreted (very high priority), and train line restored to operation.
- Once restored, the lighthouse could serve as ranger accommodation, a research station and some tourism.

2.5.1 Limiting Access

- Dirk Hartog is a very fragile island which has great conservation significance - it was historically home to many species which are now endangered and/or extinct on mainland Australia, and is a huge area that can be made feral-free for reintroduction of threatened species. Access should be restricted once island is secured for conservation purposes.
- Coral Areas Around Dirk Hartog and Peron Peninsula
 - Many people know about these areas, but they are not marked on the charts.
 - People accidentally run their boats into the reefs, or when they do find them, they anchor on the coral and damage it (which is a big issue because there is relatively little coral to begin with)
 - Coral reefs are not suitable for anchoring - need to put in moorings.
 - There are 4 or 5 sites in Shark Bay that could use safe mooring buoys - this would cover the majority of the coral sites.
- Dirk Hartog
 - Dirk Hartog is a very fragile environment and is presently being damaged.
 - Future access should be controlled, particularly vehicle access
 - Require an indepth assessment to determine the level of visitation that can be sustainably accommodated on the island.
 - Airstrip access would be ideal for lighthouse precinct.
- Dirk Hartog: once feral animals are eliminated, vehicle access should be restricted on the island, to prevent road kills of native animals, and to prevent reintroduction of feral animals. Restrict access to boat charters.
- Turtle nesting on Dirk Hartog could support a degree of managed ecotourism.
- Dirk Hartog should not be changed too much - access should remain limited and the area kept wild.
- Turtle Bay has extremely high conservation value (it is WA's most important nesting site for loggerhead turtles) and access should be strictly controlled to ensure it does not conflict with turtle nesting. Lighting on boats and on shore is a very big issue, because it confuses the turtles. The females rely on moonlight to orient themselves on the nesting beaches, and the newly hatched turtles rely on moonlight to lead themselves out to sea. Lights on land or on boats lead the turtles in the wrong direction, and may result in the females not laying in the right place, or prevent the babies from getting safely out to sea (they are very vulnerable to predators on and close to shore).
- 4WD drive access on Dirk Hartog Island is an inappropriate use.
- Discourage access to Dirk Hartog and Faure islands so a couple of areas are kept people and damage free.
- Dirk Hartog is also a very sensitive area because of fragile soils and wind erosion. If the island is going to be opened up, a half dozen or so sites should be chosen to direct tourists to, and the rest of it left alone.
- Vehicle access is creating problems – shouldn't allow private vehicles on the island; use a hire vehicle system instead, or a gazetted system of tracks to prevent people from driving everywhere.

2.5.2 Encouraging Access

- Dirk Hartog is a big drawcard, but can't get there- no infrastructure on the island, and no operators to take people there.
- Dirk Hartog
 - Because of past government policy and perceived pastoral lease rights, access to many important areas has been difficult or denied, eg. Dirk Hartog Island.
 - Dirk Hartog is one of the most important places in Australia's European history, but access to historical sites on the island have been excluded because of the pastoral lease.
- Some of these really important sites should be available for people to see
- Island accommodation is a big attraction: Dirk Hartog would be suitable for a sustainable tourist operation.
Providing easier access to Dirk Hartog will take the pressure off of Bernier and Dorre Islands.
- Dirk Hartog and the lighthouse could eventually be done up as a tourist resort.
Dirk Hartog Island should be made accessible.

- Dirk Hartog Island has the capacity to accommodate reasonable amounts of use. Access to the island's destinations could be provided by charter boat, with some limited vehicle access on the island - people could be moved around on tracks, possibly on foot.
- Access to the east coast of Dirk Hartog would also be good for tourism.

2.6 Faure Island

- The shoreline of Faure Island should be managed in the interests of conservation, and in a manner which is compatible with the primary use of the island.

2.7 Hamelin

- Access to Carbla Point in Hamelin Pool should be strictly controlled.
- Current stromatolite viewing is adequate - restrict access to other stromatolite locations.
- Encourage visitation to the existing stromatolite interpretive area at Flagpole Landing; however, other parts of Hamelin Pool are out of bounds to public access, and should remain that way.
- Old telegraph poles
 - Hamelin Pool and Stromatolites
 - The museum and video at Hamelin should be better publicized
 - Recommend that people go to museum before they see the stromatolites so they understand what they are looking at.
 - Create more publicity around stromatolites.
- Stromatolites could be made more accessible by providing tours from Denham.

2.8 Monkey Mia Reserve

- Restrict visitor activity in the Dolphin Interaction Zone
- Better access to the MMR walking trail
- Build a vehicle track to and low key picnic area at Red Cliff Bay.

2.9 Nanga

- Discourage 4WD's coming from Prickly Point along the beach and exiting through Nanga Resort; Nanga Resort is private property.
- Petit Point
 - Access should be improved to Petit Point and Petit bore; tourist entry should be from eastern road to avoid tracks on west side.
 - Better stromatolites at this site.
- Should provide an access point and interpretation (possibly a trail) in the botanical overlap/tree heath zone.
- Interpret birridas where old DC3s used to land.
- 40 Mile Tanks - area has interesting history.
- Bags and bags of rubbish have been dumped at the Useless Loop turn-off by visitors returning from Steep Point - need to have bins out there or some other way of fixing the problem.

2.10 Peron

2.10.1 Limiting Access

- Access to Cape Peron could be improved, but should remain 4WD only.
- Peron
- Never put bitumen road into Peron National Park - 4WD access only, particularly to the top of Peron. Once people get 2WD access to the homestead, they will push to have 2WD access all the way to the top of the Peninsula.
- The old homestead used to have a gate, and people were forced to stop and get out of their cars and open it.

- Should reinstall the gate and put a sign on it which says: 4WD access only; tires to be deflated (and reinflated before leaving the park); and hubs engaged; a compressor could be set up at the homestead near the carpark - this would encourage people to deflate their tires.
- By limiting the amount of 2WD access, access will be naturally restricted to many areas.
- CALM should not ever provide accommodation at Peron.
- Keep Peron 4WD access only.
- No 2WD access up the top of Peron: keep it 4WD only, otherwise the area will be ruined, and the traffic will affect the reintroduced threatened species.
- Keep Peron as natural as possible – people don't care about fancy toilets – they want the area kept natural; – although toilets are good if they are properly maintained.
- Bitumen would be acceptable to Big Lagoon, but NO FURTHER – rather than bitumen, it would be better to put a track in up the west coast from Big Lagoon to the main track (another circuit).
- Shouldn't pave the road to the homestead - takes away from what the homestead is and the era it represents.
- Peron should be more accessible; the need for 4WD vehicles in Peron and other areas within parts of Shark Bay limits what many visitors can do. There are no 4WD tours to Peron (not profitable for operators who have tried it), but need to provide some sort of affordable option for visitors. Note that development of 2WD tracks in Peron is not possible nor desirable - the ruggedness is part of the attraction.
- Don't pave the road in Francois Peron past the visitor centre - would destroy the pristine and wilderness feeling of the area.
- Build a walk trail network in Peron, rather than adding or expanding roads.
- Minimise use/knowledge of most of the tracks and sites that aren't presently developed on Peron peninsula (north and south).
- Maintain locks and gates on the service tracks in Francois Peron National Park (ie. continue to restrict access).
- It is good to see that access to some areas in Peron National Park have been fenced off - 4WD vehicles seem to have good access as it is; we need to control access to prevent erosion, etc.

2.10.2 Encouraging Access

- Encourage access to the Peron homestead facilities
- The hot tub is very pleasant but facilities should be expanded to accommodate more visitors (mostly used by locals). Great spot to watch the emus come in.
- The displays in the information shed are very impressive, especially the 5th feral. However, the outside of the building is unimpressive and uninviting - need something to draw people in, better signage or indigenous art work.
- Hot tubs are great places to sit under the stars - no light pollution here.
- Access should be encouraged to Peron homestead by doing something about the road - there is a lot of information out there, and the place has a good atmosphere.
- Peron Homestead - need to market this area more, especially with respect to the rare and endangered animals - people want to see them.
- CALM office should encourage, not discourage, people from going to the homestead.
- The road to the homestead should be made 2WD accessible - its sad that we can't ~~even~~ get **all** people to this point.
- Rather than discourage 2WD vehicles from going to the homestead, we should inform people of the conditions, let them know what is out there, then leave it up to the visitor to decide whether they should attempt the track.
- Should improve access to Big Lagoon and put shade up there.
- Would like to see Peron National Park made more accessible by 2WD vehicles - even if its only parts of the park - a lot people without 4WDs don't get to see the park.
- Upgrade the road to the top of Peron so 2WDs can get there.
- Could open up more access in Peron (eg. Cape Lesueur) if viewing sites and roads were properly upgraded, maintained and hardened up; this, however, would require a lot money and resources.
- Road to Peron homestead is a disgrace.
- Many areas on Peron should have a long term plan to upgrade to 2WD access.
- Many areas on Peron should have long term plans to upgrade tracks to 2WD access (eg. create a Big Lagoon - Monkey Mia - Denham loop road).
- If the road to Peron visitor centre is paved, will have to upgrade the visitors centre so visitors can get more out of the site.

- Should expand vehicle access around Big Lagoon - nowhere to go once you get there (and a map should be put up showing where you are when you get there).
- Need to provide accessible sites for interpreting the terrestrial fauna in Shark Bay - visitors can get a feel for terrestrial fauna at Peron Station, but only a low proportion of visitors get there.
- Encourage people to go to Peron, but need to control all the cars and buses.
- Gregories Bay on Peron could be promoted for more passive activity, such as snorkelling.
- Camping facilities on Peron - consider developing a fixed, permanent site of scattered camps with permanent tents, water, toilets (composting toilets), etc.
- Publicize that there are camping and day use facilities in Francois Peron National Park.

2.10.3 Tour Operators

- 4WD tours to Peron should be done with a very knowledgeable guide who knows where to find wildlife to show to people.
- Peron peninsula has very limited access for most tourists; should increase access to cliffs etc., to allow people to enjoy the World Heritage values which are represented in the park. Encourage more tour operators to bring people into these sites on Peron peninsula.
- Peron National Park is one of the main features of Shark Bay; should have town-based 4WD tours going up there - increase commercial 4WD access, particularly 4WD buses.
- People should be forewarned before they get to Shark Bay that they need a 4WD to see many of the Bay's sites, particularly Cape Peron. Visitors should be aware of limitations of 2WD in the World Heritage Property before they arrive - solution could be to hire a 4WD before coming to the Property or encourage more commercial 4WD hire businesses in town.
- Would benefit operators if a circuit road was introduced to Peron, with one leg starting at the Monkey Mia side – its difficult to keep a tour interested when there is a lot of backtracking.

2.10.4 Local Access

- Should have an official, rather than non-official, policy about allowing locals free access to Peron.
- Peron shouldn't be under lock and key - locals should be able to access the areas they used to, even if this means providing special access/keys/passes for residents - providing that they don't abuse the privilege - keys can be confiscated if they do.

2.10.5 Management

- Francois Peron National Park
 - Fishermen camp in the park for weeks on end and are having a big effect on fish stocks: eg. fish are really getting hammered at Bottle Bay and Gregories, and too many mangrove crabs are being taken out of Herald Bight - will eventually be wiped out.
 - Need to look more closely at visitor numbers and what visitors are doing when they're in the park.
 - CALM needs a stronger ranger/regulator presence in the park.
 - Provide more family-friendly facilities to discourage visitors with rape and pillage attitudes (ie. guys who just fish and drink).
- Peron National Park should cater to day visitors with barbeques, and picnic spots, etc., but CALM should not let people overnight in the park, as it takes business away from local caravan park owners.
- Peron National Park and the Stromatolites should be managed and encouraged as they are now.
- Skip Jack Point - people need to know that it is an exclusion zone and the activities which are prohibited there.
- Little Lagoon needs some toilet facilities to accommodate larger visitor numbers.
- Little Lagoon - Shire is putting toilet facilities in there to encourage access, and is Interested in putting in some disabled access.
- No safari style lodges on Peron - keep intensive activity and development in Denham.

2.11 South Peron

- Existing access is good, but could perhaps encourage some additional access on the east side of Peron peninsula.
- Shell Beach toilets aren't sufficient for the amount of traffic that goes through there (it's a pre-stop for coach tours) – Pinnacles toilets are really good (electric ones), as are the dunnies on stilts at Gladstone.
- Shell Beach

- Should upgrade access to west end of beach, where it isn't mined
- At the present site there is conflict with mining trucks, etc.
- South Peron Camping Access
 - Camping is an issue at South Peron, particularly on the west coast.
 - Need to either put in improved facilities to handle the large number of people, or remove access altogether; the area is getting too much traffic and there are no toilets.
 - Need more/improved tracks to access more sites and to expose visitors to more scenery.
 - Management plan for South Peron is a high priority.
 - Receiving many complaints from people about existing camping restrictions (only allowed to stay for 3 days, fire restrictions, etc) - signs appear to be working, but people want to stay longer.
 - Local businesses do not want camping encouraged outside of town.
- Don't encourage camping in South Peron along the main road because there are no facilities and as a result toilet paper is strewn everywhere.
- Camping areas (eg. Fowlers, South Peron) have no facilities for visitors, so there is toilet paper everywhere and health hazard is being created - need to get toilets out there.
- The view south from Eagle Bluff, Steep Point and the channel off of Peron peninsula would all provide good opportunities for interpreting some of the Bay's geomorphological features.
- Eagle Bluff is a good location for getting oriented and gaining a perspective on the marine environment and structure of Shark Bay. Should be designed to whet people's appetite with respect to what the Bay's marine environment has to offer.
- Sandalwood
 - People are really interested in sandalwood, but there are no sites where it can be viewed; should create some access to sandalwood and interpret it.
 - There is a stunted subspecies at Shell Beach, and a clump of it just up from the Shell Beach turn-off; could develop a proper walk trail to view the sandalwood.

2.12 Western Shark Bay

- Access should be limited to Steep Point, False Entrance, Tamala and Carrarang Stations, in order to maintain the wilderness feel and tranquility of the area.
- Access to the islands at the bottom of the Bay is difficult - need a boat to get to them.
- Station tracks are not for public access.
- Keep main camping areas at Denham and Nanga - encourage daytrips only to Edel Land and the peninsulas; reduce the number of people overnighing in these areas.
- Encourage more access to the west side of Shark Bay in the form of 'soft adventure' tours - there is a lot more scope for this type of activity within the Bay, particularly amongst some of the islands.
- West side of Shark Bay is ideal for snorkeling - this sort of access should be encouraged.
- Access to Freycinet Harbour by non-fishing tourists could be encouraged; Tamala and Carrarang areas are under-used by non-fishing visitors.
- Would like to open up a number of other areas to ecotourism by seaplane. Nanga and Carrarang stations have some pretty inlets and smooth water bays that would appeal to visitors.
- Should only have natural/primitive campsites in the western half of Shark Bay.
- Kalbarri to Steep Point Road is a waste of time and money.
- Road from Kalbarri shouldn't happen: will have major impacts on the coastline and fishing, and will create a huge bushfire risk.
- Would like to see road between Kalbarri and Steep Point developed - the 130 km road into Denham stops some visitors from coming here; the road in would be a lot more interesting if you had regular glimpses of the ocean.
- Should not develop Steep Point, and must be very careful as to how Dirk Hartog is managed. We also need to look at Carrarang and Tamala.
- No road up the coast from Kalbarri!
- Because of the area's fragile soils, wind erosion caused by 4WDs is a big problem on the west side; 2WD access also should not be allowed - the sheer increase in visitor numbers would lead to destruction of the area.
- Keep development in Denham - ferry people out to Steep Point on 4WD tours or boat charters; this will give people jobs, and the tour operators will ensure proper behaviour and reduce risk of bushfires.

2.12.1 Edel Land

- The parts of Edel Peninsula not used for stock should be managed for conservation.
- Don't want more roads opened up in Edel Land - they get blown out by the southerlies (important that roads are aligned south-north).
- No access should be permitted to Bellefin Prong: no vehicles, no buildings, no airstrips!
- No vehicle access should be allowed to Bellefin Prong –need to fence the area off.
- Bellefin Prong is one of the largest areas of coastal Australia that is unroaded; it should stay this way, because this is why it is valuable.
- Bellefin Prong is probably the most important area in Shark Bay - there should be no access allowed, and the area afforded the highest level of protection; the flora is amazing and there has been no stock on the prong for many years.
- Temporarily close access to places like False Entrance to give them time to recover and to upgrade facilities; would also allow fish stocks to recover. But need funds to do the maintenance.
- Should close vehicle access to Blowholes at Thunder Bay, and have a walking trail instead.
- There are too many tracks in the Steep Point/Edel Land area - need to close some off.
- Keep visitor numbers low on Edel Land; access to Steep Point should remain 4WD only; sometimes Steep Point is overcrowded, don't increase numbers of visitors and maintain it as a wilderness area. Right now some 4000 people per year come through, which is manageable, but if the road is improved, the area will start getting 4000 per week, and the environment is too fragile to sustain large numbers of people.
- South Passage is an interesting and beautiful place that would be good for tourism.
- Access should be rationalised in the Edel Land area; thus far access has not been planned, and presents a risk to both the environment and to visitors if it is not better managed.
- Improve access to Steep Point so 2WDs can access the area (but don't seal the road).
- Improve Ranger control at Steep Point.
- Keep access to Steep Point as low key as possible –keep track primitive.
- Development at Steep Point should be left open as an option - the Kalbarri Road will eventually go to Steep Point - will need a development node to absorb the people pressure that will result.
- No resort-style development on Steep Point - keep things low key and wilderness based to accommodate visitors.

