



Vis-à-vis V.I.S.

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

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 AND LAND MANAGEMENT
 WESTERN AUSTRALIA
 Winter '99

Innovative Ecotourism Training and Development - integrated initiatives in activity design, development, demonstration & participation • Gil Field •

The desire to enrich the quality of interpretive activities within the ecotourism industry has spawned over the years a number of initiatives in ecotourism training and development in Western Australia. These includes a book of interpretive activity recipes, a workshop in designing interpretive activities, a demonstration ecotour and a program of guided activities.

The book of interpretive recipes is the basis of many of the interpretive activities on the ecotour. The demonstration ecotour is part of the workshop. Some of the recipes in the book are the product of previous workshops. The program of guided activities is developed as an outcome of the workshop and presented to the public.

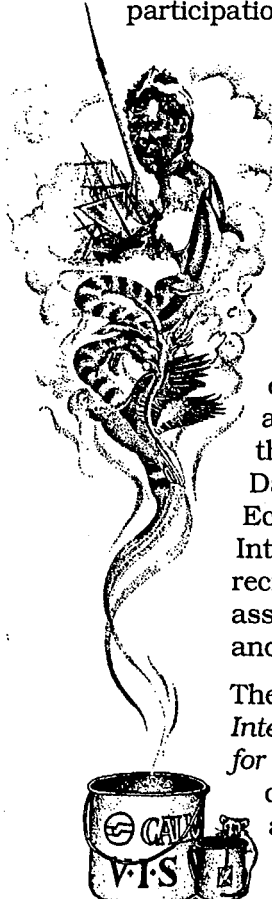
The interpretive activity designs, program development, ecotour demonstration and participation are integrated initiatives in ecotourism training and development.

The audience for this integrated program of ecotourism training and development initiatives is potential and existing practitioners of interpretation in cultural and ecotourism. They are targeted through direct mail to operators and agencies in Western Australia, through the University of Notre Dame, Australia Unit ES/BS 180 Ecotourism and Heritage Interpretation, in ecotourism, recreation and conservation associations, agencies, journals and magazines.

The book "Best Recipes for Interpreting Our Heritage: Activities for Ecotour Guides and Others" is a collection of interpretive activities presented in a framework that exemplifies the

principles of quality interpretive design for guided activities. Many of these activities were designed and led by myself over the past 17 years.

Half of the activities of mine I still lead at least once a year on a demonstration ecotour from Fremantle to The Hills Forest less than an hour out of Perth. Those undertaking this ecotour are participants in the 4 day Designing Interpretive Activities Workshop. They include professionals employed with conservation and heritage agencies, folks keen to learn about and get involved in the business of cultural and ecotourism and students of the University of Notre Dame, Fremantle. Workshop participants are required to design an interpretive activity of their own for a site of their choosing. Over the past ten years I have collected some activities of note from the Workshop participants and included them in the Best Recipes Book. In addition I have collected activities from respected interpretive guides. Some of these activities, including one of the distinguished guides himself, are also used in the demonstration ecotour.

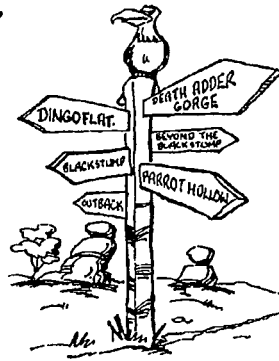


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The "Goin' Up the Country"

demonstration ecotour involves bus hire, catering (provided by a local hills business so exemplifying a principle of ecotourism in contributing to local businesses and communities), and guiding (using both local guides from The Hills Forest Activity Centre as well as myself as the ecotour operator and guide).



"Goin' Up the Country" is an ecotour with the primary theme of 'looking at relationships'.

The interpretive activities within the ecotour explore:

- ❖ our relationship with places (Fremantle and the Perth hills),
- ❖ our relationship with time (the changing face of Fremantle, Perth, the Swan River and the hills)
- ❖ our relationship with people (from Nyoongar Aborigines to C.Y. O'Connor the visionary engineer who managed the construction of the Fremantle Harbour, the railway through the Perth hills and the Mundaring Weir Goldfields Water Scheme that pumped water from Perth to Kalgoorlie, to a provocative contemporary view of O'Connor held by some Nyoongars suggesting they pointed the bone at O'Connor for blowing up a sacred site at the mouth of the Swan River when constructing the Fremantle Harbour in the 1890's).
- ❖ our relationship with the Swan River
- ❖ our relationship with the forest.

