



Vis-à-vis V.I.S.

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

DEPARTMENT OF CONSERVATION
AND LAND MANAGEMENT
16 FEB 1999

COSSIMA Summer '98-'99

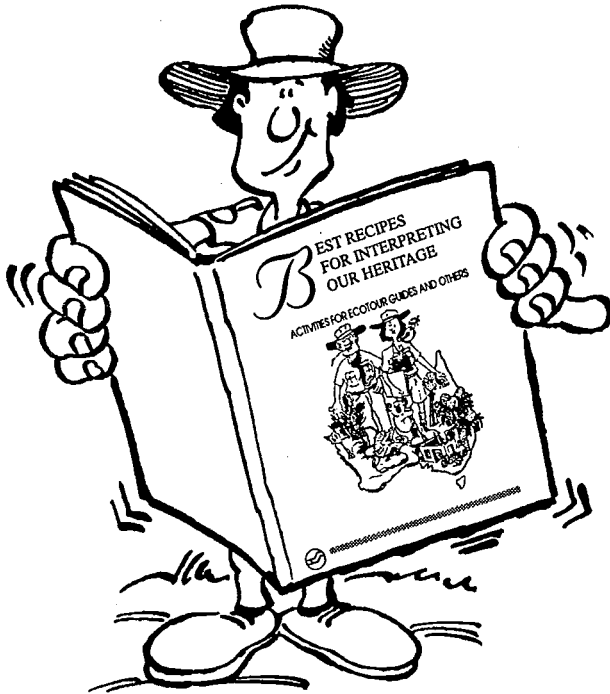
Extra Extra ... Read All About It!

We've worked on it, we've told you it was coming - time and time again - now IT'S HERE - **Best Recipes for Interpreting Our Heritage: Activities for Ecotour Guides and Others** has finally been delivered.

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Best Recipes for Interpreting Our Heritage: Activities for Ecotour Guides and Others

(Presentation by Gil Field to HII/IAA Congress held in Sydney '98)



The objectives of this presentation were for participants to:

- ❖ understand the origins and intent of the Interpretive Activities Recipebook.
- ❖ be able to access an activity from the selection criteria.
- ❖ experience a demonstration of the design framework for selected activities.
- ❖ participate in discussion of the effectiveness of the framework and design technique groupings.

The participants and clients of the tourism industry are increasingly scrutinising and evaluating the quality of services being provided under the banner of 'ecotourism', particularly the quality of interpretation provided by ecotour guides.

Best Recipes for Interpreting Our Heritage: Activities for Ecotour Guides and Others is a tool designed to help ecotourist guides deliver quality interpretive activities. This guidebook from CALM's Visitor Interpretation Services evolved out of our Designing Interpretive Activities Workshop (that is nationally recognised by the Australian Travel and Tourism Review Panel as meeting tourism industry competency standards). Participants in this 4 day workshop design activities according to an interpretive activity planner or framework. Many of the activities demonstrated by the leaders of the workshop are provided according to this framework in *Best Recipes*. Other activities of significance were designed by participants in the workshop. Some were specifically requested or revised for incorporation in the guidebook

A complimentary copy has been supplied to each Recreation and Tourism Leader and Interpretation Officer.

Additional copies are available from Denise Griffith at \$25.

All proceeds go towards the planned production in first half of 1999 of a new book "Designing Ecotours and Other Interpretive Activity Programs (A guidebook for planning, designing, promoting and conducting ecotourism activity programs)".

because of their success as interpretive activities.

The guidebook sets a standard for interpretive activity design in presenting a comprehensive framework. The framework includes the topic, theme or message, design techniques, the experience desired for participants, the character of the audience, your objectives, an outline of the steps in presenting the activity, the preferred site, the duration of the activity, the preferred time of day, the props required, a promotional paragraph and the script!

However the creative process is not linear. An idea can come from anywhere. You can approach the components of the framework in any order. As long as you address all of them you will have designed a sound, integrated interpretive experience for your clients.