2.12.2 Carrarang Peninsula

- Need to set up long drop toilets and designated primitive campsites to stop people from camping all along the beach.
- Want to reduce the number of groups of male fishermen coming to Carrarang just to fill their freezers with fish; families are OK, because they tend to just catch a few fish for the kids, and are more interested in relaxing.
- Keep Edel Land and Carrarang the way they are - don't want any more infrastructure put in, or visitor numbers to increase.
- Don't want people camping on Brown Inlet.
- Not really interested in people camping at or otherwise accessing Carrarang Peninsula.
- Development at Steep Point should be left open as an option - the Kalbarri Road will eventually go to Steep Point - will need a development node to absorb the people pressure that will result.

2.12.3 Islands

- Access to islands in the Bay presents a risk (introduction of exotic species and disease, fire, etc.).
- Should keep people away from islands with ground nesting birds.
- Encourage guided tours to these islands, with an emphasis on the tour operator providing behavioural guidance.

2.12.4 Tamala

- No access permitted to Zuytdorp cliffs on Tamala Station or to the lands to the south of the Useless Loop road.
- Cliff face is dangerous, and a difficult area to assist anyone who got into problems.
- Erosion by wheel tracks in this fragile windy areas takes years to repair.
- We have a sand dune under revegetation on one area along the cliffs which blocks vehicle access.

- Whale Well - large aboriginal settlement where survivors from Dutch wrecks may have been taken to - may or may not appropriate for on-site interpretation - depends on local aboriginal community.

2.12.5 Useless Loop/Heirisson Prong

- Don't want people near the salt works (safety issues).
- Don't want people camping on Brown Inlet.



3 Do you want to influence people's behaviour in any way? (eg. where they go, what they do, how long they stay...). Please discuss.

- More important is making them appreciate the unique and precious nature of Shark Bay's assets and how to preserve them - it is understanding that aids conservation, not controlled access.

3.1 Managing Visitor Impact

3.1.1 Responsible Behaviour

- If people are restricted in what they can and cannot do, they will value the area more, and have a better appreciation for Shark Bay.
- Want visitors to intrinsically value Shark Bay for what it is, so that they obey regulations and behave responsibly because they want to, not because they are worried about reprisals.
- Encourage people to **want** do the right thing in terms of looking after the area when they are here; people should be made aware of what the 'right thing' is and the consequences of not doing the 'right thing'.
- People's curiosity makes them do things they wouldn't normally.
- Encourage people to look but not touch - be aware of things, but respect them: people shouldn't interfere with the natural environment, they shouldn't interfere with the dugongs, or approach too closely to laying turtles.
- Encourage visitors to contribute to the conservation of Shark Bay and nurture the environment by managing their own behaviour, rather than pulling the environment apart piece by piece.
- Want people to enjoy the area, but leave it untouched and natural, so everyone can enjoy it.
- Want people to respect the area, tread lightly/gently; however, these actions (eg. taking your rubbish with you) don't happen automatically unless people have respect, understanding and appreciation for the area. Respect comes from understanding.
- Most people who do inappropriate things do so because they're not thinking about their impact; if they know WHY they shouldn't do something, they usually won't do it. Need clear guidelines so people know what appropriate behaviour is.
- Need to have a stronger ranger presence; if visitors know there are rangers about they will be more likely to behave; rangers can also provide people with information.
- Part of willingness to follow guidelines and respect an area is tied to ownership – need to try to engender a sense of ownership among visitors – by looking after the area, they are investing in it; get away from 'them and us' attitudes with respect to visitors – we need people to want to adhere to the rules.
- Interpretation can be used to encourage good stewardship and responsible behaviour among visitors - engender responsibility with enjoyment.
- Interpretation/communication is very important because it can change people's attitudes, and increase awareness and acceptance of and adherence to regulations and management zones.
- When visitors leave, they should leave the environment in as good a condition as it was when they arrived, **if not better**; eg. pick up rubbish or old materials left lying around by others.
- We should ask people to behave better in Shark Bay than they do in their own home - this is a very special area of global importance!
- We can teach visitors lessons in Shark Bay - in terms of understanding and looking after the environment - that they can take away with them and apply to other areas in the state.
- People should act responsibly when they are here, and appreciate Shark Bay.
- Encourage people not to pollute, treat the environment with respect, and leave nothing but footprints.
- Encourage visitors to contribute to the conservation of Shark Bay and nurture the environment by managing their own behaviour, rather than pulling the environment apart piece by piece.
- Establish firmly the 'take nothing but photographs, leave nothing but footprints' ethic.
- Take only photographs theme: should have that message everywhere in WHA.
- Should have a code of behaviour, but it should be put in careful terms so it doesn't sound like rules.
- Leave nothing but footprints, take nothing but photos.
- Have a 'code' for Shark Bay – enjoy your experience and help others enjoy theirs.
- Develop a 'code of the coast', which explains to people how to look after coastal environments.
- Want visitors to improve their practices while they are here - treat the place with respect.
- Want people to look after the environment - need to educate our own Australian people first, to understand what a special place we've got here; international tourists seem to have more respect for the area.

- Encourage the local community to love the area for itself, and practice sensible fishing.
- Respect and care for the Shark Bay environment while camping, fishing, four wheel driving, etc. (ie. don't litter, collect firewood, drive off of tracks, damage seagrass beds, etc.).
- Visitors should be made aware that Shark Bay is a place where you look at things, not take things.
- Have people respect the fragility of the environment.
- Encourage behaviour consistent with conserving the natural values of the Shark Bay area.
- Want tourists to respect the Shark Bay area, to respect the environment they have come to see.
- Encourage more responsible behaviour and use of the Shark Bay area :
 - Keep to tracks
 - Respect the area
 - Enjoy Shark Bay - don't just take from it..
- To care for and respect the area - not littering from cars and boats, etc.
- The traditional visitors to Steep Point think they have the right to do what they want; this needs to change.
- Code of Conduct
 - People are here for a good time, so they don't necessarily behave themselves.
 - Need to educate people, especially schools, in Shark Bay, Carnarvon, Geraldton and Perth about appropriate standards of behaviour in a World Heritage Area - develop a code/standard of behaviour for the World Heritage Area. For example:
 - Stay on tracks
 - No fires, or firewood collection
 - Watch out for animals, etc.
- The role of the existing management plans is to ensure that people behave in a certain way while they are using Shark Bay's natural areas.
- People need to understand management prescriptions and abide by them (eg. by staying on tracks); educate people so they realise that management controls exist for good reason.
- Need to teach people to look after the area, and how to look after it.
- Control people's behaviour at Steep Point.
- The potential for visitor environmental impact at Steep Point needs to be managed.
- Educate people on how they should act in the bush; leave only footprints, minimise their impact.
- A lot of tourists disregard property, signs and rules – want this changed.
- Encourage behaviours which reduce impacts: ie. not littering, staying on tracks, etc.
- Emphasize the value and relative importance of Shark Bay's threatened wildlife as rationale for restricting people's behaviours (eg. no domestic cats).
- Show people how to do the right thing. Need to explain what we want them to do and why we want them to do it (what's in it for them): then we will begin to see some change in behaviour. Failing this, there are penalties for doing the wrong thing.
- 4% of the population will always do the wrong thing; 96% will do the right thing, but we need the presence of a credible enforcement capability to keep these numbers in this proportion. It is important to have an undercurrent of enforcement.
- Discourage the attitude that wilderness is a place where you can do whatever you want (eg. tearing around in 4WDs); the wilderness will get wrecked if you do.
- People should behave themselves and appreciate the area, then leave the place as it was when they arrived.
- Education is critical - if people know why they shouldn't meddle with something, they usually won't damage it.
- People can be encouraged to bend their direction a little, or use appropriate behaviour (driving technique, firewood collection).
- People should be given the opportunity to see the area, then encouraged to use it and manage it responsibly so it stays the way it is.
- Focus on reducing the small individual impacts that add up (eg. not using toilets).

3.1.1.1 On Land

- Make people more environmentally aware so they look after the environment when they visit Shark Bay:
 - Let tyre pressure down
 - Stick to the tracks
 - Don't collect firewood or tear down vegetation
 - Carry-out rubbish
 - Don't shoot wildlife/signs
 - Leave pets at home

- Be respectful of other visitors
- Be aware that the beach is more than just a pile of sand – wildlife live and nest on beaches.
- To take more care of animals on the road by slowing down and watching for animals on the side of the road; should post signs at the Overlander turn-off indicating that there are animals on the road and to watch out for them. Visitors should also be urged to avoid snakes and reptiles.
- Don't want people hanging their washing on the gazebos on the foreshore, or camping on the foreshore.
- Stop people from feeding seagulls - creates a health and animal welfare issues.
- Want people to stop building cairns at Steep Point - they are collecting rocks which are needed to hold the soil down - need some signs to commemorate the site instead.

3.1.1.1.1 Littering, Firewood Cutting, etc.

- Want people to respect Shark Bay, by not littering, practicing fire safety, etc.
- Want everyone to be responsible for helping to maintain the area by picking up litter, bringing rubbish bags, etc., but need to avoid "Do Not" signs.
- Don't want people visiting Carrarang to bring in firearms, collect firewood, or leave rubbish behind.
- Get people to take their rubbish away.
- Want people to adhere to the guidelines outlined for Tamala Station (eg. no shooting, carry-out rubbish, etc.).
- Discourage people from chucking their rubbish into the bush.
- Encourage people to take their rubbish out, deflate their tyres, and bring their own firewood (inform visitors ahead of time that they need to bring their own wood).
- Want people to respect the area, by not lighting fires, cutting down firewood, littering, etc.
- Don't want people cutting or collecting firewood, particularly in the mangroves; want people to look after and protect the mangroves.
- Firewood cutting is a big problem; need to make people aware of why they shouldn't cut firewood and maybe sell firewood to alleviate the problem.
- Visitors to take care when viewing the stromatolites – people should stay on boardwalk, not litter, etc.

3.1.1.1.2 Track Care

- Reduce the 'drive everywhere' mentality - just because there is a track, doesn't mean people should have free access to it.
- Encourage people to look after tracks and the environment generally; ie. stay on the tracks, deflate tyres, don't litter, use gas barbecues instead of lighting fires, etc.
- People should deflate their tyres going up Peron – even the locals don't deflate their tyres.
- Need to make people with motorcycles and 4WDs aware that they can't just go wherever they want – must stick to main tracks and avoid birridas.
- Want people to engage 4WD on all tracks to prevent washboard from forming.
- Encourage track care ethic amongst residents and visitors.
- Encourage people to lower their tire pressure on tracks, to stop them from wrecking the tracks.
- Discourage people from getting bogged on tracks - damages tracks and the surrounding environment (people use shrubs, mangroves, etc. to themselves unstuck), and is a drain on the rangers' time if they have to pull people out.

3.1.1.1.3 Camping

- There is an issue with people camping outside of designated camping areas on Peron Peninsula - people should stick to designated areas - leads to issues with not using toilets, etc.
- Discourage camping in areas where it is not allowed.
- Want people to keep to designated tracks and defined campsites.
- Consider making firewood available to campers so they don't cut down the native bush.
- Still encourage self-driving family camping, but find ways of lessening the impact (eg. might have to book ahead to camp in a wilderness spot).
- There should be restrictions on how long people camp at locations along the coast.

3.1.1.2 On Water

- Reduce littering, and make people more mindful of losing plastic bags - make them aware that plastic bags kill turtles, etc.
- Discourage inappropriate activity in sanctuary zones.

- Discourage people from boating over shallow seagrass areas, and to slow down when they are in shallow areas.
- Want people to slow down when boating over seagrass banks to reduce the likelihood of colliding with Dugongs and other marine life, and to minimise damage to seagrass beds.
- Approaching Dugongs
 - Boaters should be aware that Dugongs are slow moving animals that are difficult to see.
 - Vessels travelling over 10 knots are not allowed within 100 m of Dugongs.
 - While people should be encouraged to go have a look at Dugongs, the animals should not be pursued.
- Discourage all vessels from travelling at high speeds through shallow water areas.
- People should know not to chase or touch marine life.
- People love water, and unless you direct their behavior, they will have an effect on the area's environment.
- Want people to avoid or really slow down when in the vicinity of large Dugong aggregations. Visitors should visit the CALM office to find out when and where Dugongs aggregate so they know when and where to be especially alert.
- Encourage people to go eco-diving, but not spear fishing.
- Boaters should be encouraged to avoid going too close to shore or across shallow water because they scare away and stress the fish - affects fish populations and the local fisheries.
- Underwater divers should not be taking shellfish, seafans, etc.; need to educate people before they dive on the need to leave things alone and not gather marine life. People need to know how long these types of marine life take to grow and how old they are (this also goes for shrubs and trees).

3.1.2 Safety

- People should be prepared for the remote conditions in Western Shark Bay - they need to carry water, spares and recovery gear; they also can't safely sail wherever they want to.

3.1.3 Fishing

- 'Resource sharing' between commercial and recreational fisherman - everyone has to manage the resource together.

3.1.3.1 Fish for the Freezer

- Discourage visitors who are only interested in taking back as many fish as they can from coming to the area - improve some of the existing facilities so that they are more family friendly to discourage bad elements from settling in.
- Reduce fish greed and pillage and plunder attitudes – need to change the culture so society thinks that this type of behaviour is not acceptable.
- Increase sense of stewardship among visitors and residents alike: look after Shark Bay; move away from “fish for the freezer” attitudes; encourage people to catch just enough fish for a feed.
- Promote “fish for the future” mentality – catch enough fish for a feed, then do something else, e.g. snorkelling, photography, sightseeing; enjoy the Shark Bay experience, and the social and family experience.
- Reduce 'protein pirate' - fish for the freezer mentality, amongst both residents and visitors.
 - Promote catch and release fishing and proper catch care - a more sustainable fishery.
 - Promote 'fish for the future' mentality - catch enough fish for a feed, then do something else, eg. snorkeling, photography, sightseeing; enjoy the Shark Bay experience, and the social and family experience.
- Need to change the attitude that the further you go to fish, the more fish you have to bring home.
- Need to discourage fish for the freezer attitudes; encourage people to fish for dinner or a feed.
- Encourage adherence to Fish for the Future messages: fish for the future not fish for the freezer.
- Discourage freezer trailers, fishing for the freezer.
- Encourage people to minimise their catches, and not fish to fill their freezers.
- Encourage recreational fishermen to get away from 'fish for the freezer' mentality.
- Need to promote a fish for a feed attitude, and get away from fish for the freezer attitudes; need to change the culture of needing to catch a lot of fish.
- Encourage people to adopt 'fish for the future' mentality
 - Responsible fishing

- Only taking enough fish for one feed
- Catch care - handling undersize/non-target fish carefully to minimise stress and death.
- Enjoy the experience of being in Shark Bay, not just taking fish.
- Shift people's attitudes from seeing personal benefit only in terms of catching fish, to seeing benefit in the experience of simply being in Shark Bay.
- Encourage visitors to undertake low impact wilderness fishing activities.
- Fishing bans on snapper have put pressure on other fish stocks in the Bay - need to encourage people to undertake other activities besides fishing.
- Would like fewer fisherman in Shark Bay and Dirk Hartog – but it is difficult to market anything else – its easy to capture the Australian market with fishing.
- Don't want people fishing out the inlets around the peninsulas and prongs.
- Area between Red Bluff and Monkey Mia is getting hammered by recreational fishing.

3.1.3.2 Catch Care

- Encourage Catch Care when releasing when releasing undersized fish
- Encourage a lot more catch and release fishing activity.
- Encourage fishcare practices - careful fish handling and using gear which minimises damage to undersize fish.
- Promote catch and release fishing and proper catch care – a more sustainable fishery.

