



Vis-à-vis V.I.S.

• CALM's Visitor Interpretation Section (VIS) Update •

Vol 2 - Issue 2 '98

FOREST HERITAGE CENTRE
DEPARTMENT OF RECREATION
AND LAND MANAGEMENT
WESTERN AUSTRALIA

Theme Parks and Signature Signs

CALM's "Visitor Interpretation Manual: Guidelines, Standards and Practices for Managing Recreation and Tourism" and the "Sign Manual" set the parameters for communicating with visitors through signs and other media. However, communication is an evolving art. A significant trend has been developing for some years now towards identifying 'theme parks' and 'signature signs and furnishings'.

The Hills Forest set the coordinates for change back in the early nineties. Gil Field and Stev Slavin wanted to provoke the perceptions of Perth people to look to the forest in their backyard as much as the beach at the front door. We also wanted CALM to put public perceptions and experiences into the forefront of our responsibilities and the operations of Districts into the background. CALM needed to enter the recreation and tourism market place through overt body language as demonstrated by commercial theme parks, resorts and entrepreneurially managed parks and gardens.

The Hills Forest Activity Centre has progressed along this pathway slowly with the competition for funds and the desire for new initiatives from the CALM Executive. The first significant steps into innovative landscape design and interpretive signs were at Yanchep National Park. The 'condoms-on-a-stick' Park logo and a thirties style colour scheme and sign shape was for CALM the first of its kind to be produced as a template for all the Park's signs and publications.

The concept of an area identity logo is now established for The Hills Forest, the Forest Heritage Centre, Wellington Discovery Forest, the Valley of the Giants and Dryandra Woodland. The logo is used on signs, publications and merchandise.

The concept has also been used for activities such as the Cape to Cape Trail within Leeuwin-Naturaliste National Park, the Bibbulmun Track and the Coastal Walk Trail from Yanchep National Park. It is also being applied to the Aboriginal Tourism, Education and Training Unit but more about that another time.

At the Valley of the Giants the signs leaf shape and silver colour have taken the theme approach further so that it is part of the furnishings. Perhaps the Forest Heritage Centre has taken this from the sublime to the ridiculous with a leaf-shaped building!

What is a 'theme park'?

If all area managers went the 'theme park' way then CALM may be left with no sign standards and at risk of losing the corporate identity. A 'theme park' is a key initiative of CALM's Recreation and Tourism Program.

'Theme park' status can only be granted to an area or activity with Regional Manager approval, and then only after consultation with specialists such as landscape architects, interpretation officers and designers. You need the budget to carry the design process through. It is not something you can phase in. The design plan has to consider logo, lettering, colours, shapes and textures.

Most of the principles in VIM will continue to apply regarding readability, graphic design and production techniques. Similarly most landscape architectural principles will not change. Only the imagery. There are exciting possibilities in furnishings and artistic exhibits using the logo and story themes.

The issue of corporate identity is critical. The sign manual indicates that corporate identity is established on entering and exiting an area but is a secondary concern within the area. All CALM information display shelters promote CALM on at least one panel on each side of the display. All 'theme parks' are expected to have an interpretive display as part of being established as a key recreation and tourism area. So the corporate identity is overt. Feature entrance signs don't usually carry corporate identity but area identification signs do.

The intent of a 'theme park' is to create a special experience for visitors in integrated design of facilities, services and attractions. We want the visitor to be swept away by the experience - to have their experience enhanced and enriched. The corporate identity is something we hope the visitor

will want to know rather than something we need them to know. If you have had a great meal then you want to be sure you know the name of the restaurant and perhaps who owns and runs it so you can tell others about it. A lot of corporate hype is inappropriate once you have arrived at the restaurant. You want the meal to speak for itself. Then you become an advocate of the provider. We must not forget our responsibilities to CALM (our corporation and corporate sponsor). However timing and positioning are critical in corporate relations.

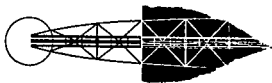
Lets talk about 'visual identity' at a Recreation and Tourism Leaders meeting.

