Integration and Partnerships - the keys to making Western Australia the best naturebased tourism destination in the world

Address by

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Executive Director Department of Conservation and Land Management

to

Your Natural Environment - Your Economic Future Bunbury, 17 September 1997

Tourism in the South West in 1996

□ 1,513,000 visitors

□ 4,683,000 visitor nights

 Total visitor spending \$207 million *In 1994, a National Newspoll of 1200 Australians found that:*

53% of respondents were likely to seek a nature-based tourism experience in the next 12 months

the reason that nature-based tourism is so important is because the activities being experienced occur in nature and do not damage the environment























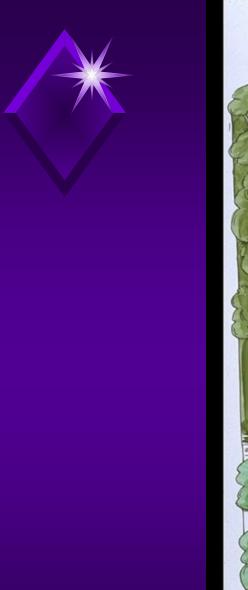


France occupies a land area about a quarter the size of Western Australia "...We did not during our voyage pass a more dull and interesting time...Everywhere we found the soil sandy, and very poor... The general bright green colour of the brushwood and other plants, viewed from a distance, seemed to promise fertility. A single walk, however, was enough to dispel such an illusion; and he who thinks with me will never wish to walk again in so uninviting a country".

> Charles Darwin 1836 [Albany]

Integration

The community owns the land but there are many constituencies







Why nature-based tourism needs conservation

- If we destroy the natural asset there is no product
- Conservation can create unique natural products
- Conservation can add value to the naturebased tourism experience
- Marketing

Why conservation needs nature-based tourism

- Nature-based tourism educates the community about what is worthwhile conserving
- Nature-based tourism causes our landscapes, plants and animals to have a tangible value
- Nature-based tourism increases the number of constituencies who depend on, and hence support conservation
- Nature-based tourism generates funds for research and management