3.1.3.3 Fishing Regulations

- Stop people from killing fish and throwing them back dead in order to adhere to bag limits; reduce the waste.
- Need increased information about fishing regulations and codes of conduct where boat access points are located.
- Increase visitor adherence to bag limits and fish sizes - see that these limits are better enforced. - Department of Fisheries promotions.
- Encourage people to adhere to fishing regulations, and other rules and regulations (but these have to be sensible); hopefully residents are conveying the regulations to visitors.
- Encourage people to obey recreational fishing rules.
- Continual need to spread the word about local fishing rules, regulations and methods.
- Fisheries regulations for the area on fish size and bag limits are to assist in developing a sustainable fishery resource. All the tourists to the area need to understand this principle of “fishing for the future”.
- Rather than having size and bag limits for recreational fishermen, quotas should be imposed on the kilos of fish fillet that can be taken home.
- Should have a 'trip limit' on the kilograms of fillets people are allowed to take from the Bay, no longer how long they stay (like they have at Ningaloo).
- Likewise for the professional fishermen - impose a tonnage limit, rather than a size limit, as most of the undersize fish they release die anyway, which is a real waste.
- Need to reduce the number of fish that people are allowed to catch each day; eg. a bag limit of 8 crays/person/day is excessive.
- In the long term, spear fishing will have a detrimental effect, especially on vulnerable species such as cod and coral trout; will have to consider controlling or restricting spear fishing in some areas.

3.1.3.4 Commercial Fishing

- Don't want visitors interfering with commercial fishing/netting – if they approach too close they will scare fish away; if they understand how local fishermen operate they'll be less likely to interfere.
- Commercial fishing in Shark Bay is affected by numbers of boaters - recreational boaters should steer well clear (300+m) of fishing vessels. At the moment, no one informs tourists that they should stay away from commercial vessels.

3.1.3.5 Rubbish and Fish Cleaning

- Want people to use fish cleaning facilities, rather than picnic tables - provide information about fish cleaning facilities at boat ramps and the fish factory.
- More responsible behavior by fisherman should be strongly encouraged: the amount of rubbish and loose fishing line in popular fishing spots (eg. Steep Point) is shocking and a risk to marine life.

- Educate fisherman to respect the environment and the facilities that are provided by community (ie. use fish cleaning tables not picnic tables, don't leave hooks and lines on the beach); Fisheries should be involved in this process.

3.1.4 Pastoral Stations

- Don't want tourists near stock or pastoral infrastructure on Carrarang Peninsula - tourism conflicts with pastoral activities.
- People to adhere to the Pastoral Code of Practice when on station properties (eg. No camping at watering points), and minimise their interference with pastoral activities.
- Tamala Station is primarily a cattle station and all fences, gates, pipes, troughs and tanks are important for stock management and must not be interfered with.
- Don't want people bringing weeds in to pastoral properties – make them aware of the need to clean plants and soil from their tyres and vehicles if they been bush bashing in other areas.
- On station lands, visitors need to close gates and stay clear of mills and fences.

3.1.5 Indigenous Issues

- Respect the Yamaji culture and the significant aboriginal heritage sites in Shark Bay.
- Encourage people to go to Yadgalah Aboriginal Corp if they want information on Shark Bay's aboriginal heritage (Yadgalah is developing a database on aboriginal history).
- Increase support for the Native Title process.

3.1.6 Bernier and Dorre Islands

- People should not under any circumstances take animals to Bernier and Dorre Island - this message needs to be targeted at Carnarvon.
- People should be extremely cautious when they visit Bernier and Dorre islands, and be extremely aware of the islands' conservation value
 - No uncontrollable fires
 - No dogs or cats (could escape or spread disease to endangered native animals).
 - No food scraps or litter left behind (could spread disease to endangered native animals).

3.1.7 Monkey Mia

- Discourage people at Monkey Mia from letting their dogs loose to chase birds, particularly on the east side where there are many migratory birds, many having come from as far as Siberia.
- Controlling habits through education will instil a co-operative mindset. Policing should be a last resort. Rangers maintaining a low profile watchful eye.
- Visitors should be encouraged to stay longer and see other parts of the Bay - take some of the pressure off MMR
- Improved people management in MMR - don't touch dolphins, no swimming/fishing zones
- Stop visitors from feeding dolphins from boats
- Encourage visitors to respect the environment in MMR and World Heritage Area - stop plastic bags and rubbish from being discarded in the area.
- Stop visitors from badmouthing of the area, and word of mouth messages that MMR isn't worth visiting (visitors are skipping Shark Bay as a result of this).
- Reduce boating speeds - improve understanding of speed limits.
- Discourage people putting on sunscreen from the waist down before they go in to see the dolphins.

3.2 Tourism

3.2.1 Nature-based Ecotourism

- Reduced emphasis on fishing, and heightened emphasis on marine conservation and non-extractive uses such as photography, sight seeing and wildlife viewing; ie. a culture change.
- Discourage the attitude that Shark Bay is just a place to go fishing then leave, or a place to see dolphins.
- Encourage more extensive stays for visitors to Denham and Monkey Mia by providing a wider choice of conservation based 'eco-activities'
- Shift visitor emphasis away from fishing and onto nature-based ecotourism.

- Visitors should be encouraged to take a 4WD trip up to the tip of Peron peninsula - this is the real Shark Bay.
- There is very little nature-based tourism around Carnarvon.
- Discourage people from taking their own 4WDs - encourage use of local tour operators instead; operators can take visitors to places and interpret the values.
- Reduce visitor emphasis on dolphins, particularly touching/feeding dolphins: get out in a 4WD or a boat to see other parts of Shark Bay.
- Provide more opportunities for 'soft adventure' tours.
- Shark Bay is very safe, and would be ideal for junior boating activities.
- Snorkeling
- Could lead snorkeling tours at the little jetty - perhaps construct an artificial reef environment there.
- Snorkeling is good at the old jetty, but is too far.
- Tracking
- Encourage people to learn how to track: this is a good way to increase people's appreciation of the bush
- If you give people some basic skills and information (ie. tracking), they will want to spend more time in the bush, and will have a better experience while they are out there.
- Move away from extractive activities to passive, low impact activities.
- Encourage visitors to buy a guided experience - shift them away from self guided visitation.
- Visitor behaviour should be managed for environmental sustainability
- Reduce emphasis on Monkey Mia.
- Want people to enjoy themselves while they are in Shark Bay; would particularly like to see people enjoying more land-based activity, eg. Peron Homestead.
- If visitors want to do things which aren't nature-based, they should go to the Gold Coast.
- Get out and walk around in the bush - listen to it!
- Encourage people to watch nature (bird watching, snorkel trails, etc.); encourage the understanding that it is acceptable to do these things.
- Whale-watching trips could be organised out of Carnarvon (and turtle, dugong and dolphin viewing), as well as dive trips to Bernier and Dorre Islands.
- Ecotourism enterprises should be set up to promote the area; advertise for EOI for new enterprises.

3.2.2 Length and Timing of Visitor Stays

- Encourage people to stay longer.
- Would like people to stay longer - at the moment they are only staying long enough to see the dolphins.
- Need visitors to stay longer
 - Need to cater for people staying longer
 - This requires that everyone works together to create packages of activities and quality experiences for visitors.
 - This would be possible if everyone got together and improved the infrastructure - would benefit everyone.
 - Get visitors coming here in April-May.
- Visitors should be encouraged to stay in the area for at least a couple of days.
- Want people to stay longer - get them out doing more things, fishing, canoeing, aboriginal walking tours, etc.
- Want visitors to stay longer and come in the off-season.
- Increase tourists' stay length recommend itineraries 3 days in length, rather than 1.5 days.
- Want visitors to stay longer: we need accurate information about the Shark Bay area and region presented in a way that will encourage people to stay longer.
- Want people to stay longer and spend more:
 - Visitors get to Denham or Monkey Mia and don't want to drive any further or pay anymore.
 - A lot of 4WD safari tours arrive at night then leave the next morning after seeing the dolphins.
 - Need to encourage people to do more in Shark Bay beyond just seeing the dolphins, eg. Peron Homestead (but would require substantially more advertising to get people out there).
 - Need more operations servicing more destinations in the Bay; this would encourage people to stay longer.
 - Need to invest in better infrastructure, such as local buses, to get visitors around more easily.
- Make people stay longer and be aware of all that Shark Bay has to offer.
- Want visitors to stay longer, but need to have sites and activities to attract them (eg. through holiday packages put together by local businesses).
- Want visitors to stay longer – but need to give them things to do, especially families and kids; we also need better facilities and infrastructure.

- Would like people to stay longer and do more things.
- Would like to see more visitors coming to the Bay.
- Want people to see that Shark Bay is special so they want to stay.
- Don't want more people in peak season - want more visitors during the off-season, particularly March to June, when the weather is good - need to market for more visitors during this time of the year.
- Length of stay should not be controlled - where people go needs to be managed.

3.2.3 Visitor Experience

- Residents should be proud to share Shark Bay, it is here for everybody.
- Visitors think that Shark Bay is heaven – they should be treated well.
- Want visitors to think well of Shark Bay and enjoy their experience here.
- If a visitor enjoys their experience, we want them to tell others; if a visitor has had a problem, we want them to please let us know so that we can try to rectify it.
- Visitors should feel free to provide constructive criticism – perhaps need a suggestion box outside the CALM and Shire offices; these boxes could also include questionnaires asking about the high and low points of the visitors stay, and whether the area met their expectations.
- It is important that the town presents itself as very friendly.
- Visitors should kick back, relax and enjoy: there's no rush when you're in Shark Bay.
- Get people outside of their comfort zone and padding - expose them to the real world and get them to look at the world differently; this will assist conservation in the long term.

3.3 Conservation and Management Support

- Increase community support for conservation and resource management activities
- By putting Shark Bay into a statewide context, we can use communications and interpretation to direct visitors to other areas of the state, particularly other components of the CALM estate.
- Encourage locals to control and sterilise their cats to help reduce feral cat numbers - visitors should not bring their cats.
- Want people to support efforts to protect nesting turtles at Steep Point.



4 Do you have economic or social interests which you want to address through providing communications or interpretation?

4.1 Capacity Building

- All tour operators can contribute to conveying accurate information about Shark Bay, but need to be consistently educated in order to do so - everyone in town is a mini-tour guide.
- Identify and interpret the World Heritage values, so that operators can run with this information; identification of interesting features in the area will be of use to tour operators for interpretation purposes
- Tour operators and responsibility message; tour operators should be enrolled to promote responsible behaviour among visitors - commercial operators should also be selling the message too.
- Provide operators with materials they can use to present to visitors - videos, brochures, etc.
- Information should be provided on what operators need to do to get licenses to take visitors to some of the Bay's sites (eg. snorkelling).
- Training
 - Provide workshops for operators on what there is for people to see and do in the area.
 - A tourism manual (like the Kimberley Tourism Manual), isn't enough on its own - need some kind of workshop to convey the information.
- Education is very important: educate the locals and set up a decent tourist infrastructure.
- Training and Planning Workshops
 - Have workshops for operators, CALM, Shire, Fisheries, etc. to decide what kind of events and activities can be jointly developed and promoted for the off-season; planning together to identify things that can be offered to tourists.
- Also take participants out to various sites see they can see what's available, teach operators how they need to go about getting permits, etc.
- Educating local tourist operators
 - It is not CALM's role to train free enterprise. It should ensure licensees have ability. Rather than wasting money on providing training for local operators, just provide a library with all the information they require - don't hold their hands.
 - Develop a simple newspaper with the basic information operators need to know about the World Heritage area.
 - Expose new operators (including accommodation) in town to all the features Shark Bay has to offer - they should go on all the tours (which should be made free of charge) which are available in the area.
- Training and accreditation of local tour operators is a good idea, but the problem lies in operators being able to make the time to attend training - would be better to have a trainer come to the operators.
- Need to educate some of the businesses as to what the World Heritage values are and where they can be viewed - could develop an education kit like the Kimberley Tourism Manual.
- Induction Program
 - Should have an induction program for new operators in the area (eg. Tourist Bureau, Nanga, Hamelin) to inform these people of what the area has to offer.
 - Induction should delivered with enthusiasm (to excite the operators) and in layman's terms – the key is to have the right person doing the inductions – need an enthusiastic and personable induction officer.
 - Should be made available to Monkey Mia and other government staff as well as to operators.
 - Induction should also include some conflict resolution skills.
- A course in the natural and human history of Shark Bay should be compulsory for all new people who are working here; this would help stop the misinformation that is being conveyed to tourists.
- Inbound Operators
 - Need to make inbound operators aware of the area's value to increase support for conservation.
 - People on these inbound tours come to Shark Bay and leave without knowing any more than what they came in with.
- Training
 - Training can be a joke, because often the trainers don't know as much as the operators.
 - Good information which is easily available is more important, and the availability of a person to lend a hand and provide advice when asked.
 - Field workshops, open to both operators and the public, hosted by enthusiastic experts would be better; they could be run few times a year during the busy periods.
- Tour Operators:

- Conveyance of World Heritage values is largely left to commercial operators - and as such World Heritage values are often inadequately or poorly interpreted. There is more to Shark Bay than what commercial operators are telling people.
- Tour operators need some basic information to transmit to tourists (eg. one page summary on stromatolites, etc.)
- Should have a tour accreditation program to lift the level of knowledge among operators.
- Training
 - A tourism manual, summarising all the information about the natural and human history of Shark Bay, would be good as long as it is written in a way that everyone can understand - should also include history from a female point of view.
 - Aboriginal people need to be trained and properly skilled before or when they get involved in major projects (eg. Monkey Mia Dolphin Resort). Consider the rest of the community at large and act in a diplomatic manner.
- Capacity Building and Local Control over Development
 - Increase local people's capacity to become involved in tourism by providing training and resources.
 - This will help ensure local control is maintained over business in town.
 - We need to have strong local government that can exert tight controls on outside investment, and over how development and business proceed in town.
- Tour Operator Training
 - Training should be made available to tour operators so they can get uniform, accurate information on the Shark Bay environment.
 - Should also provide customer service training for operators.
 - Involve biologists who have worked in Shark Bay in training nights for local tour operators so their knowledge and research is passed onto local operators.
 - Give tour operators opportunities to go out in the field with researchers working in the Shark Bay area.
- Some businesses could do with a customer relations course; need to improve relations between local public and tourists.
- Training and courses would be good for local operators, but if businesses send their staff for training then fail to implement the content in the courses, the staff will just get frustrated.
- Encourage accommodation places in town to have surveys available for guests so information on visitor satisfaction can be collated regularly; the results should be made available to everybody.
- Ecotourism Accreditation
 - NEAP (National Ecotourism Accreditation Program) should be adopted in this area.
 - Commercial operators
 - Tourist operators (4WD and bus tours, charter boats, etc) need to be made aware of what is here.
 - Need operators to be educated so that they don't damage sensitive areas (where they go, what they take, where they walk, etc.)
- Introducing an ecotourism accreditation scheme would go a long way toward getting conservation messages out and resolving some of the area's management problems.
- Training
 - Spreading of misinformation is a problem in town - training could alleviate this.
 - Staff in local businesses often don't know how to get information across to tourists.
 - There is nowhere for tourists to go to get information.
 - Training is valuable, need to make information available and build local skills - but local businesses have little time, or motivation to attend courses.
 - On-site training would work- have a trainer in town who could work around people's schedules.
- Local Community
 - Give the local community more information so they can help educate tourists and holiday makers.
- Training
 - Training would be a bonus for local operators and businesses
 - How to handle people, customer service
 - How to explain the region, its features and what it has to offer.
- Ecoguide Accreditation and Training
 - Would be ideal if all tour operators were schooled in the same way, and taught the same key messages.
 - Could develop an Ecoguide accreditation program tailored for Shark Bay, and specifically targeted at tour owner/operators; the accreditation program could include:
 - Information on Shark Bay's natural history
 - Information on Shark Bay's cultural history

- Codes of conduct for visitors and operators: tourism has an impact on Shark Bay's natural and cultural heritage - how can we minimise this.
- Customer service skills.
- Develop a much briefer Ecoguide induction program - targeted at tour operator staff - which summarises the content in the accreditation program (perhaps 1 day long). The induction of new staff could be complemented by on the job training by Ecoguide accredited operators.
- Inductions should have a substantial field component, so new staff, who are perhaps new to the area, can get a feel for what Shark Bay is all about.
- Develop a complementary Ecoguide 'tourism manual', similar to that developed for the Kimberly, which would contain all the information tour operators need to interpret Shark Bay's natural and human history, written in layman's language.
- Would require a locally based and accredited trainer to coordinate Ecoguide accreditation and training in the Bay. This individual could also assist interested local operators in getting their Ecoguide accreditation.
- If all operators in Shark Bay opted to become accredited Shark Bay could advertise that every guide and tour leader in Shark Bay is an accredited Ecoguide.
- Could have yearly awards for the best Ecoguide in Shark Bay.
- Training with respect to the major features the World Heritage area has to offer, and possibly some customer service training, would be beneficial to local operators.
- If everyone works together to promote each other and create a good experience for visitors, the area as a whole will benefit.
- Training for operators would be good, particularly for aboriginal guides: such guides can tap into aboriginal history.
- Need to make the tourist operators better informed, as some of the things they say to visitors often create problems for CALM and cause visitor frustration; eg. saying that Peron homestead can be accessed by 2WD, or that there is a pensioner discount at Monkey Mia.
- Should be some kind of training for tour operators to ensure they do the right thing while they are operating in the World Heritage area.
- Sustainability of the Carnarvon Heritage Precinct.