Best Recipes for Interpreting Our Heritage provides 23 completed interpretive activity plans with full scripts to act as a stimulus for you to complete the even two dozen with an activity of your own according to this framework.

Activities are listed by topic, audience and design technique. There are six design techniques from which to choose - arts and craft, concept exploring, guided walks, problem solving, sensory activities and wildlife observations.

Some of the activities are active requiring some physical activity and others passive. All of the activities go beyond presentation and demonstration to involve participation, whether it be sensory, mental, physical, imaginative or communicative. They cater for a broad range of audiences, times of day and locations. Most activities only require minor adaptation to suit the area in which you plan to conduct them. There is much food for thought in these activities to stimulate you to create your own recipes.

Information is also provided on presenting activities and evaluating their success.

Participants in the Bazaar of Ideas at the Congress found the framework appropriate and the listing of activities according to topic, audience and design technique useful. The design techniques with precursory consideration seemed comprehensive of the guided activities of the participants. The question remains of their suitability for built heritage guided interpretation.

The concept for developing a 'recipe book' for ecotour guides evolved from the lack of success of getting tour operators and guides to attend anything over a one day workshop. This was seen as not enough time to present the theory and demonstrate the practice of guided interpretation which is the substance of sound ecotourism product. An out of print book ("Running Activity Programs: A guide to interpreting the natural and cultural world") has now been rewritten to specifically target the ecotourism industry that has evolved with the privatising and commercialisation of the profession of interpretation. Hopefully the new book "Designing Ecotours and Other Interpretive Activity Programs" will assist in providing significant interpretive perspective into ecotourism development and training resources. The exciting prospect of taking all these training tools - the workshop leaders manual and participants workbook, the recipe book and the ecotours book - putting them on the internet and CD ROM and incorporating licencing, accreditation and certification systems is now being seriously considered.

Meantime, enjoy *Best Recipes* and start putting your own recipe book together according to the interpretive activity planner.

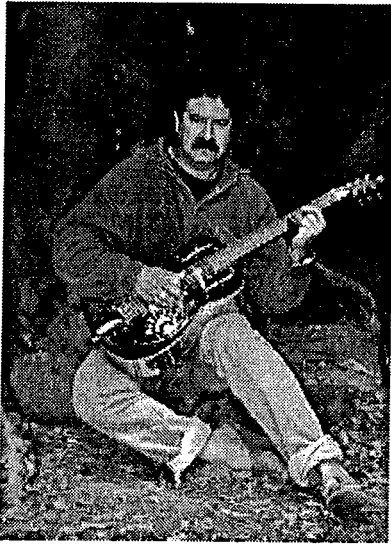
Valley of the Giants - Feast of Fun

The Valley of the Giants (at the Tree Top Walk) offers a feast of fun with free activities most days during the school holidays. On a recent trip to the Valley, I decided to stop and smell the roses as they say. My first experience was face painting. Even the rain couldn't stop the fun. Children from around Australia and the world tried their hand at painting, or having their face painted. A face can make an excellent canvas. Mind you when you are telling the stories linking what ever they are having painted on their face back to the Valley environment - you may wonder whether you are boring your little visitor too much. When the head nods back, eyes closed and the verbal communication lapses.... you realise they have dropped off to sleep.

My favourite was my walk down through the Ancient Empire. Ambient music wafting among the trees. As I meandered through the forest I first catch a glimpse of this musical delight. Walking through a tree and on towards the platform, I gather with the rest of the crowd.



I take a seat, I close my eyes and listen to the magic strummed by the guitar man. I am on a paddle steamer on the mighty Amazon, lined by dense vegetation. Back to reality, this music was so soothing. It certainly enriched my experience.



A one hour guided walk under the Tree Top Walk was really interesting. The view from 'down under' was truly a different perspective.

And there's more..!