An ecotour brochure outlines the program for the day. Some of the activities can be identified in the Best Recipes Book - Rock 'n' Roll; Tuning In; Getting in Touch; Serpent Scales; Meet the Plants and Bush Survival.

The outcome of the Designing Interpretive Activities Workshop is a collection of interpretive activities designed by the participants to an established framework for setting objectives, establishing a theme, identifying the audience, defining time, place, props and promotion before writing the script, presenting, reviewing and modifying as required.

A Workshop Outcomes Book is produced as a reference for others. Whereas many of the workshop participants design an activity for

their place of employment, the students from the University of Notre Dame Australia in Fremantle are required to design for the Fremantle environment. These activities are refined and packaged into a program of guided activities titled "Footloose in Freo". The program is offered to the public in the week after the Workshop. The Outcomes Book includes the promotion and business planning aspects of the Workshop and the Footloose in Freo guided activities program.

Other products that have evolved out of this ecotourism training program are a new book "Developing Ecotours and Other Interpretive Activities Programs: A Guidebook for Planning, Designing, Promoting and Conducting Ecotours". Here interpretation is the primary focus in developing the ecotourism product and the "Goin' Up the Country" ecotour is used to demonstrate the program design process.

Other key aspects of the business of ecotourism are raised so that the interpretive design process is seen in the broader context of the business.

Currently the Workshop is only available in Western Australia with myself and a colleague as activity leaders. So as to expand the opportunity for others to participate in the Workshop a Leaders Manual for the Designing Interpretive Activities Workshop has been produced so others can run the workshop. You can purchase the Manual for \$700. Registered training providers can accredit participants with tourism industry competency standards from the Australian Tourism Review Panel. Alternatively the Workshop Workbook can be purchased for \$50 from which you can compare, contrast or borrow ideas for building your own training program.

My desire to define, demonstrate and empower others in quality interpretation practice has been progressed through this innovative, integrated package of initiatives including Workshop and Ecotour participation; Workbook, Recipe Book and Text Book publications, and participation in planning, designing and presenting guided activities.



A proposal for a

VIS Interpretation Workshop

Calling all CALM Interpreters!

How would you like a few days away from the normal grind? Have we got an idea for you! A chance:

- ❖ to meet with your fellow interpreters from around the state.
- ❖ to exchange and present ideas to your peers
- ❖ an interactive forum
- ❖ to visit Perth production companies and see some exciting new products
- ❖ to present your recent triumphs and if you're brave enough - failures.

Visitor Interpretation Services is keen to workshop interpretation programs and projects with your input and participation. Tell us what you would like to know, what you would like to present, which month is most suitable for you to attend and how many days (within reason) you could be free to attend.

Sample program:

Monday p.m. - arrive in Perth, dinner with fellow interpreters (this gives those of you who wish to drive the chance without exceeding the speed limit).

Tuesday - Interpretation Workshop

Wednesday - continuation of Interpretation Workshop (late p.m. Depart option). Dinner

Thursday - tour of production companies.

Friday - alternative departure day.

Suggested topics:

The Business of Interpretation in Ecotourism, Nature Based Tourism and Heritage Management; The Guiding Profession and Business; an update on the Sign Manual review and the Visitor Interpretation Manual rewrite; the state-wide contract guide program proposal.

Suggested tour companies:

Multicolour Australia (estat vinyl) and Compac (Ceramic Steel)

When/Where/How

We were thinking maybe late October/early November this year. The venue would be here in Como, you would have to arrange and pay for your own travel, accommodation and meals. VIS will provide lunch, morning and afternoon teas during the workshop.

What do you get for your money? A chance to reaffirm the value of your interpretive work within CALM, a chance to network with fellow CALM officers, a chance to see new products first hand, a chance to workshop problems and if you're really desperate an excuse to escape.

The minimum time to run the program is two days, which would mean dropping the tour on the third day.

We look forward to your comments, please get them back to us as soon as possible. If we get enough people interested it's full steam ahead.

International Trails and Greenways Conference Report

• Annie Keating - The Bibbulmun Track Project •

In June I attended International Trails and Greenways Conference in Pittsburgh, USA. The conference venue was an elegant old hotel in the heart of Pittsburgh and I thoroughly enjoyed the rare treat of having a room with a view all to myself.