SUSTAINABILITY

Management is the answer

CALM manages a land area 51% the size of Japan



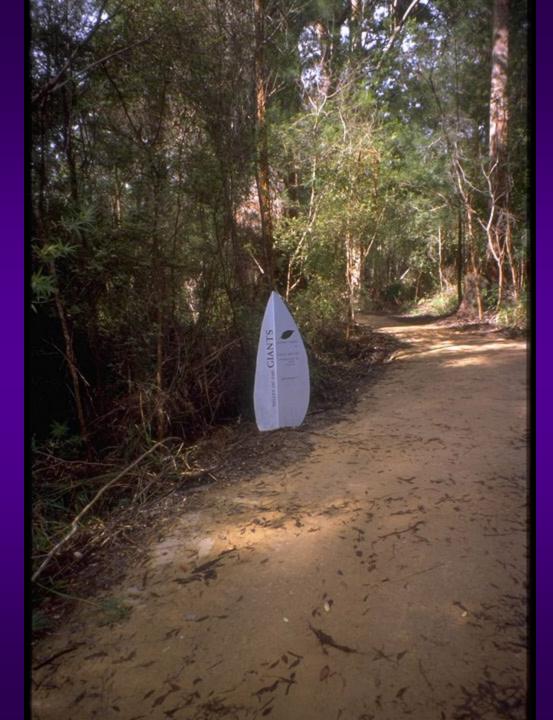






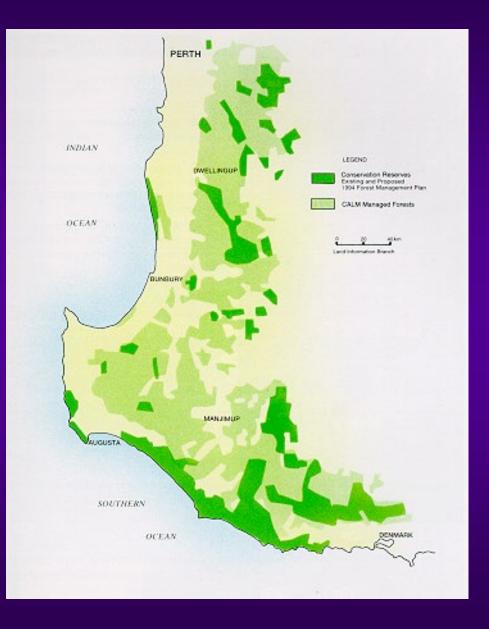








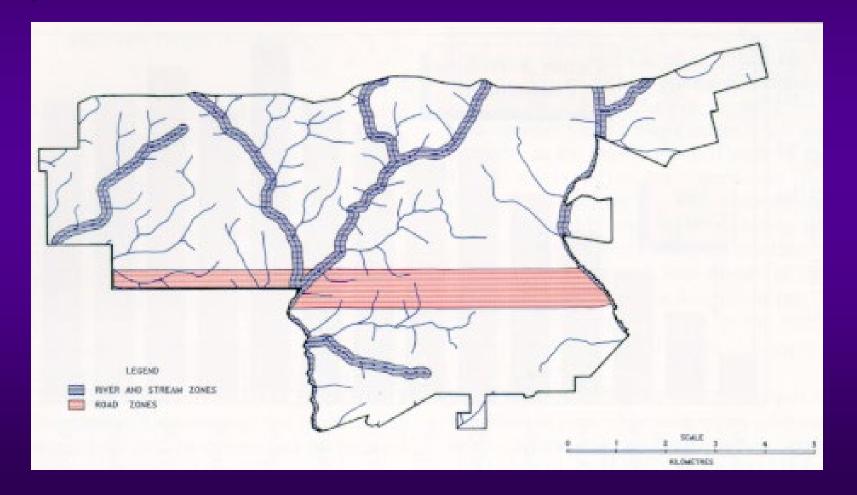
CALM managed lands and waters in the South West



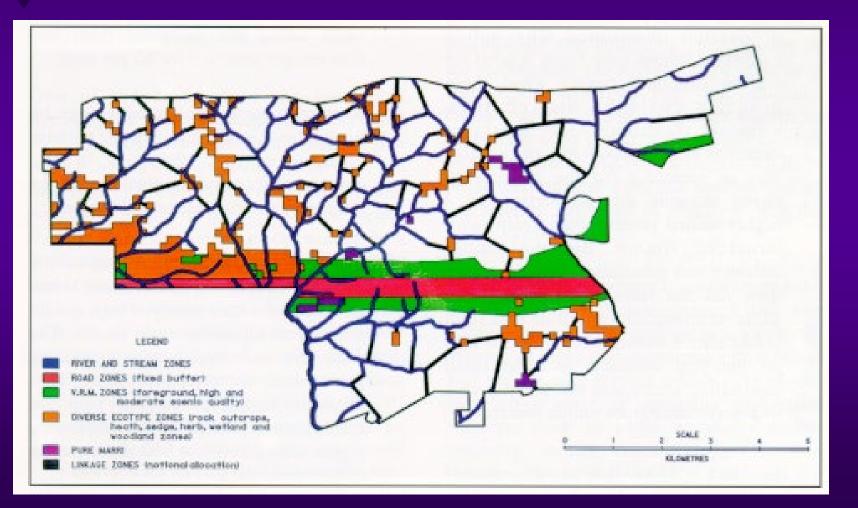
Native forests in the South West

- 80 per cent of the original karri forest and 71 per cent of the original jarrah forest remain today
- 512,000 hectares of jarrah and 81,000 hectares of karri are in reserves protected from logging
- 46 per cent of the karri forest and 33 per cent of the jarrah forest are set aside in conservation reserves
- A minimum of 40% of the karri forest will retained in the old growth stage

Distribution of road, river, stream and other zones, Jane Forest Block, Pemberton District, prior to 1994



Distribution of road, river, stream and other zones, Jane Forest Block, Pemberton District in the 1994 Management Plan



FEE COLLECTION AT NAMBUNG NATIONAL PARK



Regulation is essential







Unique wildlife - a unique tourist product



TUTANNING NATURE RESERVE Bettongia Percentage Capture Rate Pre Fox Control

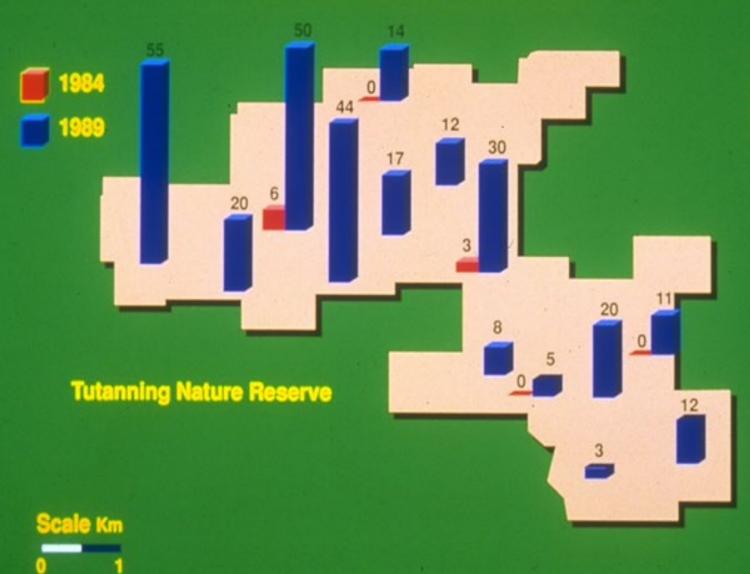




1884

WOYLIE CAPTURE RATE (5 Years of Fox Control)