Two other activities are available for a minimal fee. "Forest by night" experiences the thrill of the Tree Top Walk guided by the stars of the night sky.

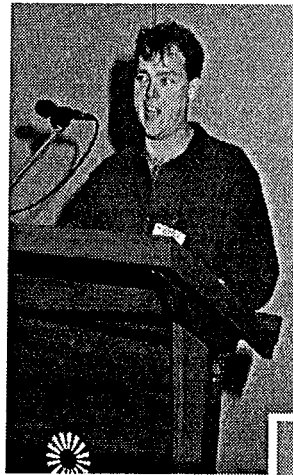
Or you can "Discover magic on the wing". See the birds along the Tree Top Walk and immerse yourself in the habitat of our feathered friends.

NEAP ... NEAP ... NEAP ... NEAP

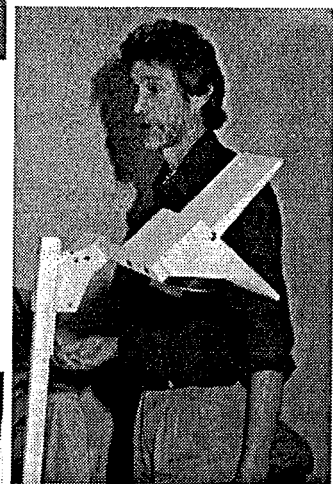
The National Ecotourism Accreditation Program for accommodation, attractions and activities is being applied at The Hills Forest, Dryandra Ecology Course and is proposed for Perup Wilderness Lodge and Milyering Visitor Centre. The Valley of the Giants is CALM's only accredited product at present.

Ecotourism Conference

Margaret River was the venue for the National Ecotourism Australia Association Conference hosted by the South West Development Commission, with CALM and other sponsors. Significant input from CALM enlivened the WA content including a barnstorming presentation by Dr Syd Shea. 230 participants made this the best turnout yet with many local tour operations and guides participating. The future looks vibrant with ecotourism enthusiasm. If a keynote address from Simon McArthur is an indication, the next frontier is the 'greening' of all tourism with the absorption of natural, cultural and built environment tourism into a 'green' amorphic Australian product.



Daryl Moncrieff (left), Gil Field (below) and Cliff Wirfield (bottom left) - in full flight, part of the large CALM contingent, attending and presenting at the Conference.



(Photos - Jacki Baxter)

Regional Roundup ...

What's happening around our State



Central Forest



A new 12 m x 3 m canvas mural, painted by Gina Moore has just been installed into the Wellington Discover Forest Activity Centre. The

mural is based on a Forest Folks theme from traditional Nyoongars through early timber getters and settlers to today's researchers, firefighters, silviculturists and recreational users. Get the key from Peter Henderson if you're in the Region.

Goldfields

Panels for the Kalgoorlie Arboretum are in the pre-production process. When completed they will include panels on the arid land bioregions found in the area, similar to those featured in this issue of *Vis-à-vis V.I.S.*

Kimberley

"Marlgu, a place for wildlife" is the theme for interpretive signs about plants and birds being produced for the walkway at Marlgu billabong in Parry Lagoons Nature Reserve near Wyndham. Kununurra artist Kimberley Kohan has painted three panels depicting the birds of Marlgu in the wet and dry. These will be scanned and produced in estat vinyl and then mounted in the bird hide at Marlgu.

Mid West

As wildflowers began to blanket the countryside, so to did the number of country shows and expo's within the Midwest. Spring kept staff busy raising awareness, educating and consulting throughout the region. Interpretive displays and activities have proved very popular with adults and kids alike at the Mullewa Wildflower show and the Mingenew and Jurien Expo's.

A communications and interpretation workshop was held in Shark Bay for staff of government agencies and local residents to brainstorm objectives, themes and interpretive ideas for the development of a Communications Plan for Interpreting Shark Bay World Heritage Values. A great list of creative ideas was generated and is currently being worked into a structural plan which will provide the guidelines and standards for the development of interpretation and information on the Shark Bay World Heritage Property.