Most of my first day was spent preparing a paper and recovering from the 46 hour plane journey. Pre-conference I attended a workshop entitled "Telling Trail Stories", focusing was on using wayside signs and panels for interpretation on trails which had relatively high visitation. A high profile, federally funded heritage trail was used as a case study. Excellent course notes and a well defined methodology for production of wayside interpretation plans was presented along with valuable technical information and practical advice. I gained several very good contacts within the National Parks Service and other agencies involved in trail interpretation and signage.

At the Conference I gave a presented a paper on the contribution by prisoners towards the construction of the Bibbulmun Track entitled "Jails to Trails". The paper concentrated on the evolution of the relationship with the Ministry of Justice, the benefits gained and lessons learned from the association. I also presented a talk on Western Shield and its effect on wildlife recovery in the south west and around Bibbulmun Track campsites in particular

Post conference, my partner Elio and I spent a few days in Washington DC and then three weeks holidaying in the San Francisco area and in the states of Oregon and Washington. We spent most of our time camping and walking and visited as many national and state parks and forests as possible. Those visited included Yosemite NP, Crater Lake NP, Mount St Helens National Volcanic Monument, Muir Woods National Monument, Point Reyes National Seashore, Golden Gate National Recreation Area, Redwoods NP, Olympic NP and Mount Hood National Forest.

I kept an eye open for all of the various kinds of signs and interpretive devices and gizmos. The myriad visitor centres and viewpoints at Mount Saint Helens National Volcanic Monument sure took the cake for crater to sea level, cone to lake and wall to wall interpretation overload. Anything, living or dead - and most things were dead, even twenty years after the big bang, - was

interpreted. After two days of superb walking and camping at the foot of the cone on the eastern side of the mountain it was all a bit much. An omni theatre and three fantastically designed visitor centres, each more spectacular than the last gave one a distinct feeling of interpretation overload. The eruption events of May 1980 were reproduced over and over again in many different ways - videos, newspapers, 3D simulations, subterranean walkways, light shows, dioramas, timelines etc. etc. etc.

The cost of all of this - \$30 p.p. for a seven day pass. A walk trail, a good map and an Audubon Nature Guidebook did me just fine thank you very much!

The cleverest and most effective sign system I saw for the display of information was at the Wilderness Office at Yosemite National Park. They handed out no brochures to explain their system and everything was beautifully displayed, in 3D on a series of boards set out from the wall. This office, I was very interested to discover, is run by volunteers of the Yosemite NP Association. They manage the issue of many thousands of walking and back country permits every year. There was the usual directional and cautionary signage but very little in the way of interpretive signage or panels at Yosemite. There is a huge number of publications available and, apart from a small brochure, if you want information then you have to pay for it.

I saw a lot of very tatty Ranger notes "setups". Despite being makeshift they invariably held the most crucial information, such as - whether there were bears or cougars around; that the bridge 10 miles down the trail had collapsed under the weight of snow last winter and would not be fixed until September; or that all of the tent-sites at the second campsite were still under snow. You really don't want to find out about these things 20 miles into the walk you have just spent thousands of dollars and come halfway around the world to do.



There's More To Signage Than Greets The Eye

• Lorna Charlton, Esperance District •

I have recently taken up a position as Interpretation Officer with CALM Esperance, made possible with funding from the National Tourism Development Program. My work is both exciting and rewarding. The natural features in the region are breathtaking and the CALM staff in Esperance and Albany are great to work with. It was certainly worth the upheaval from Perth to get here.

My task is to research and design interpretive signs for several sites within the district. These include three parks: Cape Le Grand, Cape Arid and Stokes NPs, two nature reserves: Woody Island and Woody Lake and the forestry reserve at Helms Arboretum. Woody Lake is a part of the much larger Lake Warden wetland system which is recognised for its significance for waterbird conservation on both a national (National Estate Register) and international (RAMSAR) level. The 'Two Woodies' have had no previous signs while the existing signs in the three parks and at Helms is old and faded and in desperate need of updating and replacement. Interpretive opportunities within these sites include signs at information bays, campgrounds, along walktrails, a birdhide at the lake and the new visitor centre on Woody Island.

In researching the themes and content of the signs I have been drawing from a wide variety of resources including books, reports, newspaper articles, film, photos and diaries, etc. I have also been busy speaking with members of the community, special interest groups and other government agencies. If you have any information that you think may be of use I would greatly appreciate a call.

I am excited about the year I will be spending on this project as it will no doubt take me on a very significant personal and professional journey. Done well, interpretation conserves park resources, forges binding ties between visitors and their heritage, perpetuates strong park partnerships, and ensures the effectiveness of CALM in achieving its mission. It is said that interpretation is not a tree, but a seed. The objectives may not be realised immediately, but I am rewarded in the knowledge that my efforts will continue to effect a memorable change for many visitors long after my work here in Esperance has finished.