Logos designed for:



Wellington Discovery Forest

The Hills Forest



VALLEY OF THE GIANTS
TREE TOP WALK

Valley of the Giants

Yanchep National Park



Bibbulmun



The Bibbulmun Track

Dryandra Woodland



Coastal Plains Walk Trail

Interpretive Fun in the Southern Forest Region

The abundance of requests from school groups recently has certainly kept Tim Foley on his "interpretive toes". The bulk of the interpretive activities have been held at the Perup Forest Ecology Centre. East Manjimup Primary School chose to have their school camps at the Perup, a decision they have not regretted. The activities facilitated were providing a focus on the 1080 story and how through the Western Shield program, great things have been achieved.



Tim Foley pictured with his eager participants. Marion (volunteer from England) was giving Tim a helping hand.

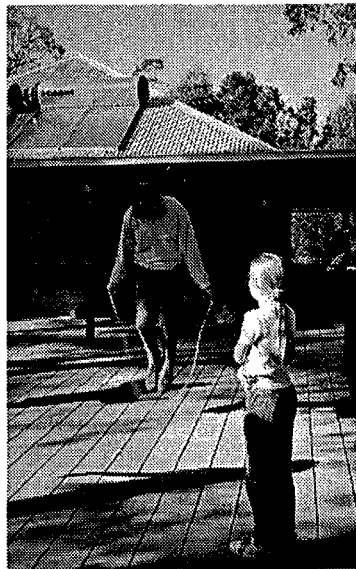
The groups were involved in setting traps, recording data of the species that chose to 'take the bait' that smells so great! as well as a trip to the Tammars Hide to observe the tammars feeding at dusk. I am always pleasantly surprised when a group of 20-30 children can be so quiet! It surely must be the spells of Mother Nature at work.



Silence falls as the Tammars come out to feed

And then there was the spotlighting. This data is recorded as an ongoing process. The delight when red eye shine is spotted is the fuel that keeps you going until the late hours of the night.

To show their appreciation, Tim was invited to prove that he could skip rope a good as the rest of these kids. And yes! he can.



Dunsborough Primary School stayed at the nearby Donnelly River Camp and invited CALM to share some of their day. Needless to say that it was a cold wet day but the show must go on. Tim Foley, Rod Simmonds, Ian Wilson, Ivan Zirngast and myself took the opportunity to design interpretive activities to cater for 85 eager students. Another volunteer, Mr John Tillman joined us for the day for which we were grateful.

We ran 4 activities and changed groups every hour. Once again we all enjoyed ourselves and rather than summarise the feedback from the teachers and students I would like to quote from the letter I received today from Dunsborough Primary School.

"A sincere letter of thanks for the work your team put into our students at the Donnelly River Camp last week. I'd like to give you some feedback - on two levels - from both staff and students.

Staff commented on the activities in the following ways:

King Karri Capers: Very good chance to get 'close to' the bush - found Tim's gentle, obviously empathetic approach very appealing. Group organisation with magnifying glasses (dots on hats) very effective. All the children have talked about needing 21 people to surround the karri. Could do with another 15-20 minutes to really appreciate the sounds/smells.

Hats We Wear: Hugely successful activity! Students loved to role-play and really felt they'd gained an appreciation of the roles CALM officers play.

Old Mill Tour (Spin a Yarn Simmo): For many children this was a highlight. A few 'blood and gutsy' stories never go astray - Rod's voice quality was a bonus.

Animal Antics: Another really effective activity. Children like actually wearing the labels and

exploring the interconnectedness of various animals and plants. The 'web' built up interestingly and the visual impact of removing the fox and its connecting tapes was stunning.

Overall we felt you had gauged the children's interest level very accurately and provided activities with a good range of depth.

The children wrote quite detailed evaluations on their return to school and their overall reaction to Thursday is best summarised by these quotes:

"I had no idea C.A.L.M. people were involved in so many areas. I thought they only looked after animals." S V - Year 7.

"The giant karri was really cool. It took 21 people with elbows touching to go right around the tree." J O - Year 6.

"The Old Mill was best. You could almost feel the ghosts!" A R - Year 7.

"I was a CALM firefighter. I had to make sure I knew where all my people were and make sure they got their supplies and equipment. It's a big job." Name not supplied.