A discovery book for the Kalbarri National Park is currently in a draft preliminary stage. It is proposed the book will identify vegetation, geology and walk trails within the Kalbarri National Park.

Four new panels painted by Kellee for the Overlander Roadhouse shelter (the original four have been moved to Denham), have also been reproduced as a postcard series and are now on sale at Monkey Mia. Each postcard depicts the World Heritage features in the unique marine and terrestrial environments of Shark Bay.

Pilbara

Burrup Peninsula

The Burrup Peninsula Recreation and Tourism Masterplan was launched on 2 November. Written comments are invited until the 14 December 1998. A static display, public meetings and radio interviews were used to promote the plan. The Burrup Peninsula contains the world's richest known concentration of rock art in the world. It has significant cultural and heritage significance, high landscape, tourism and recreation values and is potentially one of the most important industrial port sites in Australia. Recognising all of these features, the *Burrup Land Use Plan and Management Strategy 1996* divided the Burrup into two broad land use areas: *Industrial Area* and *Conservation, Heritage and Recreation*. The Draft Masterplan focuses on the Conservation Heritage and Recreation areas of the peninsula. It was great to see Mike B back in the Pilbara for a week. We almost didn't recognise him with his 'big city' hair do.

Once the plan has been finalised we'll give you an idea of what interpretation and information is planned for the area.

'Caring for the Burrup' signs prepared by Karen at the Sign Design Studio have been in place for a couple of months now.

Flatback Turtles

Turtle watching signs and brochures are being prepared with funding from a Coastcare grant. Well actually the Town of Port Hedland are paying for it and will be reimbursed by Coastcare, when the grant finally gets approved some time next year. The information was based on a concept put together by a student under Gil's guidance. The signs are to be erected at Cemetery Beach in Port Hedland and hopefully sometime soon at Munda Beach, a large flatback rookery south of Port Hedland. Karen is organising

the signs, and the brochure was printed through Corporate Relations.

Peter Fishwick is our new Recreation and Tourism Project Leader. Peter comes to us from Albany where he was Business Manager for South Coast Sharefarms. Gail Fishwick is our relief reception officer. Hats off to Peter providing an excellent layered chocolate sponge cake in his first week in the region. I hope he keeps it up.

Leonid's meteor storm was worth getting up early to see. Not as spectacular as predicted, but certainly enough to keep us happy. It was surprising the number of people who were up at that time of the morning. There was standing room only at Karratha's back beach, and cars dotted the highway between Karratha and Roebourne, avoiding the town lights. The boss stepped on something in the dark in his front yard and spent his time in the emergency room at the hospital. Fortunately no lost time. Standard protective equipment in the Pilbara for meteor watching is hard hat, glasses, steel cap boots and pyjamas (absolute minimum- so you don't frighten the neighbours.)

South Coast

Corinn and Terry have seen to the completion of the Two People's Bay Visitor Centre.

Southern Forest

Manjimup hosted the inaugural Horticultural and Forestry Expo on November 19 with the opportunity to promote some of CALM'S programs. Displays included telling the prescribed burning story highlighting the benefits of this program; a Western Shield display supported by an audio visual of the program and its successes; promotion of the 'Perup Experience' to our local community with the Perup video providing glimpses of the Perup experience .

Working Together

The Point D'Entrecasteaux interpretive planning team have been working towards the redevelopment works which commence in February. This project is partially funded by Coast Care and Manjimup Aboriginal Corporation. An all access walk trail with linking walk-trails gives us many opportunities to interpret the Aboriginal significance of this land. We have visited the various sites and had a brain storming workshop. We will now be working together to develop interpretive signs to tell the stories.

This project is exciting and I really look forward to taking the photographs of our finished signs for a future Vis-à-vis newsletter.