A Goodbye & A New Arrival

After a long period on the interchange bench, Lotte Lent has finally resigned from CALM (see *Vis-à-vis V.I.S.* Summer 98). Her vacant position has been/is being used to support a number of secondments from the field into Visitor Interpretation Services section. Corinn Hine from South Coast Region is co-ordinating a re-write of the CALM's Visitor Interpretation Manual; Therese Jones from Perth District, is co-ordinating the production of a new CALM Sign Manual. Both projects are continuing on a day a week basis after the initial secondment period. (More about these projects in the Regional Roundup). Terry Goodlich of Shoalwater Islands Marine Park, Marine and Coastal Waters District in Swan Region is currently working on a CALM contract guides system to re-activate guided activity programs on CALM estate. It is hoped that Annie Grieg of Perth District will continue the line of illustrious secondments to the noble cause of interpretation.

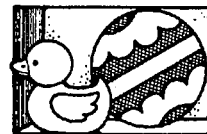
Kellee and Brian Merritt welcomed their son Kian Adam into their lives on 26th June.

Kian (pronounced Key-an)

A little bit of Kellee

A little bit of Brian

A little individual



Kellee will be taking a break from her graphic artist duties but is offering CALM the use of The Illustration Library (over 500 illustrations). The illustrations come in a variety of styles to suit various production techniques. Illustrations (copy right protected) can be borrowed at a fee of \$25-\$50 (depending on style) each which covers a one-off use. You can contact Kellee about The Illustration Library by email at:

kelleemerritt@telstra.easymail.com.au

or request that they be used when sending jobs to the Studio.



Regional Roundup ... What's happening around our State

Central Forest - Peter Henderson



• Wellington Dam Experience •

The Wellington Dam Experience - another "Living Windows into the South West" site - was launched recently. Located near

Wellington Dam, the "Experience" - a self guided walk trail features an hexagonal information shelter, a lookout and a series of trailside panels. The panels interpret the cultural history and environment associated with and resulting from the construction of the dam in 1931, the forest, the catchment, the construction, the water, the quarry and the camps.



Picture courtesy of Alan Cross, SWDC

The large and colourful estate vinyl panels (1200 x 1500) contain a mixture of text, graphics, modern and historic photos. The panels are mounted onto the reverse of a polycarb sheet then backed with a metal, framed in moulded jarrah.

The "Experience" is a joint the South West Development Commission, CALM and Worsley Alumina project.

South Coast - Corinn Hine

• Volunteers at Two People's Bay •

This Spring will see inaugural volunteer "hosts" staffing the Two Peoples Bay Visitor Centre, allowing the centre to be open every day during these high visitation months. Organised by Ranger in Charge Neil Scott, eight CALM volunteer host couples will staff the centre for about a month each, from September through March.

Neil and other CALM staff, including the scientists who work with the noisy scrub-bird and Gilberts potoroo, will provide orientation and induction for the "hosts". Duties will include answering visitor's questions about the reserve, operating videos within the auditorium as well as selling items from the centre's gift kiosk. In return, the "hosts" will have the privilege of camping for a month in one of the south coast's prime locations.

• Southern Ecovoyagers •

Since 1995, the South Coast Region has been working with the sailing ship STS Leeuwin to create a special ecotourism experience along the south coast. Staff from the two organisations have joined together to provide an annual "Great Southern Environmental Discovery" voyage for people of all ages.

These trips typically operate between Esperance and Albany with stops made on islands and the mainland. CALM staff provide interpretation of the marine, island and terrestrial environments through informal presentations and guided walks. Albany based Wildlife Officer, Peter Collins, travels with the ship for at least half of each journey. District Rangers take over for the other half of the journey, or provide on-the-ground expertise when the Leeuwin visits a national park. Research scientists and a Regional Manager have even managed to capture a "berth" (no pun intended) in the interpretive program, and have provided voyage participants with a view into the complex management issues facing CALM staff. Interpretive topics range from sea lion biology to Aboriginal culture to endangered species.

In addition to this years annual trip, the South Coast Region, the Leeuwin and the University of Notre Dame conducted a special "youth ecology" voyage along the south coast earlier this year. Feedback from participants in both programs has been extremely positive, and continued trips are on the agenda.