I consider we were really fortunate to be involved in your training run - as these activities will, I imagine, be in strong demand from schools and should be charged for, accordingly!

Our thanks again for your input and professionalism. Students and staff from Dunsborough Primary have all gained from your team's expertise."

Self-assessment and peer assessment are very important processes after conducting interpretive activities. It is always interesting after these two processes to get feedback from the participants. When striving for excellence I think that we can become over critical of ourselves so the balance swings back into perspective when you gain an insight into how our messages were received by the children.

Happy interpreting everyone.

Cheers from the Southern Forest Region

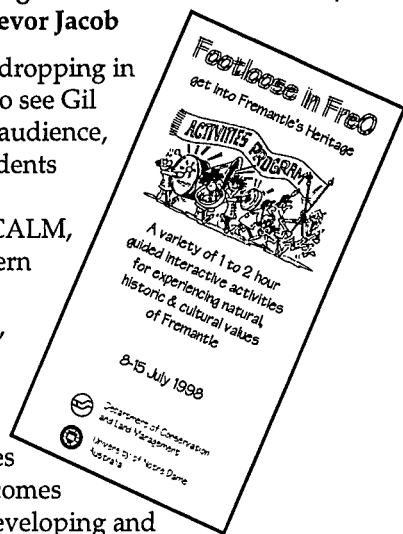
Jacki Baxter
Visitor Services &
Interpretive Officer



Footloose in Freo

Gil's interpretive song and dance one man show; as interpreted by Trevor Jacob

Had the pleasure of dropping in at Notre Dame Uni to see Gil Field in action. The audience, a mixture of Uni students and professional development staff (CALM, ECU, displaced eastern states people, Whiteman's Parkees, tourism industry representatives, etc.) did the Designing Interpretive Activities Workshop. The outcomes included students developing and implementing activities for the general public, known as Footloose in Freo.



The program resulted in an opportunity for the general public to pay and attend any of nine two hour guided tour activities. Each activity was scripted and presented by the workshop participants. Marketing and advertising of the Footloose program involved a 'media studies' student working with Gil and Karen and the uni students from the workshop. Catchy titles were teasers to potential clients:

Discover Your Da Vinci

Art Attack (not to be confused with Shark Attack - TJ)

Freo's Bit 'O Bush

More Than Buildings, Books and Brains

A Coastal Experience

Blown Away (not about O'Connor - TJ)

Tales of a Town

Cray Culture

Exciting City Living (Beyond the Cappuccino Strip - TJ)

My role is to transfer Gil's show to CD ROM. Impossible you'd say. How do you get a CD to talk that long and use all that 'bohemian' body language? Just wait and see!

Trevor Who??

For those of you who don't know, Trevor has been seconded to CALM's VIS for three months. While here he has prepared (1) a CD Rom feasibility study for our training products and (2) a project brief toward gaining funding for the design and production of this exiting self help instructional initiative for players in the tourism, education and heritage conservation industries. (Try saying that without a breath. Ed)

Studio Webpages

A recent addition to the VIS Website, are the Studio webpages. You can access these either through the VIS Who's Who page, the link is in my section, or at this address -



<http://calmweb.calm.wa.gov.au/drb/rptd/vis/studio/studio.html>

There are colour images of Kellee's Peron mural, bits and pieces from VIM including an updated methods section which includes the 'estat vinyl' process, and a PDF version of the new Studio Order Form (you will need Acrobat Reader to open and print).

As time permits I will be working on new reference pages featuring examples of signs/panels, a library of Terry Roberts cartoons, examples of all the risk signs produced, etc.

The Interpreters

For all West Aussies, gals and males
VIS helps to tell the tales
That show us present and precious past
In ways to make our memories last

We ask and listen, think and plan
and analyse as best we can
In order to report in full
and meet the time and budget rule

We work with folk of many skills
From those who calculate the bills
To those who draw and paint and build
Ensuring all will be fulfilled

We hone ideas for storylines
Then write the scripts and guide designs
Until our projects reach the day
When people come to see nature's way.

Regional Roundup ...