(L-R) Glen Kelly (MAC), Jeff Kimpton (CALM) Shelly and Sandy (MAC) on our field trip to Tookulup. Not in shot are Robin and Jacki.

Perup Brand.

Work has commence on having a brand developed for the Perup Forest Ecology Centre. Should be ready by the next edition.

Interpretive Volunteers - Start them young!!

What do you do when 2 charming young girls visit your office asking what can they do for you. You enrol them as volunteers!! Rebecca and Kate had moved to Manjimup from Darwin where they had been members of a Junior Rangers Program. We don't have this program in WA for primary school children so I had to think of something. They are now my budding artists. They have coloured in posters which I've had laminated to use as props for school talks. They've developed a plant ID poster for one of our walks, and are now working on developing Pond Activities, using their younger brother and sister as guinea pigs. With such enthusiasm, we need to nurture their passion for the environment.



Rebecca and Kate wearing their volunteer hats and shirts.

Swan

Marine and Coastal District

Since our birth as a new district in 1997, after various past incarnations, we have been growing rapidly incorporating new areas of responsibility and staff. We welcome on board Tony Eddleston and Lyal Woods from the Ministry of Sport and Recreation who will continue looking after Woodman Point Regional Park. With its checkered history, coastal environment and high popularity as a recreational resource Woodman Point provides significant opportunities and challenges for interpretation.

We have continued to unravel our past to the public, with the installation of four new interpretive panels on the CALM managed public use areas of Garden Island. The shelters were produced in collaboration with HMAS Stirling and depict the historical importance of the area its ecosystems and management. Despite being only accessible by boat or to naval personnel these sites receive high visitation.

With the start of spring and the end of the penguin breeding season, Penguin Island and the Penguin Experience Island Discovery Center have opened. Continued inclement weather has unfortunately resulted in a slow start to the season. We had 32 000 visitors through the Penguin Experience in the 97/98 season and hope to improve on that figure this year. Rangers Terry Goodlich and Murray Banks have been busy installing cliff and rock fall risk signs through out the island and ensuring visitors are made aware of the inherent risks. The gulls seem to be grateful for the addition of new perches and visitors appear to be heeding the warnings. With our assistance the Friends of Shoalwater Islands have sought a Coastcare grant to excavate and interpret an old well sit on the island used by the islands first resident Seaforth Mackenzie in the early 19th century.

Our marine education program continues to be popular. Last year our staff, lead by George Watson presented to 26 groups throughout the metro area. Smiling faces were a common sight amongst the 1200 participants. This years program is already fully booked, highlighting a busy year ahead for all staff in the district.

Aboriginal Tourism, Education and Training Unit



The Balga Mia Village at Yanchep National Park was opened on the 17th October, with three trial/information days preceeding the official start of business. The first of these three days was for staff based within the Park and District to bring them up to speed, the second for the Corporate Executive and invited guests. The third and largest, including a bush tucker lunch, for tour operators and tourist industry personnel. Lots of positive comments and suggestions were received and many of these have now been incorporated into the program.

Kevin Hill, the presenter of these exciting programs, is now based full time in the Park. Two options are available to visitors. The Balga Mia Village experience includes a tour of the village, with mias in various stages of construction, and demonstration of the making and use of various Nyoongar tools. This program runs daily between 8 -9.45 a.m and 2.30 - 3.45 p.m. on Sundays and public holidays. It caters for coach passengers on packaged tours that have traditionally stopped in the Park to visit the koalas. The second program - Sharing the Dreaming is offered Sunday -Thursday at 1.00 pm and includes the Balga Mia Village Tour and tool making demonstrations and the six seasons walk along the Yanjidi trail.

The Mia Village costs \$3.00 per person, and the Sharing the Dreaming - \$8.00 per adult, \$3.00 per child or \$15.00 for a family. Tickets are available from the McNess House Visitor Centre.