• Visitor Interpretation Manual •

Having returned to the South Coast Region following her secondment to the Visitor Interpretation Section at Como, Corinn Hine is continuing to work on the revisions to the Visitor Interpretation Manual. Things will go on hold for a few months while she travels back to the US for a family visit.

Kimberley - Jenny Wilksch



• Purnululu National Park •

Major reconstruction work is in progress at Purnululu National park to upgrade the verandah shop and office to a visitor centre. Interpretive displays will include an orientation map, satellite imagery, geological map and rock samples and models demonstrating the evolution of the fascinating Bungle Bungle Range.

• Mirima National Park •

The dry season visitor activity program is now in full swing at Mirima National Park with bush tucker and bush detective walks, 101 uses for boabs and slide nights on a range of topics.

• Kununurra Agricultural Show •

"Land and wildlife for the future" was the theme of the CALM display at the Kununurra Agricultural Show on the last week in July. With giveaway show bags and competitions for kids and adults the day was a huge success.

Pre-print production of the long awaited Kimberley Tourism Manual is almost complete and it is hoped that the manual will be available soon. The wealth of information within this publication will be invaluable to those working in the tourism industry in the Kimberley.

Aboriginal Tourism, Education & Training Unit - Denise Griffith

The unit continues to grow in popularity and has welcome two new Trainee Aboriginal Heritage Officers - Brenton Clinch and Jason Barrow. Both will assist Kevin Hill at Yancheep which now boasts two balga mia villages, the original for tourists and a new schools area.

The ACE program at The Hills Forest is booked out until the end of the school year, and school and community booking continue to increase at a rapid rate.

However cultural tourism initiatives at Yancheep and Fremantle are slow to take off and the unit is working with Rod Quartermain, Tourism Development Manager, Park Policy and Tourism Branch, towards increasing awareness within the tourism market of the programs being offered.

Mid West - Melinda Bolt



• Denham •

Changes have taken shape along the Denham foreshore with a new Information Shelter situated in Charlie Sappi Park. Visitors and residents can learn about and "discover the marine life and

seascapes" of the Shark Bay World Heritage Property.

In keeping with its surrounds, the large L-shaped shelter is built in shell block and incorporates an existing historical shell block wall. It is topped off with a bull nosed colourbond roof which corresponds with the architect of the neighbouring post office, while giving visitors the chance to enjoy the shade.

Panels depict the marine values of the Shark Bay World Heritage Property. A mixture of styles include cartoons creatively illustrate responsibilities within the marine reserves; full colour murals illustrate the range of World Heritage values to be found within the Shark Bay area; and two full colour maps clearly identify facilities and activities zones.



• Nambung National Park •

In the southern end of the Region, static displays are currently being devised for visitor interpretation in Nambung National Park. These displays will be used for promotion of events, notification of new interpretation projects and activities within the Park.

• Lancelin Island •

Lancelin Island has seen the first of its new developments with the construction of a boardwalk across the island and a northern viewing platform. In the early stages of building the boardwalk a phosphorous bomb was uncovered. Apparently in the days of World War II, the Australian Navy used the island as target practice. Needless to say, construction was halted and the police closed the island to the public as Navy experts were called in to give the all clear. The walkway provides a safe well defined, friendly to wildlife route for people wishing to get to the beach and lagoon on the west side of the Island and for those who wish to enjoy the unique experience along the way.

Southern Forest - Jacki Baxter

I finally attended the Designing Interps workshop - it only took me 2 years but the wait was really worth it. The opportunity to be with a group of people working towards the same goal was a real treat. The networking is invaluable and the company great. The next challenge is to write the recipes for the Southern Forest Region! Projects are still rolling along, a bit on the slow side as we have had our fair amount of disruption. I hope to be able to bring you all up to speed in the next issue and hopefully to share some pictures of final products in the field.

Wheatbelt

Caitlyn Prowse and Clare Anthony recently attended the Designing Interpretive Activities Workshop and have returned to the Region all pumped up for new initiatives in the Dryandra Activities Program.

Pilbara - Judymae Napier

The Karratha Tourist Bureau's building extensions were opened recently. A CALM Pilbara display featured on the back wall includes an information shelter, panels and attractive red rocks and spinifex.

The panels were created using our newly acquired scanner, Publisher program and colour plotter. Information on Millstream, Karijini, the Dampier Archipelago and Burrup Peninsula, a map of Pilbara parks, information on park passes and publications are featured. Also included is a Nature Notes panels of seasonal things to see. This will be updated each season, with work on Spring well underway.