4.2 Community Ownership and Wellbeing

- Instil in the community the significance of Shark Bay and how Shark Bay ranks in comparison to other world icons (Galapagos; Barrier Reef; Grand Canyon).
- Interpretation can be used to instill within a people a sense of ownership of World Heritage, to feel it as a core value within themselves.
- Anything that is a tourist development, especially an "ecodevelopment" should be educational; provide an experience that will engage visitors, and infuse them with a feeling of ownership and pride that they can't get elsewhere. This will lead to support for conservation.
- Increase community pride in the assets we have in our midst. This can be done by providing tours for locals to learn first hand about these assets, and training for local volunteers/organisations in marine care, conservation and research.
- Interpretation can help create social capital: ie. community involvement in development of their town's social and emotional well-being by contributions as opposed to just taking.
- Increase sense of custodianship over the western half of the Bay for people of Useless Loop and Shark Bay Joint Venture.
- Help overcome the divide between Shark Bay and outsiders.
- Interpretation can give the community something to be proud of; need to make sure the community's story is told, and that they feel a part of World Heritage, not separate from it.
- Interpretation can help the community understand why scientists care so much about Shark Bay.
- Use interpretation to create liaison and a bond between people with expertise and those without - this can create strength in a small community; bring people across the gap between government agencies and the community; offer the local community free activities to learn about the environment.
- Develop liaison with the community and the area managers to encourage interest groups that don't currently exist in the community (eg. amateur herpetological club). Use clubs or interest groups to encourage youth and spread messages through the community.
- Create a greater sense of ownership in the community by getting them involved and doing conservation; may lead to a "Friends of Peron" group, and assist with getting funding.

4.3 Conservation and Sustainability

- There has to be some benefit to the local community to make conservation/interpretive projects work.
- Need to integrate the Shark Bay economy with conservation.
- All messages relating the Shark Bay World Heritage area should have a social and economic context, as well as an environmental context; ie. all messages should consider the environmental, social and economic aspects of what is happening in the area.
- Need to sustain the environment in order to sustain tourism and the local economy.
- Social and economic interests in the long term are dependent on sustainable use of the environment.
- Sustainable Resource Use: there is going to be a growing need to use our resources in a sustainable way.
- World Heritage listing is meant to integrate conservation with a living human community - it is not about quarantining the environment.

4.3.1 Funding

- Need more funding for Project Eden (reintroduction program) and the World Heritage area generally (eg. South Peron needs more dollars spent on it).
- Project Eden - Reintroduction Program
 - Shire and community should put pressure on to see that this program is better funded.
 - The program should try to get out into the community more than it has been, and do more advertising and displaying of what the project involves; this will encourage the government to provide more funding.
- Poor funding/investment for management of the World Heritage area is a result of lack of communication.
- Shark Bay is a World Heritage area – lets use it to our advantage to get more funding support from politicians.
- Global Context - Support
 - Shark Bay needs to be put into the context of the global World Heritage scheme; ie. how does Shark Bay fit into the global picture?
 - Shark Bay sits at the top of the global picture because it is one of the few places in the world that meets all four criteria for World Heritage listing.
 - Need to increase awareness of the significance of Shark Bay in order to increase support for the area.
- Funding
 - Need more funding for management of the World Heritage Area.
 - For the work that is being done, and should be done in Shark Bay, we are receiving a pittance compared to other World Heritage areas in Australia.
 - Why is WA always underfunded?
 - If government really cares about the area, they should do something about it - Canberra needs to be shaken up so they invest more funds in Shark Bay.
- World Heritage funding is not acknowledged in any of the existing signage in the World Heritage area; need to make everyone aware of the amount of dollars are being contributed to the area by World Heritage funding.
- Every interpretive or visitor site that has been funded by World Heritage should have signage stating that this is the case.
- Need to promote World Heritage at a community level by letting the community know what **projects** World Heritage is funding - what the practical on-the-ground outcomes are in terms of how these projects contribute to the economics of the town.
- Should have a summary of the World Heritage funded projects on the Shark Bay World Heritage website.
- Interpretation can help Parks generate enough revenue to pay for their management.
- Visitor fees can be used to cover the costs of managing the area.

4.4 Education

- Schools should be provided with opportunities to learn more about the natural environment - eg. provide them with a terrarium.
- Researchers coming to Shark Bay should be required to spend time with Shark Bay schools, in order to inject some of their knowledge back into the community.

- The Useless Loop community could benefit from the education CALM is doing; would like to have more presentations, etc.
- Interpretive sites around the Bay will provide educational and outing opportunities for community members.

4.5 Fisheries

- Need to promote minimal disturbance and a stewardship mentality to ensure recreational and commercial fisheries are maintained into the future; fisheries is very important to Shark Bay's economy - this message must get through to the tourist industry.
- It is Department of Fisheries' role to protect economic interests of the community by managing fisheries in a sustainable way.
- Both the commercial and recreational fishing industries need to have healthy fish stocks for their survival. Interpretation can be used to foster responsible and respectful behaviour towards fishing and fish stocks.
- Need to promote a stewardship mentality to ensure recreational and commercial fisheries are maintained into the future; fisheries are very important to Shark Bay's economy – this message must get through to the tourist industry.
- Sectorial Equality in Fisheries
 - Interpretation should demonstrate and explain the importance, roles, functions, and values of different sectors - ie. the importance of recreational fishing, commercial fishing, aquaculture, no-take zones, etc.
 - All these interests have a valid place in terms of access and enjoyment of the area - we need to aim for sectorial equality, break down them-and-us attitudes, and increase tolerance.
- Shark Bay has the potential to provide a world class fishing experience with unique species, provided the resource is well maintained. Snapper and other sport fish have declined elsewhere in Australia, which will increase the value of those that remain in Shark Bay. This could provide a long-term sustainable economic resource for the local community.
- The commercial fisheries in Shark Bay is very important to the regional economy - communications can help promote wise use of the fisheries resource.
- Fishing regulations
 - Fish were declining in the Bay, but their numbers appear to have leveled off in the last few years.
 - This shows that conservation does work.
 - Healthy commercial and recreational fishing remains in the Bay because of conservation measures.
 - Healthy fish stocks are very important to the local economy, in terms of both recreational and commercial fisheries. Need strong messages about the need to protect these stocks and their habitats.
 - Fish bring tourists, and are therefore critical to the local and regional tourist economy.
- Useless Loop would benefit from a greater fisheries presence, for both regulatory purposes and educational purposes.
- Need to ensure the fisheries industry is not adversely affected by World Heritage. Any activity pertaining to World Heritage in the Carnarvon district needs to address fisheries (commercial and recreational) interests.

4.6 Health

- Need to communicate the risk of contracting Ross River virus from mosquitoes - beat the bite signs.

4.7 Indigenous Issues

- Interpretation has the potential to raise awareness about aboriginal culture and at the same time benefit indigenous business enterprise (eg. fishing industry and indigenous tourism).
- Because traditional owners haven't been that involved in management of the area, there is large potential for aboriginal interpretation.
- Need to talk to the old people in the community about their stories before they are gone.
- Any activity pertaining to World Heritage in the Carnarvon district needs to address aboriginal interests.
- Interpretation can help to promote Malgana culture - very little is known about the traditional owners; we need to promote the fact that these people still live here; it can also be used to help retrieve some of the language.

4.8 Tourism

- Flow on effects will ensure everyone will win if interpretation increases ecotourism, even those people not directly involved in tourism.
- Interpretation can help support locals in tourism.
- Every business and resident in Shark Bay benefits from the tourist economy and in turn, affects tourism in the area through their conduct.
- If Shark Bay received 10-20% more tourism, all businesses would benefit by this amount.
- Would like to see tourism business increased, particularly in the summer.
- Need to find other ways of making a viable living rather than just relying on traditional ways of doing things: tourism is one answer.
- The feel of the place is very important - tourists are attracted to a warm and friendly atmosphere, as well as to sites and activities.
- Interpretation can provide infrastructure for pastoral and nature-based tourism.
- Interpretation and awareness campaigns will encourage tourism.
-
- If marketing is done properly, everyone benefits - tourism is good for business, and good for residents because it leads to better infrastructure (eg. roads, medical facilities, food, etc.)
- Shark Bay's wildness and isolation is one of its primary features - this can be marketed.
- World Heritage values can provide long-term economic benefit to the community via nature-based ecotourism opportunities, as opposed to the community relying on a non-sustainable resource extraction based economy.
- Ecotourism:
 - Shark Bay is destined to be one of the top, maybe the top, eco-destination in Australia.
 - Need to guide tourism development in the Bay towards ecotourism, right from day one.
 - Ecotourism in the Bay should be directed by the state and federal governments to make sure its done properly. The state government or a committee should take control of marketing the area so it is done consistently and in an integrated way.
 - WATC and the state government want to promote and make money out of this coast; need to take a strong stance to get rid of heavy industry and to support ecotourism.
- Too much obsession with keeping Shark Bay the way it is - should encourage change for social and economic advantage; there is too much focus on the past and not enough on the future.
- Well managed eco-tourism is potentially a sustainable economy.
- World Heritage centre will be of great economic benefit to the town by attracting a lot more people to the area.
- Carnarvon needs all the economic input it can get - interpretation would provide more tourism opportunities.
- Interpretation and educational materials about Shark Bay's natural features can be used by marketers to help sell the area.
- If anything is going to bring people to Shark Bay, it is interpretation and educational material that can be used to help promote the area. The tourism industry will benefit from this to some degree.
- The World Heritage Centre will address some of the town's economic interests.
- Interpretation will contribute to the trickle down effect of visitation - people will buy stuff and stay longer.
- Show people in Shark Bay that their best potential for growth is through tourism.
- Get messages across to locals about how World Heritage can make tourist dollars.
- Get some economic rationalism into the debate.
- Increase in tourism visitation will result in better economic outcomes for the region. Whole area will benefit from publicity in economic terms.
- Ecotourism enterprises should be set up to promote the area; advertise for EOI for new enterprises.

4.8.1 Balancing Tourism with Environment and Lifestyle

- World Heritage status has both positive and negative aspects from a community perspective - brings more money and tourists into the area, but also results in increased controls over human activity.
- Don't want tourism to intrude on the local way of life
- Need to find a balance between visitor numbers and local lifestyle - its a catch 22 situation: increasing visitor numbers will increase dollars coming into the community, but will have a negative affect on lifestyle of the area.
- We need to have a good balance between the economy and the environment - need to try to achieve this with tourism.

- We could be doing environmental tourism a lot better – much of what is going on is just about making money; if we want to sustain the beauty and pristine nature of Shark Bay, both the commercial and government sectors need to provide a better quality product.
- Interpretation will attract ecotourists; help reconcile protection of Shark Bay's pristine environment with some controlled ecotourism.
- Pastoralism has a decreasing role and tourism an increasing role in the local economy; need to be aware of the population pressures that will ensue with this shift, and the threats this will pose to residents from both towns in Shark Bay.

4.8.2 Centralised Information

- Need a centralised place where visitors can get quality information and good service (service with a smile!)
- Tourist Information
 - Need to have a centralised tourist information facility that is open during the times most tourists are arriving in Denham (which is after 5pm).
 - This facility should be a place where visitors can pick up all the local pamphlets and find out about all the things there are to see and do in Shark Bay (similar to the one in Manjimup).
 - Lack of coordination of what is available to see and do in the Bay is currently a problem - visitors perceive that there isn't much to do in Shark Bay besides dolphins.
- Conveying Information to Visitors
 - Visitors have a hard time getting information about the Shark Bay area; they have to ferret it out of different people and businesses, and they frequently get misinformation, and different stories from different people.
 - Visitors tend to get most of their information from shopkeepers, most of whom have only been in the area for a few years.
 - Need to centralise and standardise the information about Shark Bay - the World Heritage centre will provide a physical focal point for people wanting information.
 - Hours of the visitor centre need to coincide with visitor hours (most people arrive in Denham after 5pm).
- Once the World Heritage interpretive centre is built, it will have an enormous impact on the numbers of people visiting Shark Bay. It will also centralise information and serve as a place that people can find out where to go and how to get there.
- Information Availability
 - People are not made aware that they can visit Steep Point and Dirk Hartog; need to make it widely known to visitors that they can join a tour and visit these places.
 - People aren't aware that of what's available in terms of tours.
- Not enough easily accessible information in town on what there is to do in the Bay; should have more accessible information about what there is to do and when the best times are to do things.
- People think there is nothing to do here - availability of local information is a real problem - need to make people aware of the things there are to see and do in Shark Bay.
- Need a centralised location where visitors can get comprehensive information about the area.
- People come to Denham thinking they can walk to Monkey Mia - then they can't find a bus to Monkey Mia; this type of information isn't readily available.

4.8.3 Cooperation

- Best advertising is word of mouth - operators should cooperate to ensure that visitors have a good experience when they are in Shark Bay, so they spread the message.
- Tour Operator Cooperation
 - Need to make sure everyone is working together, saying positive things about everyone else, and conveying consistent messages.
 - This is essential to creating an atmosphere in the Bay that makes visitors feel good about the place.
 - Hold tour operator's nights; make sure that everyone is saying the right thing about other operations/industries.
 - Get more information to tour operators to make sure they are conveying uniform and accurate information to visitors.
 - Operators should be provided with one comprehensive set of information that everyone uses.
- Operator Unity
 - Unity between local operators and people in Shark Bay could be improved.

- People need to work together to sell Shark Bay and encourage visitors to stay longer and get more out of the area.
- All operators in the area should be preaching the same story, sending the same message about Shark Bay.
- Businesses should operate by sharing information about what's on offer in the area.
- Need more interaction between businesses all around the area in the form of cross-sponsorship; eg. a daily or weekly tourist raffle for a meal at a restaurant or a night's accommodation – will encourage tourists to extend their stays.
- Need to local businesses to pull together more, and work together to benefit the community.
 - Would be a lot easier for operators to work together if someone was directing tourism in the right direction.
- Operators should market themselves and provide a special experience for visitors, rather than just riding on the back of Monkey Mia and other established operations; they should develop their own identity.
- Agency relations with local operators
 - Good liaison and trustful relations between government agencies and local operators will help give the local operators an advantage over outside operators.
 - Shark Bay is a struggle for local business – city people come in, make a killing and leave.
- Would be good if CALM could help the locally based operators who are interested in providing their guests with a personalised nature-based experience; eg. set the operator up to talk to a scientist or to see something special.
- The whole community would benefit if we worked together.
- Also need to educate the local businesses so they consider the impact of spending dollars outside of town - should be buying local where possible to keep the money in the Shark Bay economy.
- There are a lot of positive spin-offs to buying local - the things that make the town viable to live in are supported by local businesses; if the community could work together more closely, we could get a real high school and other facilities, such a doctor and chemist.
- The Shark Bay community will never be economically viable without tourism. We need to make sure the tourism dollar is respent in the Shark Bay community, to maximise benefits to residents.

4.8.4 Diversifying Attractions

- Strong conservation messages and information outlining why Shark Bay is valuable will reduce management problems and visitor impacts, and also attract more people to the area.
- Using interpretation to put greater emphasis on the diversity of values in the Shark Bay area (rather than just focusing on dolphins and fish), and to take advantage of the global boom in 'wilderness adventure' tourism, will create a greater diversity of tourist opportunities and be of commercial benefit to the local community.
- Need to attract other types of tourists beside the longterm fisherman who have traditionally come to Shark Bay.
- If people are provided with information about what to see and do, they will be encouraged to stay longer; interpretive centre will be a big bonus - we need to cater to the informed tourist.
- Eventually if people get the message see that there is a lot more to see and do in Shark Bay than just fishing, they will come back.
- Project Eden could potentially provide year round interpretation/wildlife viewing
- Diversifying Shark Bay's attractions
 - Interpretation can improve the local economy by increasing the number of things to see and do in Shark Bay,
 - This will provide fall back in case something happens to the dolphins,
 - Will also encourage visitors stay longer and visit during the off-season.
- Recreation of Old Shark Bay/Freshwater Camp would provide a place for people to learn about and see Shark Bay's history.
- Capitalising on Shark Bay's World Heritage values could have economic returns in Carnarvon, because at the moment, there are very few touristy things to do here. World Heritage values would provide substance for:
 - A wildlife park
 - Scenic flights
 - Boat tours, etc.
- Need to provide more things for visitors to do; for example, could run activities a few nights a week at Peron homestead and other locations; just need transport to get people out there; ideally these activities would incorporate some aspect of community involvement eg. a local community group could host a barbecue.