Wheatbelt

Amanda Smith is working on the interpretation of Lake Tooliban with Mike Bodsworth who has produced the draft recreation and interpretation masterplan. The Narrogin team are now creatively responding to the draft towards achieving an exciting outcome for CALM's only natural community recovery plan. Claire at Dryandra has been showing special interest groups the Captive Breeding enclosure and managing the animal husbandry. Caitlin Prowse is now assisting Claire at Dryandra along with other District Interp. projects. Together they are looking at the marketing and distribution of the photo postcards, t-shirts and coffee cups.

Vis-à-vis V.I.S. Feedback

(our first!)

Gil - I enjoyed reading my copy of the new VIS Update - it's a snappy presentation that I'm sure serves its readership well.

The one item that got my attention most was the item on 'Theme Parks and Signature Signs'. I agree with much of what you write on the concept of an area identity, but have some concerns that we risk losing corporate identity in the rush to set up theme areas. It is my view that we should always, & at the initial design phase, develop new logos for these areas which incorporate the CALM identity directly into that logo. Two of the most recent, for The Penguin Island Experience and for Dryandra Woodland, and also for Gngarra Park (assuming it hasn't changed since I last saw it), are good examples of this approach.

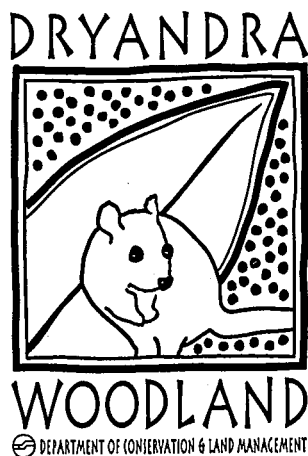
There are very poor examples of this, and the VOG logo comes immediately to mind.

Also I'm not sure of the point you are making when you say that "A lot of corporate hype is inappropriate once you have arrived at the restaurant you want the meal to speak for itself." Leaving aside the concept of 'corporate hype', it is my experience that whether you are dining at The Loose Box or to a burger franchise, you clearly have your entry corporate signage, the restaurant's name on the menu, on the wine list, on the after dinner sweets menu and on many other things (complementary mints, the bill, etc).

I'd enjoy speaking with you further on this. And maybe it is a subject I should take up with the Rec and Tourism leaders in the regions.

Ron Kawalilak

Thanks Ron for your constructive response. Here is a sample of a 'Theme Park' logo using the CALM Corporate identity as a copyright while leading with the product title.



Thanks

A big thank you to all Sign Design Studio clients for their recent patience while Karen was involved in the production of the 2 Bibbulmun Track Guide Books. We hope to be totally back on track by February.

Goodbyes

As many of you probably are already aware Lotte has taken six months LSL on half pay and travelled with her family to the United States. Lotte and Brian will be looking at spending the next few years in America, so there is a strong possibility that Lotte will resign rather than return. Gil, Karen and Denise hosted a divisional morning tea in November with Lotte as the special guest, and Gil gave a rather long but nevertheless inspiring and more often than not comic interpretation of Lotte's time with Visitor Interpretation Services. We are sad to lose Lotte's special talents and her "loud and boisterous" personality (no wonder she fitted in so well), but it has given us the chance to offer a three month secondment (expressions of interest were called on 4th January) to CALM staff interested in trying on Lotte's shoes.

Gil's speech in a nutshell - Lotte was instrumental in the CALM team winning the national Interpretation Australia Association's interpretive media award for interpretive signs at Hamelin Pool Nature Reserve.

In 1996-97 she was president of IAA and with Gil, Karen and others has been a key player in the production of CALM's Visitor Interpretation publications that set the standards and guidelines for communication with our clients.

We loved working with her. We'll miss her and wish her well. May we all continue to contribute to the "interpretation" party like its 1999. She's our advocate in the USA as we open the door to a global interpretation professional network.

Newsletter contributions



Your contributions to **Vis-à-vis V.I.S.** are welcomed.

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 April 99

Signs, Signs Everywhere There Are Signs