What's happening around our State



Mid West

With the winter rain, new interpretive signs are sprouting all over the district. Kellee has completed four great new 'mural' panels for the Overlander Display Shelter. These panels depict both the unique marine and terrestrial environments in a bright mirage of colours. They look so great that they are currently being reproduced as a postcard series and will be distributed locally.

The interpretive displays for the Peron Visitor Centre are near completion. Terry is completing the final touch ups on the Aboriginal mural and the Project Eden displays cases. Visitors will be able to enjoy this great interpretive experience by the end of August when The Minister for the Environment will officially open the centre.

Gladstone is about to receive a face-lift with some great new panels which highlight the history of the area, and its importance in the Shark Bay World Heritage Listing. Mark and Sacha produced a great marine zone map indicating fishing and boating boundaries. Karen has had fun juggling text, while Keith has had fun building the plinths in between downpours of rain!

The Shire of Shark Bay has approved the construction of a special Display Shelter for Charlie Sappi Park. Text is currently being refined, it will feature the History of Shark Bay and why Shark Bay is a World Heritage Property.

Goldfields

Phil got together with Gil to revisit Kalgoorlie Arboretum interpretation after 10 years. A quiet, special interest tree park on the edge of town has been transformed into the "Kings Park of the Goldfields" with bike ways, and walk trails linked to Boulder, dogs on leashes, dogs free-ranging and dogs working out on the dog agility course. It's like an outdoor sweatshop for people and pets!!



Dog Agility Course
Cartoon by
Terry Roberts

The interpretation? We are working on 2 display shelters and trailside signs with inserts of craftwood timber from the arboretum trees representative of those in the Goldfields Region.

Central Forest



Additional funding from the South West Development Commission's Eco-museum Program has allowed the completion of major renovation works to the historic cottage, the sealing of paths to the Discovery Centre, the production of 10 interpretive panels and artwork for a "Forest Folks" mural for display inside our renovated forester's cottage.

The panels give information about the Discovery Forest and explore the themes - 'forests for people', 'forests for wildlife', 'changing values' and 'management over time', and include 2 jarrah forest wildlife prints reproduced from Kellee's magnificent water colour paintings.

The panels are currently being framed and will be displayed in the rammed earth Discovery Centre building shortly.

The "Forest Folks" mural will depict the people associated with the jarrah forest and its management over time - aboriginal people, settlers, timber getters, firefighters, foresters, wildlife researchers, "recreationists", and dieback interpreters.

Swan

Perth District - Trails for the Future

It's been 12 months since the opening of the Coastal Plain Walk Trail and the Perth District Staff are extremely happy with the trail's success and the positive feedback that we have received from many bushwalkers.



In light of this, CALM in conjunction with the Ministry of Planning and various local governments are looking at developing a nature based trails network for the Northern Metropolitan Area. The aim is to provide all northern urban communities the opportunity of accessing their local forests, parks and reserves on the Swan Coastal Plain.

The areas that have been highlighted for inclusion in the strategy are Moore River, Wilbinga Reserve, Gnangara Park, Neerabup NP, Yanchep NP, Melelaleuca Park, Moralla Wetlands and Walyunga National Park.

Alongside this initiative the Perth District Staff have been working on upgrading the trail networks in Yanchep and Neerabup National Parks.

These works include: trail re-alignments, signage, trail counters and developing new interpretive information for bushwalkers. Recreation Project Officer Therese Jones is currently working on Stage

2 and 3 of the Coastal Plain Walk Trail and a Bushwalking guide to the Yanchep, Wanneroo and Joondalup area. So keep an eye out for updates in the next issue of **Vis-à-vis V.I.S.**



Jane Hubble (not related to the telescope) started with The Hills Forest project in June as contract Programs Officer. Jane brings an emphasis on marketing, promotions and a more commercial approach to the provision of activities. Jane has already participated in the Designing Interpretive Activities Workshop at Notre Dame, prepared forest Walk 98 and the spring Go Bush program.

School programs are on the increase, with Liz Moore's team powering along to the steady stream of requests. Beryl and Wendy have been womaning the phones and taking bookings for a range of school related programs. Last year over 11,000 school children attended the curriculum based activities, up from 5,200 the previous year.