- Environmentally sustainable tourist operations/accommodation should be encouraged in other areas of the Bay, but without creating a bureaucratic nightmare with controls and licensing - need to reduce the number of cowboy operators.-
- Making people aware that there are many things to do in Shark Bay, and providing the infrastructure required to get visitors to more areas around the Bay, will result in more visitors staying longer, which will be good for tourism and the local economy.
 - Shark Bay will lose its primary advantage in the WA tourist game as more dolphin interaction centres spring up. Nobody knows what Shark Bay has to offer beyond dolphins and fish; we don't have TV advertising, or anything out in the marketplace saying what Shark Bay has to offer.
 - Will benefit from more visitors coming to the area, staying longer and wanting to see more sights.
 - Need to market Shark Bay as an integrated product; Shark Bay as a whole includes:
 - World Heritage; natural and historical features,
 - Carnarvon - fresh prawns and bananas and mangos,
 - Useless Loop - highest grade salt in Australia,
 - Pearling industry and its history in the Bay,
 - Steep Point,
 - Murchison, etc.
 - We need to find a way to put all this together and explain it to everyone.
- Give people the option to go to different places; need to have things for families to do to encourage people to stay longer.
- More interpretation and things to do in the Shark Bay area will lead to visitors staying longer and benefit local businesses.
- How long can Shark Bay tourism rely only on the dolphins - soon tourists will realise that they don't have to sit on a bus for 10 hours to see a dolphin, they can just go an hour south of Perth and have a similar experience. Need to focus on some of the area's other highlights and make people aware that there is so much more to Shark Bay than just dolphins.
- Need to move away from recreational fishing, given the bans and growing regulations, and onto something else.
- Interpretation and communications can help get much needed advertising penetration for the Shark Bay World Heritage area - need to show people what is in the World Heritage area (beautiful scenery, etc.), and what both the summer and winter seasons have to offer.

4.8.5 Employment

- Use interpretation/communication to ensure that people have a good experience when they visit Shark Bay; word of mouth is the best advertising; if a visitor comes to town and has a good experience, they'll tell someone else, then everyone in town benefits. If a visitor has a bad experience, they tell 10 people (negative news travels further than positive), and everyone in town really loses.
- Denham has an aging population: interpretation and related tourism can provide employment for younger residents and allow them to stay in town.
- Before the World Heritage listing and tourism, young men would have to leave the area to find work.
- Create a situation where people who have done studies in recreation and tourism can run viable businesses in the area - create employment in the nature-based ecotourism sector.
- Interpretation is good for local employment and business opportunities; the World Heritage Interpretive Centre will bring a lot of tourism here and benefit the local economy.
- Interpretation and Employment
- Recreation of Old Shark Bay/Freshwater Camp would also potentially provide meaningful guiding and interpretation employment for local youth; this experience would be a stepping stone to better jobs (eg. in communications).
- Interpretation can provide employment by training local people as tour guides, etc.
- Increased tourism will create a situation where local kids can get jobs right out of school.
- Ecotourism will create more long-term jobs than mines or industry - because it is potentially sustainable forever.

4.8.6 Infrastructure

- Will need a bigger infrastructure and more services to get visitors to different places; at the moment, visitors are frustrated by the lack of infrastructure in town.
- But it is difficult to improve infrastructure until there is sufficient demand for services (eg. some visitors are frustrated because they can't hire equipment to go diving, but at the moment, economics and demand are such that no one can afford to get a local dive operation going).

- Lack of Infrastructure
 - Want to attract intelligent tourism - unfortunately air travel has dried up and there is no venue for well-heeled, quality people to come to Shark Bay.
 - People want to get out of Monkey Mia but can't - need transport links so people can get to other places.
 - Need more tour guides for ecotourism ventures - visitors should have the opportunity to do things on their own with a guide, or with a group.
 - Don't want to advertise the Bay's features when there is no way of getting there to see them.
 - Should have good 2WD transport links between Monkey Mia, Peron homestead, Denham, Shell Beach and Eagle Bluff.

4.8.7 Length and Timing of Stay

- Need to tell potential visitors that they need more than two days to properly experience Shark Bay – there is more to Shark Bay than Monkey Mia.
- Provide more things for people to see and do so that visitor impact is spread out, and there is less visitor pressure on Monkey Mia.
- Focus on getting people here in the off season.
- More interpretation and opportunities for interaction with the natural and historic features of Shark Bay will keep visitors in the area longer – this is good for the commercial/economic base of the community.
- Extending visitor stays
 - Europeans come in for one night, then wish they had a week
 - But they're typically locked into an itinerary and can't change it.
 - Not enough information at the planning stage on what there is to do in Shark Bay.
- Improved interpretation at MMR will encourage more visitors and longer stays, thereby increasing revenue needed to cover operational costs.
- Improved interpretation will provide different attractions for tourists, thereby extending the tourist season, and increasing length of stays.
- More interpretation will encourage visitors to spend more time in Shark Bay.
- Try to get more people here in the off-peak season, despite the weather and wind - it is difficult to do business in Shark Bay because of the sharp seasonality in visitation.
- Interpretation has the potential to attract visitors here in the off-season - but tour operators have to take the initiative and become actively involved in providing interpretation as well.

4.8.8 Monkey Mia

- The state government needs to invest more in tourism - MMR is an icon tourist location in the state, and requires investment in order to maintain its status as such.
- Need to spend much more money on MMR visitor centre -needs to be done properly and the interpretation has to be 100% right!
- Gate fee should not be raised to cover costs; external funding is required.

5 Are there other issues which you feel interpretation/communications can address?

5.1 Bernier and Dorre Islands

- Need to establish a friends of Bernier and Dorre Islands group - could act as a lobby group to influence what people do on the islands, and to get the message across about the islands' ecological value.
- Need to get a better handle on what people are doing on Bernier and Dorre - need some visitor survey feedback (when people go, what they do, how long they stay).
- People from Carnarvon are very aware of the environmental sensitivity of Bernier and Dorre Islands.
- Aboriginal History
 - The aboriginal significance and history of the islands must be conveyed.
 - It is culturally inappropriate for aboriginal people to go to the islands.
 - Tour operators should be made aware of this, and convey the history to all their tour groups to prevent the situation of an aboriginal person unwittingly going to the islands.

5.2 Charlie Sappie Park

- This used to be a very well used park, but since it was redeveloped and the shaded seating removed, it has become useless space that is never used.
- Need to provide some shaded seating to encourage people to use the space - perhaps then they will go in and read the signs - need something to draw people to the interpretive signage in the park.
- Consider building tables with World Heritage messages interpreted on the top of them and covered over with perspex so that they can be read, but are protected.
- Acknowledge that the park was built with World Heritage funds.

5.3 Government Communication

- Ongoing consultation should take place as the planning for this project (World Heritage interpretive planning) progresses; there should be dates and times announced (using the Inscription Post, notice boards, etc.) where residents can view the plan progress and make comment. Have one session in the morning and another in the evening.
- CALM needs to demonstrate to the community what its 32 staff members do (32 people is an enormous number of staff for a small northwestern community), and highlight the various projects it is involved in. This will ease the community and help tourism.
- CALM have improved their communication and approach with the residents.
- Government information is now more simplified and less scientific jargon is used and more of a casual approach rather than academic and bossy - things are getting better and hopefully will continue to do so.
- Agency Cooperation
 - There are a number of agencies working in the Shark Bay area
 - Most of these agencies have their own organisational messages, but do not have messages specific to Shark Bay.
 - Need increased cooperation and conformity of messages between organisations.
 - Need to provide fora for agencies to work together on issues.
- Interagency Cooperation
 - Need to increase cooperation between agencies in sending the message that Shark Bay is a World Heritage area.
 - Work together to ensure that public perception is that of Shark Bay being of global significance.
 - Ensure that there is good internal communication within CALM, with respect to activities taking place in the World Heritage area.
- Communication can help improve integration of agency objectives and activities in the Shark Bay area.
- Public Perception
 - People see CALM as money grubbing, so they resent paying CALM fees -CALM needs to show people how fees are spent in managing the area.
 - CALM could use a publicist or community liaison person who educates the community as to what sort of things CALM is doing, and who is involved in all the community activities, volunteering, etc; this person could also work to increase community participation, involvement and unity.

- CALM should cooperate more with the general population and make residents part of the decision-making process.
- People see CALM as taking away land and access - CALM should be seen to be giving something back to the community, and not just cutting off access to beaches, etc.
- Locals should be made aware that CALM staff are here because they personally want to be in Shark Bay, not for money or other reasons.
- This advice goes for Fisheries and the Shire as well.
- Management of natural areas can be greatly assisted through
 - Public participation
 - Interpretation and education
 - Communications.
- Need to really educate people before some management actions are enacted; 1080 baiting for example, which has implications for people with dogs, etc.

5.4 Fisheries

- Fishing regulations
 - Need to put up proper and up-to-date signs showing fisheries regulations.
 - Fishing regulations have changed a lot recently - has been difficult to get signs changed quickly enough to keep up the new regulations.
 - Need a quick turn around when producing new signs displaying regulation changes.
 - People's expectations of officer presence, good signage, etc. is high - they tend to be disappointed.
 - Need to promote stewardship and self regulation - this will be difficult because it will require a culture change.
- Protecting spawning aggregations: need to do a lot more work on educating people that protection of fish while they are spawning is a good conservation strategy that will help maintain fish stocks into the future.
- Shark Bay, being a World Heritage area, is a good place to trial fish conservation measures for public acceptance, and a good place to educate people about fish management and protection measures.
- Fisheries Regulations
 - Fisheries regulations change so often that no one knows what they are.
 - Should have less controversial advertising of fisheries regulations in Shark Bay (eg. the fact that you can't catch snapper in Shark Bay has been all over the newspapers), and more positive advertising of the fisheries situation here.
 - Shouldn't assume that marking sanctuary zones will attract fishermen to these places.
 - Most people want to obey the law and are honest - they should be treated that way.
 - Fisheries should treat people more respectfully, and spend less time targeting responsible fishermen who want to obey the law, but are not aware of the regulation changes.
- Fisheries Management
 - Educate people on how to fillet fish so there is less waste- eg. you can eat the meat of the backbone, wings can be skinned, marinated and barbecued, make soup out of fish heads, etc.
- Prawn trawling:
 - Not enough information is available to the community to decide for themselves whether or not trawling is having a negative effect on the marine environment.
 - Fisheries information needs to be transparent and readily available.
 - Fisheries need to deal with the perceived situation - people perceive that the trawlers are doing damage, and need to be provided with evidence to be convinced otherwise.

5.5 Indigenous Heritage

- Need to do more research on aboriginal heritage of Shark Bay, more archeology and anthropology.
- Important to have the input of the local aboriginal community at the planning stages of all interpretive activity.
- The Watercorp should not only put up a fence where the Aboriginal bones have been relocated and buried but plaques and a bit of a garden.
- Would like to see a lot more interpretation of aboriginal issues, but done on the Yamaji community's terms.
- Tour operators are educators and can help raise awareness of the cultural history of Shark Bay.
- Information about aboriginal culture that is being conveyed by other people, such as tour operators, must be true, correct, and non-exploitative.

- Get the elders more involved - perhaps set up an elders advisory council to provide guidance in relation to issues of language and culture.
- Yadgalah would like to develop an indigenous tourist product.

5.6 Indigenous Liaison

- Establish liaison officers to work between government agencies and Aboriginal people - would provide one-stop shopping for Aboriginal consultation.
 - Needs to be someone the community feels comfortable talking to, and someone who is culturally aware of the cultural needs of the Shark Bay Aboriginal community.
 - Consultation can be very complicated here because of World Heritage and marine parks and the effects of these on fishing rights.
 - Aboriginal community needs to get more of its people into administrative roles.
- CALM staff should undergo cross-cultural training - as an agency CALM has a big impact on Aboriginal people.
- Should have a cooperative approach between pastoralists, CALM and aboriginal people - there shouldn't be fees for Malgana people (including Carnarvon people).

5.7 Interpretive Guiding

- Interpretive Guiding
 - Guided tours can add value to visitors' Shark Bay experience by adding a human element to education and increasing the depth of knowledge that is conveyed.
 - Guided tours can contribute to the local economy
 - Guides can interpret features which can't normally be seen, eg. microfauna
 - Guided tours can be a channel for controlled, well-managed access to sensitive sites.
 - Guides can instill conservation and stewardship messages in visitors.
- Visitors really enjoy personal interpretation provided by rangers.

5.8 Marine Sanctuary Zones

- Sanctuary zones and protected habitat zones
 - Sometimes delineating these areas increases attention to them; thus need to increase policing and enforcement if these areas are to be marked.
 - Don't put up signs delineating these areas unless the resources are available to police them.
 - GPS technology has allowed people to find these areas much more easily, so the presence of signs may or may not make a difference.
 - Really need to think this issue through
- Sanctuary Zones
 - Marine Sanctuary Zones have not been gazetted by Fisheries
 - Only the Sandy Point corals have potential to be over-fished - this sanctuary zone should be properly marked, and a mooring put in for divers - beautiful dive spot.
 - Steep Point sanctuary is almost impossible to mark.
 - The other sanctuary zones probably don't need to be marked because they are in areas that aren't fished.
 - Need a sign at the boat ramps showing the sanctuary zones.
 - Fisheries should enforce the sanctuary zones.

5.9 Monkey Mia

- Interpretation at Monkey Mia (very important!)
 - Monkey Mia attracts educated people - our credibility is on the line, so we need accurate and uniform information.
 - Most visitors are already converted to environmental responsibility - treat them respectfully, they will obey the rules willingly if the message is conveyed properly.
 - If people pay for a tour, they often accept the interpretation as gospel - need to make sure that the information is correct, and that staff are properly trained; operators should have proper accreditation for interpretation, and should be conveying uniform information.

- There should be an educational process which takes place between the car park and the beach, so that when visitors get to the beach they know what the rules are and why they are in place - this information must be conveyed in a way which is not militant.
- More information on the World Heritage values is required - make visitors aware that there is more to do and see in Shark Bay beyond Monkey Mia.
- Monkey Mia is an excellent spot to 'capture' people, with respect to handing out information. During daylight hours, key information can be handed out by staff in toll booth; after hours, CALM staff can ask that resort staff hand out the brochures (as a large number of people arrive after hours). Resort would probably be happy to cooperate, as long as the information handed out was people friendly.
- Visitors are often annoyed by the fee at Monkey Mia - they are ignorant as to what their \$6.00 does for the reserve, and they do not realise that Monkey Mia is not included on their park pass.
- Visitors often mention that they have seen images of people touching dolphins and Monkey Mia, and are disappointed when they are not able to do so.
- CALM needs to shift its approach from that of policeman to that of customer service - there have been complaints that the atmosphere at Monkey Mia is becoming more and more oppressive.
- Info being distributed about dolphin interaction is too militant in how it comes across.
- CALM staff who take the time to speak to tourists and answer questions after the dolphin feedings are getting a lot of positive feedback from tourists.
- Staff working at Monkey Mia need to have a more relaxed, customer service mentality - do more PR and less policing, change their body language.
- Visitors are now being asked by CALM to leave the water outside of the dolphin interaction zone - but no one has explained the reasons for this to the local tour operators, who get questioned by visitors and cannot respond to their queries.
- Need to encourage people to come to Monkey Mia - tourists are getting big messages that they are not allowed to swim with the dolphins at Monkey Mia, when the only place this is impossible is in the dolphin interaction zone.
- Too much emphasis on fear; eg. herding people out of the water when a puffer fish is present, being told there are stonefish in the water when stonefish don't even live in mud, and being told how dolphins knock people over when they are feeding.
- Ease off on some of the interaction rules - portray the dolphin experience as more than just feeding, its a whole experience where you could have a chance to swim with or touch a dolphin (outside the interaction zone if approached).
- Emphasise that it not necessary to touch the dolphins to have a good time - they don't like it - just enjoy the experience of having them around;
- Explain from the dolphin's perspective how unpleasant the experience of being touched by hundreds of people every day of the year would be - imagine yourself as a dolphin in this situation.
- Using 'knee depth' as the guideline for how far visitors can enter the interaction zone is unfair, because people have different knee depths - change it so the tallest person in the water sets the limit.
- Monkey Mia staff need to understand how far people have traveled to get to Monkey Mia, and how much they've been through financially, physically, and emotionally to get here.
- Monkey Mia staff should be trained in PR and customer service skills.
- Use the Monkey Mia information centre to put on regular presentations about World Heritage values.
- Monkey Mia Fees
 - Tell people up front, in all the information being provided on Shark Bay, that there is a fee at Monkey Mia reserve.
 - Note the fee on park passes, or build into the cost of park passes. Or create a special pass that incorporates the areas not usually incorporated. A tear off voucher could be the means to get the Monkey Mia money from CALM in Perth
 - When confronted by an irate visitor, the gate staff should explain that they're just doing a job, but that they are aware of the problem and would like the visitor to help them solve it by making polite suggestions. Ask toll gate staff to survey visitors about what would make them feel better about paying the fee, or where/how they would have preferred to be alerted to there being a fee.
 - Fees at the Monkey Mia gate are a big issue with visitors; people selling the passes in Perth tell the tourists that the park passes are good for all the parks, but don't say that Monkey Mia isn't included.
- Monkey Mia
 - Monkey Mia should not sell anything with plastic bags (they kill marine life, such as turtles, which think the bags are jelly fish); the resort should consider selling canvas carry bags.
 - Monkey Mia is hypocritical – dolphin video shows people touching dolphins – need a replacement video.
 - Need an explanation of the paintings on the floor at the Monkey Mia visitor centre – people aren't aware that they're there.