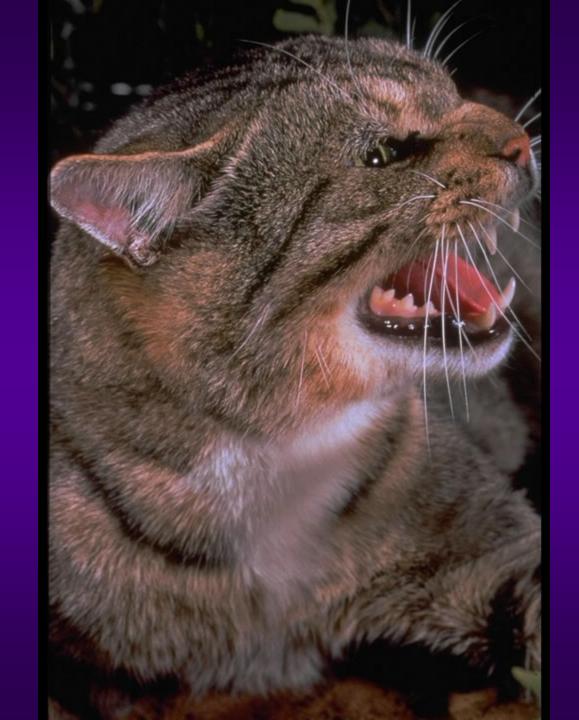
Figure 2













Introducing the Small Twelve





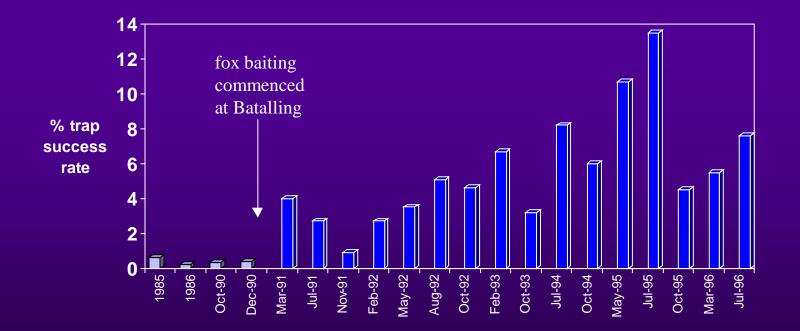




The impact of fox control on Chuditch at Batalling forest

Batalling - unbaited

Batalling - baited





















Knowledge

participation



CALM's "Bush Book" series



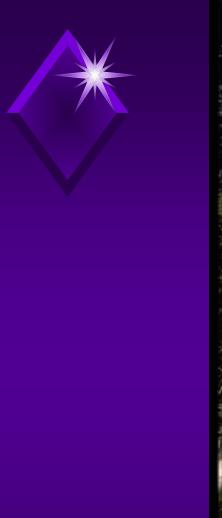


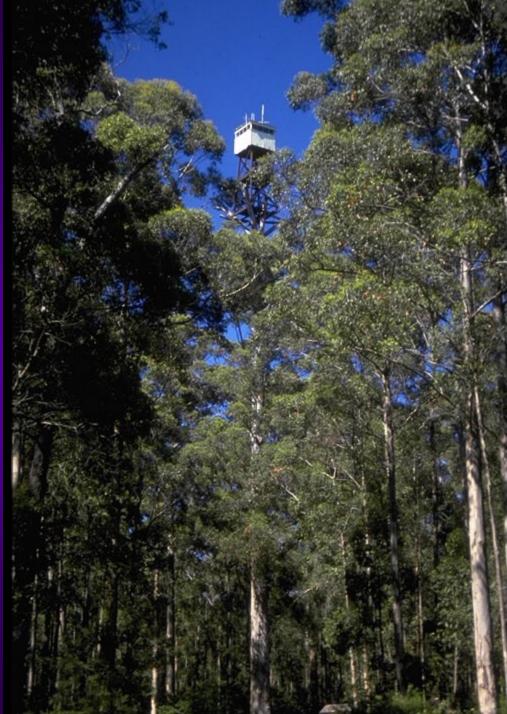


Creating new tourist icons













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200,000 people have visited the Tree Top Walk since it opened in September 1996