Recently the Eastern Metropolitan Local Authority Group organised a familiarisation tour of the Perth hills for the front counter staff of WA Tourism Commission and some operators, and The Hills Forest was an important stop. After seeing some of the local wildlife, making an Aboriginal cutting tool and sipping billy tea, the group left with a good understanding of The Hills Forest and what it offers.

With the aid of a Green Corps project, Mundaring District is increasing habitat opportunities for local wildlife that have increased in number due to the success of Operation Foxglove. Dens and nesting boxes have been constructed and positioned throughout the forest within one kilometre of the Activity Centre. An area adjacent to the buildings has also been redeveloped to entice animals close to the facility. Chuditch and Quenda scats have been found near buildings (one in front of the toilets - unfortunately the door was locked!). These new dens and permanent water will provide a great chance for visitors to see some of the local wildlife.

Stev and Michael are developing the logistics on the ability of The Hills Forest crew to provide activity programs for other areas in CALM, based on the success of programs for the City of Armadale. Michael will be coordinating and delivering a program for Rod Hillman at the Valley of the Giants during the Christmas period, when things are traditionally slower in the Perth Hills. There may be further opportunities to share the knowledge and skills that have been developed at The Hills Forest with other CALM sites (*read 'Theme Parks' Ed*) at their peak visitation times. Any thoughts or ideas please contact Stev.

Aboriginal Tourism, Education and Training Unit



Staff numbers in the Unit have recently been boosted to 3 with the arrival of Terry (Koodah) Cornwall. Noel, Kevin and Koodah have been kept busy with the popular Aboriginal Cultural Excursion (ACE), at The Hills Forest, proving a hit with visiting schools. This is on top of their regular visits to present programs to schools and community groups.

The Fremantle Aboriginal Heritage Walk will now be offered as a regular feature, every Monday afternoon from 2-3 pm. The walk along Bathers Beach, which starts at WA Naturally, interprets the cultural significance of the area - explaining the Dreaming as well as language and customs of the Nyoongar people. One section deals with the relevance of the old Roundhouse Goal to Aboriginal people. Cost is \$10 per person, contact Denise on 9334 0564 for more details.

The Unit is currently working on making a tourist package of the current schools version of the Sharing the Dreaming folder (Nyoongar Dreaming stories). This package will include articles, brochures, and flyers as well as the stories. Initially these will be available only from the Como and WA Naturally outlets, with the possibility of The Hills Forest, the Forest Heritage Centre and the Valley of the Giants being added as outlets in the near future. The tourist version should be available by the end of August and will retail at approx. \$10-\$12 (to be confirmed).

Southern Forest

The realignment and upgrade of the Bibbulmun Track is nearing completion with the opening due in September.

Interpretive shelter signs for Conspicuous Cliff are being designed at present.

Interpretive plans for many of the sites in the Southern Forest will become the focus for the next 6 months.

A program for replacement of interpretive panels will get under way shortly.

Kimberley

"Kimberley Tourism Manual ... a guide to interpreting the Kimberley for tour agencies, operators, drivers, guides, storytellers and others" is in pre-print production with Louise Burch.

South Coast

Albany Region

Two Peoples Bay Visitor Centre display exhibits are now being fitted into the building with the opening being planned for September.

Esperance District

Great news from Esperance, they successfully obtained a National Tourism Development grant to employ an Interpretation Officer for a 12 month period. The position is in the process of being ratified by Human Resources Branch and should be advertised shortly. Once appointed the new officer will look at upgrading existing display shelter panels and signage in the District's National Parks and Nature Reserves.

Pilbara

The Pilbara office has very recently relocated to the Karratha Industrial Estate, with staff still unpacking and settling in. The new office is about 7 kms from town. We still get tourists popping in for information, but we are in the process of producing information panels for display in the Tourist Bureau.

"Bodsy" has finished his work here, and spent the last day photocopying the Recreation Plan for the Burrup Peninsula. At the moment he's flat out kyaking and bike riding to make the most of his last few days in the Pilbara. Before he left he managed to tie up all the loose ends of the new Weano recreation site - designing shade for picnic areas, etc. We're all going to miss him heaps.