- Video showings conflict with the feedings and charter boat departures – should reschedule the showings.
- Pamphlets are waste of time for conveying rules and regulations – the best approach is personal – people should be told what the key guidelines are at the toll gate. They should also be told the best times to see the dolphins.
- Monkey Mia staff are there to ensure visitors have an enjoyable experience.
- Dolphins
 - A lot of other places are offering dolphins these days – soon Monkey Mia is going to lose its competitive edge.
- Monkey Mia Fee Structure (very high priority)
 - People don't know until they get to MMR that they have to pay more.
 - Need to change national park passes so that they actually state the reserves they are not valid in.
 - Need to erect sign(s) indicating the fee structure in a location well before Monkey Mia.
- Monkey Mia Reserve (MMR) Fee
 - Need to make visitors aware of where their fees go.
 - National Parks Entry Pass should clearly state on it that it is not valid at MMR - that MMR is not a national park, but a CALM reserve jointly managed with the Shire, therefore the pass is not valid here.
- Monkey Mia Customer Service
 - The most serious visitor criticisms and worst complaints received by the Shire are with respect to Monkey Mia. MMR is now perceived as overcrowded, impersonal and bossy.
 - Monkey Mia is the second most important employer and economy in the Shire, but we're not treating the visitors very well.
 - MMR should be viewed not as a National Park, but as a place where people are entertained - need to focus on customer service and creating a quality experience for visitors; visitors should be looked after.
 - MMR staff should not wear a ranger uniform - too militant in appearance - go for something softer so that staff are viewed as more as interpretive guides and customer service representatives than as regulators.
 - The MMR gate, with its uniformed CALM staff, reinforces the police-like atmosphere.
 - MMR should be more customer focused, and provide visitors with better information and explanations for the strict management regime.
 - MMR can help people better understand and appreciate dolphins and other marine life - it should be set up as an entertaining educative experience; people go there to be entertained, not to be pushed around or told what to do.
 - Crowd Control is an issue when dolphins come in - need to control crowds while still providing visitors with a quality experience, and with a greater customer service focus. Crowds are now too large - rope the beach off and take smaller groups of people down for shorter periods; people should be able to get closer to the dolphins and interact with them more. Encourage people to hang around visitor centre, then bring them down to the beach in smaller numbers. A rewarding brief experience is better than a longer rotten experience.
 - Talk to visitors more; MMR should be staffed with employees who are good with people, and who are friendly and entertaining. Emphasis should be on customer relations and providing visitors with a quality experience.
- Monkey Mia Visitor Centre
 - Increase frequency and variety of slides shows and talks in the auditorium.
 - Much more money should be spent on the visitor centre - people get bored of signs on the walls: more information presented in a more entertaining format (eg. walk in aquarium).
 - Need to provide some entertaining alternatives to the dolphins elsewhere in MMR; provide modern entertainment for families and kids (eg. playgrounds) - people will leave happier.
- Entry Fee:
 - MM Resort will not tell their guests that there is a fee to get into MMR - (its on the back of a form they give to guests)
 - That there is an entry fee to MMR should be well posted at Overlander turn-off and Denham. Resort won't tell them there is an entry fee. Its on the back of a form they give out, but guest seldom read it.
 - Creates a huge problem for staff - visitors are pissed off because they don't know that there is an entry fee until they get to MMR.
- Monkey Mia walk trail:
 - Trail is poorly marked/hazardous - people get lost up there, don't know what they are looking at.
 - Arrows have been taken away (were on laminated bits of paper - very unprofessional)

- Shouldn't send people there until its fixed up
- Some tour operators won't send their people there
- Required
 - Trail redeveloped (2.5 km)
 - Signposting
 - Interpretation/information
- Trail Interpretation
 - Shrubs/plants
 - Cave (about it and where water came up to)
 - Look out - MMR context in the bay/ Faure Sill, etc.
 - Seagrass
 - Faure island
 - Dugongs
 - Birds
 - Bushtucker
 - Ecological Processes
 - Most fauna comes out at night - why?
 - Reptiles
- Need to increase visitor understanding of why the dolphin management program is in place, and how it is necessary to protect dolphins.
- Visitor Centre
 - Some of the information inaccurate
 - More detailed info on dolphins required - biology, physiology etc.
 - Holy Fin model needs a heart
 - Information on history of Monkey Mia
 - Other places to see in Shark Bay
 - Information on do's and don'ts in different languages
 - Need more info on the other aspects of the local ecology, particularly that of seagrasses
 - Aboriginal heritage
 - More on terrestrial wildlife
 - Bones etc. have been broken by careless handling - need to be protected with perspex barriers, labeled and separated into proper categories.
 - More directional signs from the boardwalk - people don't know where the Visitor Centre is.
 - Directional signs outside the Visitor Centre doors saying what all the rooms are, and where the rangers are
 - Expand variety of videos
 - Electronic suggestion box on computers - electronic visitors book
 - Map of Shark Bay should be put up
 - Electronic learning package.
- Beach
 - Problem with interpretation and rules not being in other languages - rules should be posted multiple languages
 - Need signposting on the beach to say what can and cannot be done (embarrassing for guests to be told off when they do something wrong - Europeans want to know what they can and can't do)
 - Don't want too much signposting on the beach - may be more appropriate elsewhere.
- Interpretive activities
 - Rangers' guided walks: make sure they don't overlap with Boy's content (aboriginal focus - plants, bushtucker, boomerang)
 - Need a lot more interpretation
 - Rangers have skills beyond regulation of activity - staff are more than just policeman, they also do interpretation and should be seen to be approachable,
 - Teach people more about dolphins
 - Offer people face to face interpretive activities
 - Staff given the opportunity to mix with guests away from the beach - provide more information and a personal interpretive experience - build upon the experience on the beach.
 - Spot lighting for wildlife at night.
 - Do more activities with a World Heritage focus.
- Influencing Visitor Behavior
 - Lots of rubbish being discarded by fisherman. Feeding of pelicans is also a problem. Need signs at other ends of the MMR beach where fishermen frequent. Also consider erecting sign at the fish

cleaning tables and boat ramps. Signs could perhaps show a turtle dead from consuming plastic bags.

- Big do and don't signs for boaties at all the boat ramps: sign to deal with respecting animals, speed limits, rubbish, not feeding animals, not damaging seagrass beds: ie. this is your World Heritage area, treat it like your back yard.
- Miscellaneous
 - Cassette system for amphitheatre used to play music - could play cassettes in different languages outlining key messages. [Don't agree]
 - Wildflower display on computer - something people can flick through - each page is different colour.
 - Eagle Bluff needs interpretation/shade
 - Shell Beach - needs shade and better amenities- at the moment it is a heat risk, particularly for more elderly visitors.
- Monkey Mia Reserve
 - Monkey Mia is a good place to sell the rest of Shark Bay.
 - Interpretation in the visitor centre should also tell the story of Shark Bay's Aboriginal history and pearling history (Shark Bay has the oldest pearling fleet in WA).
 - There should be more free talks by researchers put on in the visitor centre.
 - Monkey Mia walk trail needs to be improved: path fixed up, stairs built, directional arrows installed, and interpretation provided.
 - Need to interpret the World Heritage values at Monkey Mia
 - Should put up an environmental display at the resort charting the history of Monkey Mia, how it has been made more environmentally sustainable/friendly over the years, what environmentally sensitive measures have been put in place, and today's progress in improving environmental management in the area.
 - Could show pictures of rubbish oozing out of the ground in Steep Point to emphasize the need for good environmental management, and the need to manage people in natural areas.
- Monkey Mia Resort
 - Consider a stronger sustainability message at the resort, ie. less generators, more renewable power such as solar or wind.
- Monkey Mia
 - Can be used as a launch pad to other areas, but again, need transport
 - Need to equalise information and interpretation between Monkey Mia and Denham.
- Monkey Mia Reserve
 - Monkey Mia interpretive trail is in really bad condition - needs considerable improvement.
 - Rubbish needs to be cleaned up around the reserve.
 - Bird hide needs to be cleaned up - a good spot to view birds.
- Monkey Mia Visitor Centre
 - Staff should not refer to the centre as an 'interpretive' centre, as most people don't know what that means (thinks its a place to get things translated).
- At Monkey Mia there should be no fees for locals, whether they are rate payers or not; gate keepers must be sensitive to Shark Bay locals and polite about waiving the fees.
- Visitors passing through Carnarvon want to know if its worth seeing Monkey Mia.

5.10 Place Names

- Place Names
 - A lot of the names being used for places are made up (eg. no Bottle Bay or Red Cliff Bay – the actual name is Cape Rose).
 - Should put all the old names back on sites and use them.
 - Get a map of old names made up for use as a reference for everyone in the community.
 - Could also identify the old aboriginal and Malay names for places (eg. all the pearling camps had names).

5.11 Research

- Shark Bay should be fostered as a site of research significance - more research in the area should be encouraged.
- **Need timely** feedback of fisheries research results into the community

5.12 Schools

- Material for Schools
 - Need information in simplified formats; any information about the local environment and history is desirable.
 - The best information is that which leads to more questions.
 - Information that includes links to websites is good.
 - Should include good maps showing where in Shark Bay animals or features occur- makes a large difference in understanding.
 - Information concentrated at strategic points is good for school field trips.

5.13 Target Audiences

- WA people are not very knowledgeable about Shark Bay, especially when compared to Europeans - Europeans are coming here because they know about the area.
- The major target group in terms of informing people should be West Australians first, and Australians second; if we increase their knowledge and curiosity about Shark Bay, they will come here.
- Even people who live here don't see or understand a lot of Shark Bay, for example, some people have been here for 30 years, but have never seen Cape Inscription; if you haven't been to an area, you can't fully appreciate its value. Need to inject some enthusiasm into the local people.
- Educating Children
 - Focus education on the young ones and the kids – the parents are too difficult to educate – the best way to reach them is through their kids.
 - Monkey Mia is overused but does a great job educating the young ones.
- In terms of visitors, groups of men are likely to stay the same or reduce in number, while the number of families visiting the area is on the increase.
- Older people like to do bus tours to see bush and flora.
- Need to differentiate between messages going to the community and to visitors (two target audiences): keep the locals informed and involved in the decision-making process.
- Retired caravaners are good targets for interpretation/education: they are the best ambassadors for Denham and the area because they talk to other visitors.
- Resource more groups - get a list of threatened flora for the area through the Wildflower Society, and make more contacts with museums.
- Information for planning processes, targeting government agencies
 - The information that is currently available on the World Heritage area is very outdated;
 - There should be a reliable follow-up contact available in case more information is required or issues need to be discussed.

5.14 Threatened Species / Feral Animal Control

- Communicate to the general public the extent and level of mammal extinctions throughout semi-arid Western Australia
- Communicate the ways in which this can be addressed and who is doing the work. In particular, feral animal control and reintroduction of species to secure habitat
- Use communication to gain acceptance of the community for baiting and aerial shooting of feral animals - it is vital that this work carries on for nature conservation.
- Communicate the positives of feral animal control (will prevent extinction of our native fauna) and emphasize the need for it.

5.15 Visitor Expectation

- Visitor Expectation
 - If what Shark Bay has to offer is made available, then the area will sell itself; can't make people come or stay unless you give them something to come and stay for.
 - Need to set up the right expectations in visitors before they get here, then ensure that their expectations are met (eg. make people aware of limitations on interacting with dolphins, and that there is a fee for Monkey Mia).
 - If visitors have their expectations dashed in one place, they will be down on whole area, and will not want to see anything else.
- Visitor Expectation and Satisfaction

- Need to look at what people want and survey to see what people expect from Shark Bay.
- Drive-in visitors have 5+ hours of expectation before they get here, and 5+ hours of reflection when they leave - we must make sure we meet visitor expectation and provide visitors with a memorable quality experience.
- Should survey for the 'feel' visitors get from Shark Bay.
- Visitor Expectation
 - Visitors' expectations must be met; if people have a bad experience, they won't come back, and they'll tell 10 other people what rotten time they had - domino effect.
 - Shark Bay doesn't have the infrastructure to meet expectation at the moment (eg. lack of dive equipment or facilities to fill air cylinders).
- Pre-visit Expectation
 - Need to inform people before they arrive in Shark Bay, so they have the right expectations when they get here.
- Offsite Interpretation
 - Offsite interpretation is more important at this point than onsite - need to change what people expect of Shark Bay before they get here.

5.16 World Heritage Centre

- The interpretive centre is very important - it will turn things around in the Bay
- Should be a very visual and colourful display.
- Should include fishing displays on both commercial and recreational fishing, as well as rules for recreational fishing
- Aboriginal history should be incorporated into the World Heritage centre and balanced with European history.
- Consider designing World Heritage Centre using state of the art sustainable principles.
- Also minimise use of glass in Heritage Centre - can't keep artifacts in the centre if they are exposed to sun - also minimises hanging space.
- Tell pastoral history in World Heritage Centre.
- World Heritage Interpretive Centre
 - Take some lessons from the Albany Museum
 - Ensure the interpretation isn't boring and non-interactive - interpretation should address all the senses - touch, sight, hearing, and smell.
- World Heritage Interpretive Centre
 - Will be a very good tool for educating people about the pastoral industry and history – how this information is presented is critical.
 - Must be a central feature of Shark Bay.
 - The architecture of the building itself is very important – people will come just to view the building.
- World Heritage Centre must be done well with no short cuts; the centre should be of high quality and provide accurate information.
- Interpretive centre is a great idea and opportunity.
- World Heritage Interpretive Centre should be where the jetty is; when you come down the hill into Denham, the first thing you should see is the World Heritage Centre.
- Centre should be staffed with passionate people who know what they are talking about.
- As part of the Outback Coast program, the World Heritage Centre should also promote people going out to Kennedy Ranges and Mount Augustus.

5.17 Miscellaneous Interpretive Ideas

5.17.1 Badging and Logos

- World Heritage Logo:
 - Provide prizes for an art school to develop a logo for the World Heritage area - let the community vote on which logo they prefer, and have some of the local businesses put up the funds(?), accommodation, tours etc for the prize.
- Badging
 - Shark Bay should not be badged as just another state-run park - it should be identified as something special and of global significance.
- Would be happy to see World Heritage badging on signs in Edel Land and Carrarang.
- Linking to the Bigger Picture

- Need to devise a linking mechanism between interpretative sites, which links each site to the 'bigger picture'; ie. a visual thematic trigger which will provide context for each interpretative site - eg. a 'you are here' map showing a cross-section of topography or a geological age.
- Signs should be vibrant and eye-catching.
- Signage needs to be coordinated between all government agencies and relevant Shires.

5.17.2 Carnarvon

- Threatened Species Viewing Centre
 - Consider a threatened species viewing facility at Carnarvon
 - Would be a perfect way for people to interact with a major World Heritage value without having to go to Bernier and Dorre.
 - Would raise awareness and help increase support for recovery projects.
 - Would help bring Carnarvon into World Heritage.
- Bringing World Heritage Message to Carnarvon
 - Need to make Carnarvon Tourist Bureau more aware of World Heritage Values.
 - Provide Carnarvon operators with information or a manual on Shark Bay's natural and historical features, to give them ideas of where to go.
- World Heritage from a Carnarvon perspective
 - World Heritage interpretive display/shelter on the Carnarvon foreshore will be beneficial.
 - Transmit the World Heritage message through the local Carnarvon Tourist Bureau and Tourist Commission.
 - Birding has the potential to be a seasonal tourist activity based out of Carnarvon.
- Interpretation at Carnarvon
 - The mangroves at Bush Bay, New Beach and Oyster Bay would be suitable for interpretation.
 - Should be interpretation at the fascine with regard to the dugongs and dolphins that visit there; dugongs can be viewed from the shore, but they don't come in very regularly; dolphins regularly come into the fascine, often with their babies in February.
 - There are good birdwatching opportunities around the mangroves and mudflats.
- Carnarvon Heritage Precinct interpretive centre to be developed.
- Tours from Carnarvon into Shark Bay.

5.17.3 Feral-Proof Fence

- Feral Story
 - Need to tell the story of feral animals, especially that of goats and their impacts.
 - Interpret the feral story through historical records eg. the first rabbit in the Gasgoyne region was seen on Tamala station; the rabbit proof fence that extends to the waters at Zuytdorp.
- Feral Proof Fence
 - Could liven up the road into Denham by putting up interpretation at the feral-proof fence, would be a good introduction to the feral eradication and mammal reintroduction project, to let visitors know what we are trying to achieve in this area.
- Interpretation should be provided at the feral-proof fence - there is nothing to tell visitors what it is or convey its significance.

