
Natasha D'Arcy – Discussion

It is recognized that there is a need to work with the community to get the conservation messages across. The community is our biggest market.

It is also important that CALM have a healthy positive relationship with the Western Australian Tourism Commission (WATC) and the lines of communication are always open. There is a need to talk to the WATC about CALM conservation messages so they are promoting sustainable and nature-based tourism on Western Australia's CALM managed lands.

It is acknowledged that one of the most effective methods of getting CALM's conservation messages across is within journals and travel books and other similar media, such as *RAC Travel*.