A model of the new Karijini Visitor Centre has been on tour round the Pilbara for feedback from Aboriginal communities and other stake-holders. It is proposed to make the Centre out of steel sheeting - the concept being iron ore is removed from the country and comes back as steel. The theme is country, and the Centre has views to 'country' at the end of long galleries. It is hoped it will be completed by September '99. David Lancashire Designs are the consults for the interpretation and design of displays, etc, with input from Judy.

Wheatbelt



The Wonders of the Woodlands school holiday activity program, (first run in 96) has continued to grow from strength to strength, with another program completed during the July holidays

The program included activities such as Night-time Escapades, Walk, Talk and Gawk, Kids Corner and The Nyoongar Way. There was an

average of 10 people per activity, with the last Night-time Escapades being boosted by 35 8-10 year olds from the local footy club. Have you every tried spotlighting with a group of kids this large, and this age? Even splitting the group into two wasn't a great success - all the animals ran and hid! However the kids had a great time - so maybe it was a success after all.

Marketing of the Dryandra Woodland is taking off, with the production of locally hand-crafted coffee mugs, and the production of T-shirts, both featuring the logo. We now online on NatureBase, you can find us at http://calm.wa.gov.au/tourism/dryandra_woodland_splash.html.

Merredin

CALM and the Shire of Wongan-Ballidu are working together to put in an interpretive trail in the Wongan Hills Nature Reserve. The Shire has applied for funding from Trailswest and is confident that the application will be approved.

Wongan Hills is renowned for its floristic diversity and the trail will be used to interpret the natural and cultural history of the area. The trail will be approx. 5 kms long and will be constructed by local workers. CALM Merredin will be conducting a guided interpretive "eco-walk" early in September to coincide with the construction of the trail.

Studio Ordering Procedures

Everyone should have received a copy of the memo sent out in early July about the changes to the ordering procedures. It is very important that all the relevant sections are completed correctly. I will need **both** Amex and Visa (or other card) details, as not all the companies have Amex facilities. Please ensure that the **Card Name details are completed**, this is the name that is on the card i.e. JOE BLOGGS. If you haven't received a copy of the memo, let me know.

Newsletter contributions

Your contributions to **Vis-à-vis V.I.S.** are welcomed. We'd be interested in short blurbs (up to 200 words) on what's happening with interpretation in your area, tips for staff, notices of training, new ideas etc.



Send copy to **Vis-à-vis V.I.S.** Editor/Designer, Karen Shaddock [e-mail: karens@calm.wa.gov.au, snail-mail: VIS, Locked Bag 104, Bentley Delivery Centre, 6983 or fax (08) 9334-0583].

Next copy deadline : 30th October 98

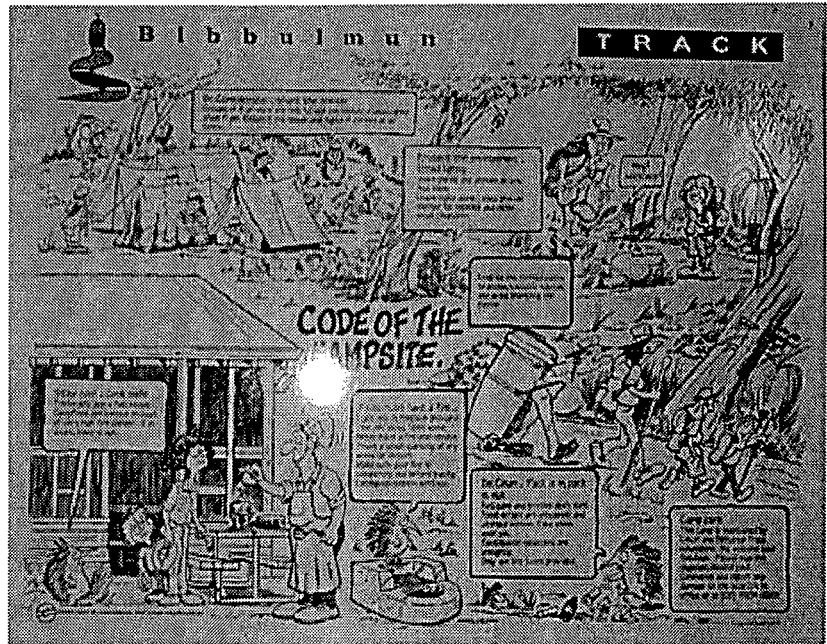
Signs, Signs Everywhere There Are Signs

The Bibbulmun Track's new Code of the Campsite signs

In an innovative approach to revamping the old Bibbulmun Track Code of the Campsite signs, Annie Keating approached the Studio with a gem of an idea. How about getting Terry Roberts to draw the sign, adding in small snippets of the code. Terry was briefed and after much to-ing and fro-ing voilà, the sign was born.