5.17.4 Fishing

- Local fishermen should consider taking tourists out for a day's netting; this could be done at a fairly low cost, and finish up with the tourist taking home a small parcel of fish. This would be ideal for family tourists who can't afford a fishing charter and just want to give their kids a chance to catch a fish.
- Volunteer Fishing Logbook
 - Need to improve use and breadth of existing volunteer log system (eg. to include other fish species).
 - Establish an attractive and user-friendly volunteer logbook for recreational fishermen: use it to build knowledge about the fishing pressure generated by recreational fisherman (catch rates, fish sizes, how often the fishermen come up, etc.).
 - Will help with resource sharing and research, and will help provide some picture of stock sizes and the effect of recreational fishing.
 - Log book could include information on the value of research
 - Participants could receive a regular research newsletter for their efforts.
- Local Fish Identification Guide

- A full-colour illustrated guide (2 sided A4 page) of the top two dozen fish typically caught in Shark Bay.
- Limit information to pictures and the names of the fish.
- Marine Zones
 - Need a unified guide to the Marine Zones in Shark Bay, with all zones and fishing regulations specified.
- Interpretation (particularly with respect marine park zones and fishing regulations) is required at Carnarvon's Yacht Club and boat harbour: areas where the vessels go out.

5.17.5 History

- Peron's journals: Peron's journals would be a great source for interpreting the natural and human history of the Bay.
- Interpreting the World Heritage area through historical eyes:
 - Interpret the natural environment through the eyes of man through the ages; what early explorers saw and how it differs to what we see today.
 - Try to tie human history into the natural history stories, eg. Dampier, Peron, etc. as the original naturalists in Shark Bay, their findings, illustrations and notebooks.
- Pastoral History
 - Should provide visitors with the opportunity to see and learn about some of the Bay's stations - Nanga would be an ideal location for some interpretation of pastoral history
 - Local pastoralists could collect materials to set up their own museum/interpretive site; the museum can provide collections/interpretation expertise.
- Historic Sites
 - Need much more interpretation of historic sites - but this should be done away from these sites so that artifacts, etc. don't get destroyed or stolen by visitors.
- At Hamelin Pool, an earlier proposal to recreate one of the old coast wells that supported early Aboriginal people and settlers failed in its attempts to attract funding support. A reconstruction at this location is still desirable - it will help understanding. (note that saline drinking water increases risk of kidney failure!).

5.17.6 Personal Interpretation

- Need to provide interaction and engagement for visitors – not just have them reading signs and pillars.
- Direct personal approach is the best way to convey information to visitors.
- Get specialists in to communicate their enthusiasm and expertise – kids especially will respond.
- Personal interaction is very important – need to engage all the senses in interpretation.
- Guides and Interpreters
 - Interpreters shouldn't just talk at people - they should be interactive with their audience and follow-up on any questions they can't answer.
 - Good interpretation is more than just conveying information - guides/interpreters should be trained to read the crowd and target their talks accordingly. Guides/interpreters need to ensure they don't talk to the audience as if they're idiots, or as if they're rocket scientists - don't talk down to or over people.
- World Heritage and Rangers, etc.
 - Should develop a common World Heritage Badge for all the ranger uniforms and government vehicles/vessels in the World Heritage Area.
 - Get rangers to do more interpretation about World Heritage, Shark Bay's history, and how the old stations operated.
 - Unfortunately this all costs money and the purse is empty - there are endless things to be done but can't do them without funds.

5.17.7 Roadside Interpretation

- World Heritage Sign
 - The pullout at the second World Heritage sign is inaccessible when it rains - the pullout turns into a quagmire.
 - Should harden up the pullout surface or shift the sign to an all weather location.
 - Once this is done, should put up another plinth near the sign showing where the World Heritage boundaries are in relation to the reader, and giving the reader some information about Shark Bay's World Heritage values, and where the various sites are.

- Shark Bay entry statement/pullout: need a better, more informative entry statement at the Shark Bay turn-off; needs a lot of money spent on it to encourage people to enter.
- Effective Interpretation Before Denham
 - A lot of people bypass Denham and head straight for Steep Point - need interpretation encouraging responsible behaviour right at Steep Point, along the Tamala Road, and at the turn off from the highway to the Shark Bay Road.
- Shark Bay Way
 - Directional signs and information are lacking, for example, there is no obvious sign on the road in pointing people to the Stromatolites (but Devonshire teas are obviously posted).
 - Need some interpretation on Shark Bay Way, explaining plant life, birridas, etc. so people appreciate what they are travelling through.
- Overlander
 - Install a map somewhere near the turn-off at the Overlander, showing points of interest in the Bay, camping and accommodation areas, 2WD access, etc.
- Sign shelter across from Overlander Roadhouse
 - To be redone focusing on orientation in Shark Bay and the World Heritage theme - ie. a big map and list of sites and things to do, as well as the various projects taking place in the area (eg. mammal reintroduction program), and a summary of why the area is special and what World Heritage means.
 - Could be worked up through cooperation with the Tourist Association and some of the agencies in town.
- Do more survey to trial ideas: eg. talk to tourists at the Overlander to find out what the best place would be for a pull out introducing the Shark Bay World Heritage area (I suggest the World Heritage boundary)
- Need a plaque showing where everything is in town and a map showing where everything is in Shark Bay.

5.17.8 Snorkelling

- Artificial Reef
 - Could develop an artificial reef at Denham and/or Monkey Mia similar to what they've done at Carnarvon with old tyres - but probably not allowed in the World Heritage area.
- Snorkel Trails
 - Develop snorkel trails over different types of habitats and highlight what sort of animals can be found in each habitat;
 - Guided snorkel tours would help visitors become aware of those things that aren't immediately obvious, eg. in seagrass beds, sweep sediments away and you can see crabs and tube worms.
- Sunscreen
 - Need to make people aware of the impact sunscreen can have on marine environments and marine animals, particularly coral.
 - [Perhaps encourage people to use wetsuits, rashies or lycra body suits rather than slathering themselves with sunscreen before they go snorkeling or swimming.
 - Eg. some tour operators in Coral Bay provide all guests with lycra bodysuits which they are required to put on before going in water]

5.17.9 Sustainability

- Artesian Bores
 - The Gasgoyne Murchison Regional Strategy is providing pastoralists with the funds to cap unused artesian bores (to prevent wasteful depletion of groundwater resources) elsewhere in the region.
 - Capping should be considered for unused wells in the World Heritage area, and could be interpreted with a message about sustainability.
- Wind Turbines
 - More information on how they work and the power they produce.
- Renewable Energy
 - Use interpretation to tie in with greenhouse issues and renewable energy opportunities.
 - Pastoralists are looking at renewable energy ideas.
- Waste Management
 - Rubbish tips on pastoral stations (rubbish is not buried) - document the heritage of the stations, but present an issue as to what is going to happen rubbish in the future - given that the stations are in a World Heritage Area, and given that the problem will only get worse.

- Look at the Goldfields example of recycling of rubbish to clean up stations and raise money for charity.

5.17.10 Hamelin

- Hamelin is an important area because it is the best spot in the Bay for viewing wildflowers - should design interpretation relevant to wildflowers at Hamelin
- Hamelin is also very important because it is the entrance to the World Heritage area.

5.17.11 Peron

- Little Lagoon:
 - Access etc. to Little Lagoon is good, but some interpretation is required (eg. how deep the lagoon gets, giant cod, etc.)
- Big Lagoon:
 - Need to a map at the lagoon, showing where you are.
- Shell Beach
 - Shell Beach is one of the most visited beaches in Australia - gets up to an estimated 400 visitors a day. Tends to be very busy even in the off-season.
 - Almost everyone who goes to Shark Bay stops at Shell Beach (even more so than Monkey Mia); all the buses and 4WD tours stop there, as do caravaners, etc. This site is a strategic position and well-placed to get key messages across to visitors.
 - However, the site needs roomy and comfortable shade shelter for visitors, particularly elderly people - buses can't stop there for long because there is no shelter.
 - In summer, Shell Beach would be a good place for a mobile kiosk
- Peron
 - Need to get information to or make contact with visitors going into Peron National Park; could put an unmanned gate in at the homestead, with a brochure dispenser on it (brochure would have to be attractive to invite reading it and interesting to maintain contact).
- Peron
 - Shearing shed should be fixed up – it's the biggest feature for interpretation in that area; shearing sheds are an institution in Australia – wool is what Australia was all about.
 - Try to find a wooden wool press to put into the shed, and the rest of the gear.
- Peron
 - Get a viewing enclosure at Peron so people can see the rare animals that are being bred and reintroduced there. Could simply consist of a boardwalk through a pen that is only open for a couple of hours in the evening with personal interpretation.

5.17.12 Steep Point

- Need to get World Heritage signs and badging (stickers) at Steep Point so that old timers know that things have changed and the old behaviours are no longer appropriate (could also use some World Heritage bumper stickers).
- Should have a roped-off monument to the Nor6 at Steep Point and tell the story of the survivor's lengthy ordeal at sea, and the finding of the icebox years later.
- Steep Point needs support/funds for maintenance and signs - need signs to give people information and guide their behaviour.
- Could use some shade at Steep Point.

5.17.13 Miscellaneous

- Tours
 - Really focus on Landscape style tours which give visitors the opportunity to actually contribute to conservation in Shark Bay - visitors want to contribute.
- Images
 - Should have freely available images of local fish, etc., because visitors want to know what these things look like.
- Website
 - The Shark Bay website (both the official one and the Tourist Association's one) should make readers want to come to Shark Bay (they don't achieve that at the moment).

- The website should have information in several different languages – a lot of Europeans book their entire holiday on the web.
- Japanese Visitors
 - Having interpretive material translated into Japanese is very important.
 - A recent survey has recently shown that Japanese tourists rated the highlight of their visits to be the Dugong cruise, Shell Beach and then the Dolphins.
 - Japanese are generally more interested in geology related topics than are other visitors.
 - Important that information is written in plain English.
- Translations of interpretive material into different languages aren't necessary - just need to use everyday language.
- Historical display is high on the agenda - this to be accommodated in the new World Heritage centre
- The location and nature of the two botanical provinces and the tree heath should be interpreted and mapped. This could be done using a drive trail with a brochure or audio guide, possibly tied in with a walking trail.
- Would be interested in plant identification field trips while the wildflowers are out (August-September).
- Possible Strategies
 - Improved signage
 - Develop media packages
 - More interpretive sessions and Monkey Mia Resort (provide informative and educational activities for families).
 - Need a program of interpretive activities for the larger Shark Bay area.
 - Run fora on fisheries issues and research findings, targeting the local community.
- Consistent Information
 - Need to provide consistent and up to date information to everyone (eg. at road houses and among tour operators).
 - Consider an induction program for new staff and owners in the area.
 - Develop a manual with a complete set of information relevant to the World Heritage area that everyone can refer to.
 - Whether or not visitors get a friendly face and sound information at a roadhouse may decide whether they or not they go to Shark Bay.
- The Shark Bay Experience
 - Shark Bay should be marketed as an integrated/whole package
 - Increase messages about the range of different things there are to do.
 - Decrease visitor emphasis on dolphins and onto other areas and attractions.
 - Could use 'passports' and tourist trails to do this.
 - Market the Shark Bay experience - need to decide what this is.
- Host bushtucker nights at Little Lagoon for everyone.
- Host more events in Denham, like the Fishing Fiesta, the Arts Festival and Far Western Championships.
 - Need to tell a story and teach people to read the story –ie. reading wildlife tracks.
- Geomorphology Handbook
 - Shark Bay's unique geomorphological evolution was the primary impetus for World Heritage listing, and is also the foundation of all other ecological values in the Bay - this story needs to be better documented and properly told.
 - An up to date well-illustrated handbook outlining the broad evolution of Shark Bay in geological terms, and targeted at a lay audience, should be produced to accomplish this.
- Shark Bay as an example
 - Shark Bay - as the pinnacle of WA coastal environments - should be interpreted to increase respect for and understanding of coastal environments everywhere.
 - Shark Bay can play an educative role by acting as a catalyst to provide educational opportunities on bigger issues.
 - Shark Bay can serve as an example for other areas of Australia, because management actions here can be applied elsewhere.
- Quilters' Association
 - Consider quilting as a channel for communicating the special value of Shark Bay.
- Multimedia interpretation
 - Use radio and audio forms of interpretation rather than just signs.
- Ideas for Interpretation
 - Labeled walk trails.
 - Snorkeling
 - Faure Island trips
 - Plant identification workshops

- Beachcombing brochure - what you're likely to find on the beach
- Interpretive material targeting children - also appropriate for foreigners who don't read English very well
- Interpretation of the World Heritage values in simple terms.
- Shark Bay calendar
 - Could develop a Shark Bay calendar to raise money for management of the area.
 - Use 12 beautiful photo's of endangered animals and spectacular scenery.
 - Local operators could have them on their counters to sell.
 - Would be a great souvenir, useful and beautiful at the same time.
 - Could use the captions to get across messages about what we want people to appreciate and do in Shark Bay.
 - Should produce a video for flights going over the Bay which explains to overseas tourists what Shark Bay is all about.
- School Camps
 - This would be a good spot for hosting school camps; would be of interest to Year 7 kids - teach them about the natural features of Shark Bay and present the information in an interesting way.
- Education and Conservation
 - We should provide visitors with an education process so efficient that not only do visitors improve the Shark Bay environment while they are (participate in conserving the area), but they also take away what they have learned and apply it to other areas. In that way, Shark Bay could contribute to conservation in other areas of Australia and the world.
- Track Care
 - Track Care are very keen to come to Shark Bay to do a project. They'll clean up and repair tracks and provide signage free of charge.
 - Could be an option on the Steep Point side of things - would have to coordinate with the Carrarang Ranger, the Shire, etc.
- Biogeographic framework for interpretation
 - In order to interpret Shark Bay's ecosystems, we need to first interpret the geomorphology.
 - Interpret landform, flora, and fauna with much more emphasis on geology.
 - Should develop a small book which tells the whole story of Shark Bay.
- Develop a World Heritage tour, where someone puts together an organised tour showing people all the World Heritage values in the Bay.
- Benchmarking:
 - We need to benchmark interpretation/tourism in Shark Bay against other sites in Australia and the world to make sure what we do is world class.
- Post-visit Information
 - Post-visit information should also be supplied, so visitors can continue to learn about the area once they leave.
- Promote the visibility of the area's unique fauna with small, accessible 'wildlife viewing' parks at Denham, Monkey Mia Carnarvon and possibly Hamelin Pool. Written descriptions and photos are not enough (eg. Mala, Hare Wallabies, Bandicoots, Ramses Python).
- Remote camping education package
 - Should develop an education program for people going out to remote spots. This is very important for making sure that people know what they are doing, and for keeping unprepared people out (get them on 4WD tours instead). Should provide pamphlets at the Overlander "What you need to know if you are camping in the Shark Bay World Heritage Area". The pamphlet should also promote World Heritage messages.
- Dugongs and Wooramel Bank are best viewed by plane.
- Significance of the place needs to be advertised, through TV, ads in the newspaper, fliers, etc.
- Should have aquaria displaying live marine animals so people can see what they look like and what they do.

5.18 Comments on Existing Interpretation

- Information Brochures and other Publications
 - The emphasis in written materials should not be on CALM - people want to know what's in it for them, not what CALM has to say about itself.
 - Should provide more information on World Heritage values, written in a people-friendly format that everyone can understand.

- Need to improve communication between CALM and operators: formal and regular communication is required - CALM should do a better job in communicating (eg why permits and licenses take so long to process).
- Human history is not used enough in interpreting the area; eg. most of the type specimens brought back to Europe from Australia came from Shark Bay (Baudin's, Hamelin's, Freycinet's and Dampier's collections).
- A lot of the existing interpretation in the Bay is out of date.
- Monkey Mia Sailing Charters are good for exposing other aspects/values of the Bay to visitors.
- The Inscription Post is one of the best assets we have for communication within the community.
- It is good to see some stories about aboriginal history and profiles in the Post.
- Interpretation is of benefit ONLY if it is of quality: ie. well thought out, well placed, and with suitable facilities.
-

5.18.1 World Heritage Message

- World Heritage doesn't have a clear focus: can be provided through interpretation
- Shark Bay was made a World Heritage area because of its marine attributes: however the focus to date has been on terrestrial biota (CALM), and fish (Dept of Fisheries).
- Nobody has presented the World Heritage message to the wider community, and this is a real issue
- Terminology and language used to convey World Heritage messages must be changed - World Heritage information needs to be put into layman's terms so everyone can understand it.
- The CALM leaflets on World Heritage are quite good, but getting hold of them is difficult for agencies based outside of Denham - just getting the information out to places like Carnarvon and Geraldton is a problem.