• Karijini National Park •

Weano Gorge is now resplendent with a new octagonal shelter. The Hon Cheryl Edwardes was here in June to launch the Park's final management plan and to open the new lookout on the Oxer isthmus. The consultants working on the visitor centre will be presenting various options to us in September.

Goldfields - Phil Spencer

• Kalgoorlie Arboretum •

21 trailside signs have recently been produced for the Kalgoorlie Arboretum! Each sign features a tree from the arboretum and has a piece of sawn timber incorporated as part of the image (see page 12).

Swan

• The Hills Forest •

Syke Keillor has recently started as the Programs Officer at The Hills Forest. Skye comes from the Parks and Wildlife Commission of the Northern Territory where she was employed at the Territory Wildlife Park as an ambassador and tour activities guide. With a background incorporating tourism and entertainment, marketing, desktop publishing, tour guiding and organising activities, camps and special programs she will fit right in to the busy team at THF.



• Perth District • - Therese Jones

Over the past six months the Recreation and Tourism team at Perth District have been busy working on a variety of interpretation projects. I spent three months with that zany crew at Visitor Interpretation Services in Como and

guess what? I SURVIVED! Major projects included the review of the CALM Sign Manual, an Interpretation Plan and a Sign Plan for Yanchep. Thanks to Gil, I'm still busily working away on these 3 projects, however the sign plan is in its final stages.

• Milyu Nature Reserve •

A set of four panels has been produced for Milyu, a small nature reserve flanked by the Swan River and Kwinana Freeway in South Perth. Themes of the 4 panels were:

The Changing Face of Milyu - looking at the site's natural history and global significance.

Shores of Samphire - exploring the natural vegetation types and their evolutionary adaptations to the marine environment. *Green at Heart* - local volunteers and their role in the reserve's rehabilitation.

Waders and Waterbirds - looking at the physical adaptations of waders and their extraordinary annual migratory journey.

Who's Who at Milyu? - a series of Kellee Merritt watercolours of common waders and waterbirds found at Milyu.

• Yaberoo Budjara Heritage Trail •

This trail is going to be closed for refurbishment and to upgrade interpretative signs. I will be working with Shane Dyson (student from ECU) on an interpretation plan for the trail. The main theme is the Aboriginal Culture of the Yaberoo Budjara ('People of the North'). Shane will work in conjunction with the Aboriginal Education Training and Tourism Unit and other Aboriginal groups, aiming to develop a series of trailside signs about the Yaberoo people and places.

• Coastal Plain Walk Trail •

Two new trailhead signs have been installed at the starting points of the trail. From all reports they are working well.

• Yanchep National Park •

Staff would have recently seen Rod Hillman (Park Manager) and I walking around in circles, but believe me it's for a reason. We are working on The Trail of Discovery, a central pedestrian trail designed to help visitors discover the diversity of the park (natural, historic and cultural features) as well as providing a link to five other interpretative trails.

Rod, Karen and I are working on the Yanchep sign plan. The plan aims to set up a custom made system of signs that service the needs of visitors. All interpretative, orientation and management signs in the main precinct will feature the Yanget (bullrush) symbol at the top and follow Yanchep's existing colour scheme.

Visitor Interpretation Services - '98-'99 in Review

Planning

- ❖ Visitor communication planning is an essential component of CALM's management planning process. Officers provided interpretive perspectives into the preparation of management plans, recreation site development plans and interpretive projects. Of particular note are the Gnanagara Plan, and Visitor Centres in Nambung and Purnululu National Parks.
- ❖ A Workshop was held in Denham for stakeholder involvement in the preparation of the Communication Plan for Interpreting Shark Bay World Heritage Values.

Interpretive Design

- ❖ Interpretive design is intrinsic to the recreation development plans prepared by CALM. Interpretation Officers were involved with the provision of interpretive facilities and services within recreation development plans.
- ❖ CALM's Sign Design Studio continued to meet regional needs for signs and displays in managing visitors to CALM Estate. Designs were prepared for 162 projects.
- ❖ Interpretive products of particular note were the involvement with a 12 m x 3 m mural of "Forest Folk" for the Wellington Discovery Forest "Living Windows" Centre, Denham foreshore shelter display panels for the Shark Bay World Heritage Property, numerous signs for the Bibbulmun Track including the code of the campsite signs for the shelters, Kalgoorlie Arboretum trailside signs, Marlgu Bird Hide signs within Parry Lagoons Nature Reserve near Wyndham. Risk signs continued to be in demand as part of CALM's risk management program with new signs for the sandbar linking Penguin Island to the mainland near Rockingham.
- ❖ A number of contracts for professional services from CALM's Visitor Interpretation Section were met to produce interpretive signs for the Town of Cambridge for Lake Monger, and turtle signs for the Town of Port Hedland. In addition professional advice was given to a number of shires towards developing sign products.