Eddie Echidna explains the code to all as they enjoy the campsite. There are two versions of the sign, one for areas where fires are permitted, and one for 'no fire' campsites.

Well worth a visit to the Bibb Track Project Office in Como to see the original, or even better - take a walk on the Track itself!!



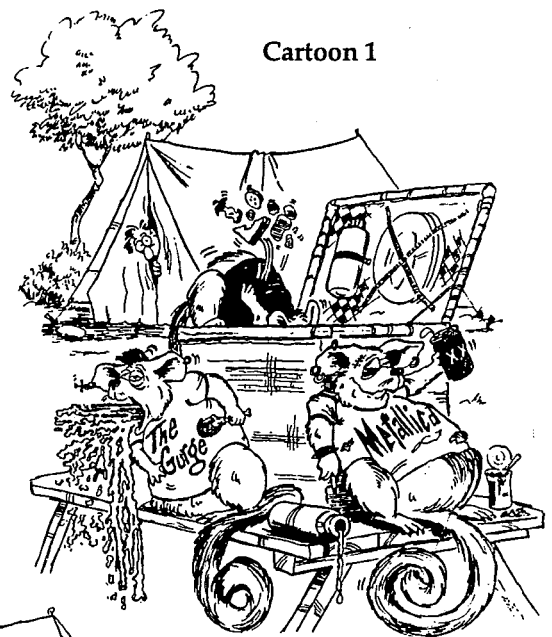
(Unfortunately my digital camera skills need improving, I've managed to obliterate part of the sign with the flash - but I think you'll get the general idea. Ed)

You Win Some - You Lose Some!

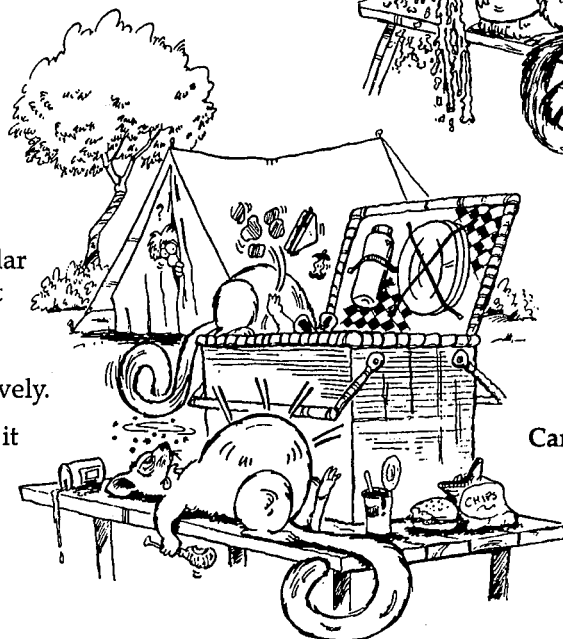
The studio recently had a request from Glen Willmott of Margaret River. There were areas in Leeuwin-Naturaliste where possums had adapted to live with humans, and were being hand feed. As a result possum health was being affected. After discussion with Gil, it was decided to have Terry Roberts illustrate the sign, showing how human the possums had become. This was a chance for Gil and my more perverse side to surface, or was it deep dark memories?

Cartoon 1 was the result of Terry's interpretation of our brief. We thought it was great. However, some folks in the Region felt it encouraged current 'animal' behaviour by particular 'human' user groups to Conto's. So it was back to the drawing board, and Terry's second version (Cartoon 2) which tells the story more conservatively.

Which one do you prefer? Or should it be 'identify' with?



Cartoon 1



Cartoon 2