5.18.2 Peron

- Peron Homestead & Hot Tub:
 - Hot tub facility should be improved and cleaned more often - disgusting
 - Tub water should at least look clean (filter it if necessary), and pumps installed to move water around the tub (looks stagnant as is).
 - Visitors go expecting a beautiful verandahed homestead, and get a rundown charmless building.
- Peron Station
 - Good interpretation but could do with a lot more
 - Could use more hot tubs.
- Peron Homestead
 - Should have a bigger interpretive centre.
 - Needs more information on World Heritage - signs or an interpretive officer.
 - Should explain rationale behind management plans and why some areas are locked up and access barred.

5.18.3 South Peron

- Make interpretive sites more user-friendly throughout South Peron
 - Eagle Bluff is good start
 - Need to better access to boardwalks
 - More shade and shelters required
 - More interpretation and signs required.
- Eagle Bluff
 - Needs interpretation - has been sitting too long without it.
- Shell Beach
 - Need more information on *Fragum eragatum* and its life cycle
 - Provide more information on how the shell was used and cut in the past; also a discussion on the shell mining that is taking place today and whether it is sustainable - it is an issue that the mining affects a world heritage value in a World Heritage area, and that it takes place at a visitor/interpretive site.
 - Interpret how cyclone events in the Bay are 'recorded' in the shell mounds on the beach and inland.

5.18.4 Stromatolites

- Stromatolites need more and improved interpretation - use new visual technology to make things interesting.
- Stromatolite interpretation should be improved - visitors must see video if they really want to understand them; trail interpretation doesn't bring across their importance, and assumes all visitors are half-wits.
- Stromatolites:
 - Existing interpretation panels do not convey the full importance of stromatolites, and leave the visitor confused.
 - Interpretation needs to address the fact that when the tide is in, you can't see the stromatolites.
 - Need to have stromatolite interpretation translated into Japanese.
- Shell Beach and Hamelin Pool
 - Plinths at Shell Beach and Hamelin Pool all need to be updated and replaced (they are worn out). Need more interpretation in these areas (do more with the walks, or have an onsite interpreter during peak season).
 - Need more funds to really do up Hamelin Pool interpretation.
 - Need a boardwalk at Carbla Station - lots of film crews go there - may need more patrols in Hamelin.

6 Are there specific messages about conservation or the work of your organisation that you would like to get across? If so what are they?

6.1 Conservation

- We have very little information on which to make sound management decisions in Shark Bay - therefore use of the precautionary principle is very important - every development proposal in the Bay should be very closely scrutinised in order to weigh-up the risks.
- General conservation messages – need to make sure that interpretive activities are more than just entertainment – they must be educational.
- World Heritage is about conservation of globally significant sites for future generations - need to convey the reasons why we should conserve Shark Bay for future generations.
- Shark Bay is a special place, and it is vulnerable - if it wasn't special it wouldn't be a World Heritage Property
 - Peel away the layers of Shark Bay so people can see why it is so special.
 - This will make people want to look after it - it needs looking after.
 - People need to understand the Bay's ecological and geomorphological processes to understand how human activity can stuff the area up.
 - The things we are trying to protect here are a product history and geomorphology - everything is interconnected and we need to think about how our actions will chain react through the system.
 - Must be aware of how people pressures will affect the system; eg. we must really watch nutrients.
- I believe we all have a role to play in demonstrating to as many people as possible how each of us can make a difference; simple things like picking up a minimum of three pieces of rubbish every time we move about.
- Shark Bay is a very fragile environment; it is very special, with many wonderful features, each of which needs a level of management.
- We can live and recreate in this environment, but because it is special, it requires special responsibility so we don't stuff it up.
- Passive and active uses of the area, including tourism, recreation and local uses (mining and fishing) need to be sustainable.
- The road from Denham to Monkey Mia is becoming increasingly littered. It would be great if each of us who travelled the road would take responsibility for keeping a specific piece of it clean.
- I'd like to find an effective way of demonstrating to our guests the stuff we do to make a difference. We've tried it in the past but observed the yawns around us and stopped.
- It must be an objective to maintain the integrity of Shark Bay's world heritage values in the face of big business.
- Need to maintain the natural values of Shark Bay
- If we can maintain the World Heritage Area in a pristine condition, and educate visitors as to why Shark Bay's natural environment is special, and how they should behave when they are here (to ensure they don't damage the environment), we will not only improve Shark Bay, but the rest of the world as well.
- We've got a captive audience on the tours and Monkey Mia – lets brainwash them with strong conservation messages.
- Fish for the future and catch care messages.
- Reinforce the conservation importance of the Shark Bay World Heritage Area by making people aware of the level of private investment that has gone into conservation and eco-tourism projects in addition to state and federal initiatives.

6.1.1 Threatened Species

- Prevention is better than recovery
 - It is much cheaper to prevent a species from becoming endangered, than it is to try to recover a species once it has become endangered;
 - once a species has become threatened or endangered it is often too late to save it in the long term.
 - We need to act before species become threatened; don't wait till there is a crisis to act.
- An ecosystem approach is required to recover native fauna
 - Cannot conserve species unless suitable habitat exists for them to live in.
 - Project Eden has a broader view than just trying to recover a single species – the project is working to recover a host of species and the habitats they require.

- Once the habitat is recovered, then populations of native fauna will become self-supporting and sustainable in the long term with minimal management intervention.
- Bernier and Dorre Islands are the most vulnerable components of the Bay - passing yachties with cats onboard, or locals lighting campfires present the potential for holocaust on these islands.
- Denham should aspire to be a cat-free town.

6.1.2 Bathymetry and Hydrology

- We must make it clear that if the bathymetry of the Bay is altered (eg. by dredging channels), this could cause salinity levels in the gulfs to decline, and jeopardize the many features that are of global significance in Shark Bay; ie. the stromatolites, microbial mats, and high salinity-adapted organisms such as Frigates and gulf-based Pink Snapper stocks.
- Shark Bay has a very long 'residence time'. Flushing rates in the Bay are very low, and as a result, particles remain in the bay for a very long time before they are flushed out (eg. for approximately 250 days in Hamelin Pool). This has tremendous implications with respect to pollution and potential oil spills - in other coastal environments, pollutants are usually quickly flushed out to sea and diluted - in Shark Bay they remain concentrated within the Bay for a very long time.
- Anything that puts the structure of the oceanographic environment at risk is not acceptable in Shark Bay - we simply do not have enough information to make wise decisions in this regard.

6.2 Organisations

6.2.1 Australian Wildlife Conservancy

- AWC manages Faure Island as a sustainable pastoral operation and for conservation.
- AWC proposes to reintroduce 5 threatened species to Faure Island:- Shark Bay Mouse and Boobies in 2002. Banded Hare-wallaby, Stick-nest Rat, and Western Barred Bandicoot in 2003
- AWC is a non-profit conservation organisation working 'hands-on' with threatened species: a fellow traveler with CALM and CSIRO.
- AWC (including Faure Island) is not a CALM managed project.

6.2.2 CALM

- CALM is focused on sustainable management of the environment into perpetuity; this is different from locking up/preserving areas, as sustainable management incorporates human activity, as long as the activity is sustainable in the long term.
- When deciding the boundaries of management zones, social and economic factors are taken into account as well as ecological factors.
- That CALM activities in Shark Bay are part of a state-wide parks and visitor's program.

6.2.3 Carrarang Station

- Carrarang is a working pastoral station that also caters for low key **family** camping; booking in advance is essential, as there is very limited access and only a few numbers at a time are permitted.

6.2.4 Department of Fisheries

- Department of Fisheries has invested an enormous amount of research in Shark Bay's fisheries. Visitors should be made aware of the research Fisheries has conducted, is conducting and will conduct in the area.
- Fisheries management and research is aimed at sustaining fish stocks into the future.
- Fisheries in Shark Bay are being managed using scientific information.
- Shark Bay receives more fisheries research dollars per sq km than any other part of the state - there is an enormous amount of ongoing research taking place in the area.

- Much of the research is done from the Fisheries research vessel; this vessel doesn't typically come into port in Denham - therefore visitors and locals are not necessarily aware of all work being done in the area.
- New bycatch reduction strategies (grids and secondary devices) which are being introduced to the Shark Bay prawn trawling industry.
- Shark Bay is a very well studied area: research has been taking place here since the 1940s.
- Commercial fisheries are under a large degree of regulatory control.
- The Shark Bay prawn industry is the largest industry in the Gasgoyne and is becoming more environmentally friendly as a result of introduction of bycatch reduction measures and restriction of trawling to defined areas (provide information on how bycatch reduction devices work, and the history of the prawn industry in the Bay)
- Department of Fisheries is going through a whole process of assessing fisheries as sustainable development - how can environmental performance be improved and collateral damage reduced.
- Would like people to be aware of the role of the Fisheries Department in terms of management and conservation of fisheries in Shark Bay.
- Fisheries' role is as part of the team in the wholistic sense: the team managing the resource as a whole.

6.2.4.1 Aquaculture

- An open, transparent consultation process takes place when assessing aquaculture proposals: community input is valued.
- Aquaculture is an environmentally sustainable industry in Shark Bay.
- Aquaculture activities in Shark Bay could be integrated with tourism.
- A Code of practice is being developed for the black pearl industry in relation to farm management and best industry practice.
- Understanding of the Department of Fisheries commitment to Ecologically Sustainable Development
- Aquaculture can be compatible with conservation: we can eat and farm fish with no damage to the environment, providing we do this sensibly and sustainably.
- Fish farming would reduce the pressure on wild fish stocks
- Ocean Park is concerned is concerned with marine conservation in Shark Bay

6.2.5 Joint Yadgalah-CALM Dugong Project

- This project is a partnership between CALM, Yadgalah Aboriginal Corporation Inc., Edith Cowan University, and James Cook University.
- The project was the first in Australia to use GPS tags to track Dugongs, and uses a new capture technique that eliminates the need for nets and ropes and minimises stress on the animals.
- The project is confirming Paul Anderson's work with respect to the distribution and seasonal movement of Dugongs, and providing more detailed information about habitat use by Dugongs.
- The information collected in this project has direct implications for management decision-making, and increases the knowledge base about a very threatened species.

6.2.6 Monkey Mia Reserve

- Our number one priority is dolphin welfare, our second priority is to give visitors a good experience.
- Rangers are more than just policeman - they are here to help and provide information
- The regulations at MMR have been created ONLY to protect the dolphins and other marine life.
- CALM is doing a lot of good work in the area, eg. CALM supports dolphin research with money and in-kind support.
- Regulations have come about as a result of research - we've learned from experience, and we now have 100% survival of the calves.
- The past, present and future of MMR:
 - Past - in the beginning
 - Present - research, control, management
 - Future - educational experience - a whole world of discovery

6.2.7 Monkey Mia Resort

- Monkey Mia Resort is a NEAP accredited and Quality Assured organisation
- Monkey Mia Resort practice what they preach: they do the right thing from an environmental perspective.

- There is a strong relationship between Monkey Mia Resort and researchers.
 - Research ensures that the resort is managed properly and sustainably from an environmental perspective.
 - The dolphin management policy has been developed through research.
 - Research is the resort's insurance policy - research ensures that the area is managed such that its natural attractions are sustained into the future.
 - Research in the area influences development proposals and ensures that dolphins stay in Monkey Mia.
- Monkey Mia Resort operates using a number of environmentally friendly practices, such as:
 - Sewage treatment
 - Use of non-toxic cleaners
 - In addition, the resort is looking at clean energy alternatives, such as wind power.

6.2.8 Monkey Mia Walkabout

- The business objective of Monkey Mia Walkabout is to provide visitors with the same experience Boy Bellottie had growing up in Shark Bay: eg. spear and boomerang throwing, and other interactive indigenous activities.
- Monkey Mia Walkabout Tours demonstrates the affiliation between black and white cultures in Shark Bay.

6.2.9 Project Eden

- Project Eden can be used as an example of what is involved in a fauna recovery program, and what approaches can be taken to achieve recovery, even if it is only partial.
- We can only achieve recovery of native fauna with long term commitment to constant, intensive and ongoing management – can't just have a project with a finite life then walk away, and expect to achieve anything in the long run.
- Unless we come up with more sophisticated answers to extinction of native fauna, recovery programs will need constant support (just getting rid of cats won't solve the problem, biological control will reduce predators, but not get rid of them, etc.).
- If you want to support Project Eden, lobby your minister – there are no short term solutions, can't just throw money at the problem and walk away, ongoing support, patience and persistence is required.
- The large area of Peron Peninsula is unique in this sort of fenced 'exclusion' type project. It is a two-edge sword
 - Dealing with 1000 sq km area means the project must deal with the effects of a huge number of species and processes.
 - On the one hand, it is very hard to control cats here because the area is so large the cat population is genetically self-sustaining.
 - Conversely Peron is probably large enough to have self-sustaining populations of endangered species once conditions are right for them.
 - Peron is large enough and diverse enough in its habitats for populations of most native fauna to cope with seasonal and long-term fluctuations in climate (El Nino effect).
 - A larger area is much more difficult to manage (eg. moving cats and goats) but essential to the long-term survival of native animals.
- Project Eden compared to other recovery projects around the world
 - Project Eden faces a lot of problems and difficulties, but is exciting because it has the potential to do as well or better than other recovery programs in the world;
 - the problems facing Eden are similar to the problems facing recovery programs around the world.
 - Project Eden is one of the biggest native fauna reintroduction programs in the world.
- Project Eden is undertaking the mainland reconstruction of threatened fauna that have only survived on Bernier and Dorre Islands - it is a project of enormous biological significance.

6.2.10 Useless Loop Community Biosphere Project

- Increase awareness of the Useless Loop Biosphere Project; the project needs more publicity targeted at the general public; need dollars to cover the cost of conservation – conservation doesn't happen free of charge! Even with volunteers you need equipment and materials.
- Improve awareness of the Useless Loop Biosphere Project and its significance - the project is an impetus for a lot of good things.

- The level of community involvement in the Useless Loop Biosphere project: this ten-year project has been a success because of the partnerships and cooperation between CSIRO scientists, community, mining company, and Earthwatch.

6.2.11 Yadgalah Aboriginal Corporation Inc.

- Yadgalah Aboriginal Corp is the peak aboriginal body in Shark Bay.
- Yadgalah should be consulted on all indigenous issues.
- Yadgalah is a custodian/guardian whose role is to maintain, preserve, and educate people about aboriginal culture (Malgana and Nanda) in Shark Bay.

6.2.12 Shark Bay Commercial Fishermen

- Shark Bay fishermen employ a unique way of fishing: Shark Bay beach seine and mesh net fishing.
- This style of fishing is probably unique in Australia – it is also very different from stereotypical commercial fisheries.
- Fishermen actively get in the water with their product.
- All the fishing is done in shallow water, and mostly over sandy bottoms (rocky ledges and seagrasses are avoided).
- The method does not cause any damage to the environment.
- At the moment, all fishing licences are handed down family lines; they are not commercially saleable; there are only 10 licences in the Bay, only 9 of which are active; this ensures a long term interest in sustaining the local fish stocks.
- The industry is controlled by people who live in the area – this also ensures the industry is managed in a sustainable way.
- The Shark Bay fisheries is a local traditional and lifestyle: it is a relaxed way to live off of the sea.
- The World Heritage Area will benefit from more local control in fisheries versus control by outside commercial interests.

6.2.13 Shark Bay Resources

- In the interest of preserving the quality of its salt product, Shark Bay Resources wants to ensure the pristine nature of Shark Bay is maintained.
- Salt Works
 - The pond systems vary in salinity.
 - The vast majority of these pond systems support biomass, ending in brine shrimp.
 - Biomass in these ponds is much higher than in Shark Bay's natural systems, and the ponds support huge bird populations.
 - The salt works are environmentally benign, in that they don't involve any toxic discharge, therefore salt works are an ideal industry for an environmentally sensitive area.
 - The industry isn't an environmental negative.

6.2.14 Shark Bay Tourism Association

- Shark Bay Tourism Association aims to promote the whole of Shark Bay, to market Shark Bay and improve awareness of what the Bay has to offer.
- Shark Bay Tourist Association would like greater support to improve finance; the association markets Shark Bay to the benefit of all operators in the area.
- Shark Bay Tourist Association is not the Tourist Bureau.

6.2.15 Shire of Shark Bay

- The Shire of Shark Bay has become more environmentally aware in their operations.
- The Shire would like to assist people in getting the most out of their stay by providing good facilities (eg. boat launches, fish cleaning facilities, gazebos, etc.).
- The Shire provides community facilities to the benefit of both locals and visitors, facilities which blend in with the local environment.
- The Shire is very interested in conserving heritage, and are actively working toward enhancing people's experiences in Shark Bay.

6.2.16 WA Museum

- The Western Australian Museum has had and continues to have a long term research interest in Shark Bay, and have conducted a wide scope of research in the Bay.