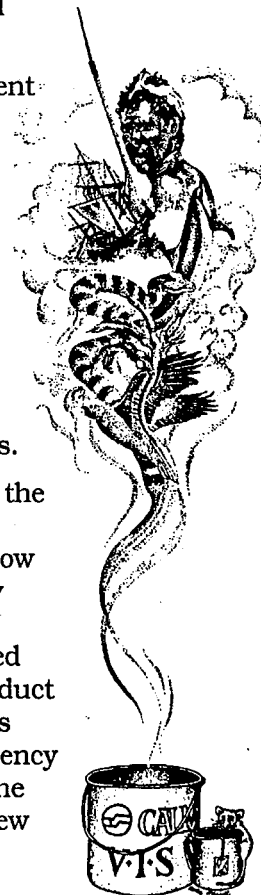
Activity Programs

- ❖ Interpretive activity programs were conducted in key areas for concentrations of visitors towards enriching their

experience while minimising visitor impacts and maximising understanding and support for sound management of our heritage. Regular activity programs were maintained at Yanchep National Park and at The Hills Forest in the metropolitan area, at Mirima and Purnululu National Parks in the Kimberley, at Karijini National Park, Penguin Island, Valley of the Giants Summer Activities Program and the annual Footloose In Freo student guides winter activities program. Over 10,000 people attended The Hills Forest 'Go Bush' and 'Get Adventurous' Programs.

Training and Professional Development

- ❖ CALM's nationally accredited Designing Interpretive Activities Workshop was conducted in collaboration with the University of Notre Dame. Professional development participants and students of Ecotourism and Heritage Interpretation (ES180) were involved in the 4 day workshop. An Outcomes Booklet was produced of activities designed by course participants and is held in the university library. Students presented their guided activities interpreting Fremantle's heritage as the "Footloose in Freo" Activities Program that received endorsement on a number of occasions from the local papers.
- ❖ The Gascoyne Development Commission in collaboration with the Gascoyne Business Enterprise Centre contracted CALM to conduct the Designing Interpretive Activities Workshop in Carnarvon for local people interested in getting into the tour guiding business.
- ❖ "The Leaders Manual for the Designing Interpretation Activities Workshop" is now available for purchase by tertiary education institutions and registered training providers to conduct this Workshop that meets tourism industry competency standards approved by the Tourism and Travel Review Panel.



- ❖ CALM staff were trained in visitor information and interpretation as part of the Advanced Recreation Planning and Management Course at Point Walter.
- ❖ The Visitor Interpretation Services section provided lectures in interpretation to students of Edith Cowan University, University of Notre Dame and Curtin University.
- ❖ Presentations were made to the Ecotourism Association of Australia at their annual conference held at Margaret River in 1998, and to the Interpretation Australia Association at the Heritage Interpretation International Conference held in Manly, Sydney.

Sign Studio Notes

With changes to internal charging procedures and the imminent GST, it is important that you note the following.

Jobs will not be accepted by the Sign Studio unless:

- a) **all credit card details are completed**, [please provide both Amex and Visa details as not all companies have Amex facilities but most have Visa]. (This ensures that your Region/District/Area pays for these jobs direct). You can use your Admin Officer's card if you don't have one yourself, however it is up to you to obtain their permission.
- b) **a long code is provided** for all courier expenses (this code will be input by Finance Branch). Courier costs are incurred by the Studio when sending jobs to outside companies e.g. De Neefe (sign printing).

For companies that don't have credit card facilities:

- a) A PRPT Division's LPO will be used, when the invoice is received your Admin Officer will be sent the white copy of the LPO and the invoice, this can then be paid by your office direct.

Copies of all orders "raised" by the Studio will be faxed to relevant Admin Officers under the cover of a Job Notification Form and will include Verbal Quote Forms. Credit card receipts and invoices will be sent direct from companies. On receipt of sign orders, check to see whether the credit card receipt/invoice is enclosed before throwing away wrapping.

New Sign Studio Order Form

Enclosed is the new order form for all Recreation and Tourism Officers and others who use the Studio.