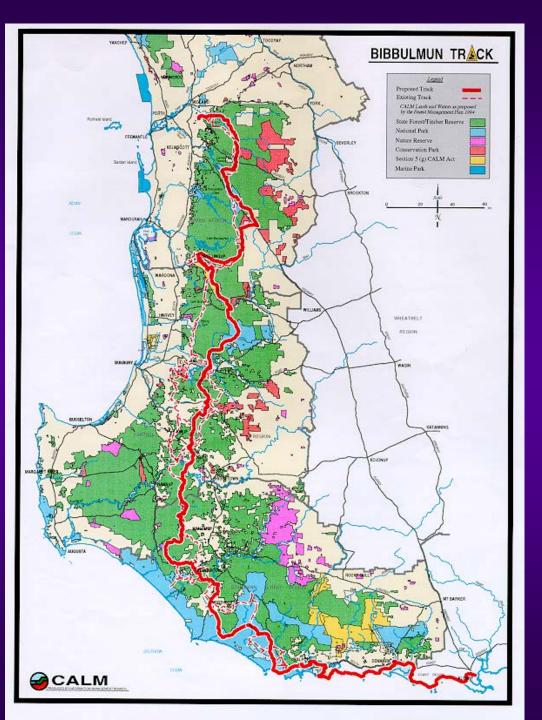
The Tree-Top Walk covers an area of 409 m²

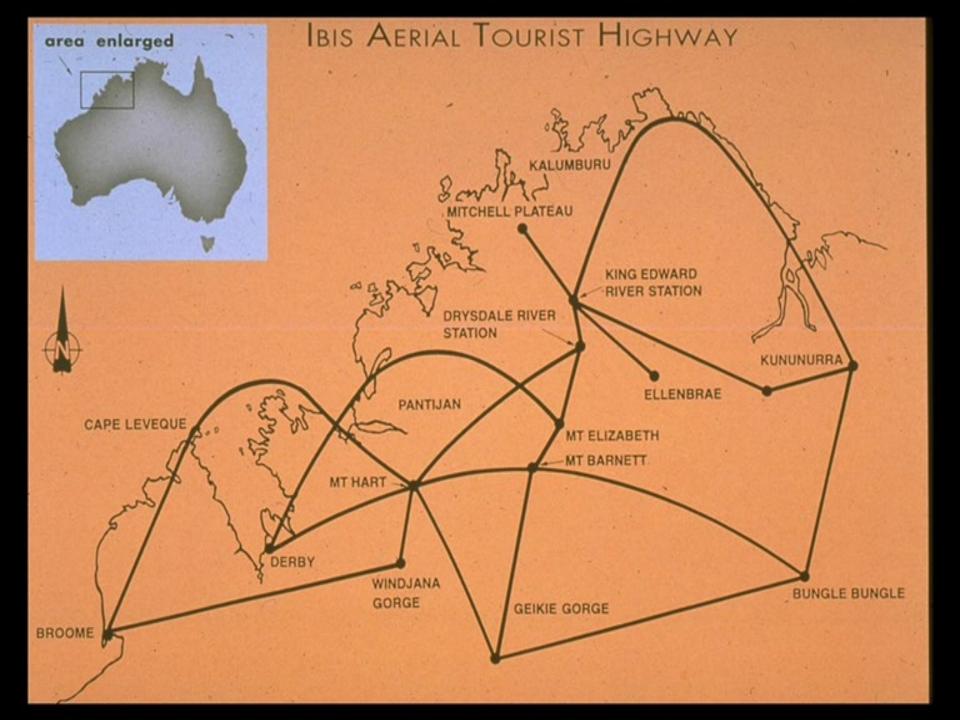
7 square metres of land were used to support the Tree Top Walk *12 months after opening the Tree Top Walk*

- Tourist visitors to Walpole have doubled
- □ Six new accommodation outlets have opened
- □ A 35-room motel is under construction
- 200,000 people have visited the Walk
- □ \$1 million revenue generated

Providing infrastructure

The Bibbulmun Track





Integrating Aboriginal culture with nature-based tourism







Marketing



The potential boost to the South West economy could be \$100 million per annum

If those visitors:

Stayed one extra night, and Spent \$20 each on a quality nature-based tourism product

In 1996, 1,513,000 visitors spent 4,683,000 nights and \$207 million in the South West