FRAMES

There has been an increase in the number of signs being framed which have not been designed to fit within a frame. The result is a dodgy looking sign with areas of the border, logo and text obscured. If you plan to frame any of your signs using the standard 400 x 300 and 800 x 1200 frames designed by Steve Csaba, please ensure the correct box is ticked on the order form. If you are using a new or purpose built frame you will need to tick the box **and** give the dimensions of the frame width to the Studio. This can be written in the special comments section of the order form.

Book Release



Jeemuluk - The Young Noisy Scrub-bird

CALM's first glossy children's book has been published and will soon be available in bookstores and through CALM outlets. Written by the South Coast Region's part time Interpretive Officer, Corinn Hine, the book tells the story of translocation as seen from a young scrub-bird's point of view. Illustrations were created by Carol O'Connor, the Albany artist who painted the portrait of the Noisy Scrub-bird that was presented to Prince Philip in 1991. Maria Duthie from Corporate Relations was responsible for graphic design and production, creating a book that is lovely to see and hold. The story and illustrations from the book will also be used to create a display at the Two Peoples Bay Visitor Centre.

Footloose in Freo



July saw another successful Designing Interpretive Activities Workshop at the University of Notre Dame. There were twenty one participants this year from as far away as Denmark and Narrogin, including existing and expectant tour guides, staff from Whiteman Park and CALM and ten students studying Ecotourism and Heritage Management at UND. The university students designed activities that were collated into the Footloose in Freo Activities Program that was run from July 29 to August 2 in and around Fremantle.

Activities were various with catchy titles such as - What's Fishy in Freo, Convict Walking, Shrouded in Mist, The Living Beach and Make Waves Not War. (It really made Gil's heart swell when Rob produced the whole box and dice in his presentation Make Waves Not War).

This year's Footloose program had the widest reaching publicity ever - thanks to the team from Vivid Frog - Michael Passmore and Denise Corica. There were local and Perth radio spots, ads in the local Community Newspapers, Express Magazine and the Perth Weekly, What's On spots in The West Australian and the Sunday Times, brochure drops, even a spot on WOW with Chris Mainwaring!! Still attendance was low at 80 for ten activities offered twice each. Seems that local market is still tight about purchasing guided tours in their own backyard. The trend continues to be for guided tours to involve travel far from home to visit features. We will have to keep plugging for more subtle, interpretively rich guided tours where the experience is deeper and longer than the time taken to get there. (Sounds like good sex!?) - Well maybe you should use sex to sell your guided walking tours, seems to have worked for WATC - Ed.



Vis-à-vis V.I.S. Feedback

I read with interest Ron's reply to your article on themes and signs (see **Vis-à-vis V.I.S.** feedback, Summer 98-99 issue). I may be old fashioned but!! isn't CALM a government department? Are we not all public servants who owe allegiance to the public. Hopefully by fulfilling the mission of our Department we are serving that public in the best way possible.

Why then is corporate image so important when we are not a corporation? Nor is the Loose Box a corporation and their logos and signage are simple branding and trade-marking. Thus their product does speak for itself - as should CALM's. MacDonalds et al are corporations. Their product however is so lousy that it would not stand alone without being propped up by a humungously expensive edifice of corporate identity making and marketing which bore to the very heart of the Australian consciousness. What does CALM want? Hamburger style corporate identity making or good, honest, well cooked meals which do speak for themselves? I'm for the latter. We can let the world know what we do without pretending we're another BHP, Telstra, CocaCola or Shell. Then we just look silly. - Annie Keating, The Bibbulmun Track Project

Wow! Annie, good to see "provocation" is still powerful within CALM. It is one of Tilden's noble principles of interpretation.

Lets see a spreadsheet of Bibbulmun Track imagery to make our assessment of what's corporate hype or not of CALM's authentic product. Are they separable? Methinks the interpretation is in the eye of the beholder. - Gil

Newsletter contributions

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

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Next issue deadline : 15th November '99

Signs, Signs Everywhere There Are Signs

Kalgoorlie Arboretum Trailside (screenprinted onto the reverse of polycarb, background colour provided using screenprinting ink.

Sand mallee *Eucalyptus eremophila*

Smooth barked stems vary from grey-white to brilliant copper supporting glossy, olive-green foliage. Look for horn-shaped buds that produce creamy or pale yellow flowers between August and December.

Sand mallee provides an attractive craft and specialty timber.

It occurs on and adjacent to yellow sandplains throughout the Goldfields and Wheatbelt.

This area is left clear and a piece of sawn timber is placed behind the polycarb so that the colour and grain are visible. The flower/fruit is screenprinted in ink with the colour of the timber being used for the background colour.

