



Vis-à-vis V.I.S.

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

Autumn 2000

Fire in the Belly - developing the craft of interpretation

The Interpretation Australia Association's National Training Program of Workshop Modules in Interpretation Planning, Design, Presentation and Evaluation Perth, 1-5 July 2000

Members of the IAA, and many others, have for some time now expressed a desire for professional training opportunities in interpretation in addition to that provided at conferences and tertiary education institutions.

The Executive of IAA similarly have been considering more overt strategies in providing professional leadership for interpreters of the environment, heritage and culture.

The establishment of the Georgie Waterman Award for Excellence in Interpretation is one strategy for demonstrating professional leadership. It is anticipated that the recipient will disseminate their professional skills and influence to a wider audience so enhancing the profession of interpretation.

The 1999 recipient of the award is CALM's own Gil Field. Jim Sharp, Director of Parks, Recreation, Planning and Tourism offered the primary sponsorship of a training program in Western Australia.

The year 2000 is the centenary of National Parks in Western Australia so the focus is on John Forrest National Park (JFNP) in The Hills Forest (THF) and the Darling Range Regional Park less than an hours drive east of Perth. This area is also significant to the National Trust with the Goldfields Water Supply Scheme that pumps water over 557 km from Mundaring Weir to Kalgoorlie, servicing

many Wheatbelt and Goldfields towns, and the Eastern Railway Development that passed through John Forrest National Park. Both schemes were engineered in the 1890's by C.Y. O'Connor who also saw to the construction of the Fremantle Harbour. The vision and the political support for these schemes came from WA's first Premier John Forrest, in whose honour the first national park is named.

Scope

In consultation with the IAA Executive, and Western Australian members of IAA, and in response to the IAA members training needs survey, we have put together an innovative program of workshop modules. This Program covers the suite of interpretive functions of planning, design, presentation and evaluation. The intent is to create and test a model transferable or adaptable to other environments. Certainly we should create a benchmark for developing future training programs for IAA.

There are 4 workshop modules.

- ❖ The Interpretation Planning and Evaluation module is to be taken by all participants with the principles espoused by the group of presenters to be processed by the participants of each of the other 3 workshop groups.

Participants choose from one of these 3 workshop modules:

- ❖ Planning and Designing Signs and Outdoor Exhibits
- ❖ Planning and Designing Publications and a website

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9/4/00

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DEPARTMENT OF CONSERVATION AND LAND MANAGEMENT

10 APR 2000

COMO, W.A.

❖ Planning and Designing Guided Tours Programs and Activities

Each workshop has a team of presenters who have had considerable experience in the profession and have made significant contributions to the craft of interpretation.

Focus

Each workshop module focuses on a precinct within John Forrest National Park and another at the Mundaring Weir Village. The intent is to produce some tangible outcomes from the application of theory and practice. The expected outcomes are the production of briefs for the development of interpretive experiences, activities and products within this historically significant forest environment

The interpretive products from the workshop modules will be displayed, demonstrated and evaluated as the culmination of the program of workshops.

There is the potential for these briefs to be incorporated into the works program for the John Forrest National Park, The Hills Forest and the Golden Pipeline Project of the National Trust of Western Australia if funds are made available. It is expected that they will demonstrate 'best practice' in interpretive planning and design.

A package of briefing notes has been prepared as prior reading for participants so they have some knowledge of the potential interpretive stories to be developed within the various media and the guided activities program.

Where possible the outcomes from the modules will be both accumulative and complimentary by cross-referencing and using the same base materials.

A 'best practice' training manual with principles, templates and images of the interpretive briefs may be produced by IAA with support from CALM and other relevant sponsors.

Target Audiences

We are targeting IAA members, professional associates and colleagues in conservation, education and tourism industries. A one day registration is available for those interested in the big picture rather than pursuing the applied tasks of a workshop program. On this day and others Western Australian artists of national identity in literary, visual and performance art will present their 'fire in the belly' so helping visitors to find a sense of place on our edge of the Indian Ocean.

All participants will be involved in the Interpretation Planning module. However a capacity of 40 participants is imposed for each workshop module so as to enhance interaction.

Objectives/Outcomes

- ❖ provide the opportunity to see and try new and innovative ways of interpreting and to learn from best practice examples through a range of interpretive training workshop modules
- ❖ produce interpretive briefs from each workshop
- ❖ present and evaluate the briefs for producing a range of integrated interpretive products for the study area
- ❖ To increase the knowledge and skills, and ultimately the quality and value of interpretation to the tourism, education and heritage conservation industries
- ❖ produce a 'best practice' interpretive planning, design and evaluation manual with case studies from the study area
- ❖ to identify and provide access to a network of other interpretation professionals which can provide support, ideas and business opportunities
- ❖ promote IAA as the peak professional body advocating environmental and cultural heritage interpretation within cultural and ecotourism industries in Australia.

Place

The University of Notre Dame Australia, Fremantle campus, for key note addresses and preliminary sessions before workshops in various historic buildings used as lecture/tutorial rooms.

The field trip is an hour from Perth to The Hills Forest and the precincts within John Forrest National Park and the Mundaring Weir Village.

Preceedings

An outline of the program of presentations, activities and workshops, pre and post Program tours and registration details is available in early April. For further information contact Anne Greig on 9334 0581 or fax 9334 0583 or check out the NatureBase website <http://www.calm.wa.gov.au/> then find a link through 'tourism and recreation' to the Interpretation Australia Association "Fire in the Belly" Workshops 2000 (website should be available sometime in April).



Light my fire

This inaugural Training Program of the IAA in July 2000 in Western Australia honours the intent and expectation of the Georgie Waterman Award.

"The recipient will demonstrate the qualities of interpretative practice personified by the late Georgie Waterman:

- ❖ Leadership and inspiration
- ❖ Creativity and innovation
- ❖ Commitment to high quality content, effective communication and respect for audience
- ❖ Development of others within the profession of interpretation

The active component of the award is that "the interpretive practice of the recipient is shared with the profession. This will be via a National Interpretation Training Workshop in Western Australia in July 2000".

As recipient of the Georgie Waterman Award comes the opportunity to design a Training Program for interpreters and those involved or interested in the art, craft and profession of interpretation.

My objectives for the Training Program are to

- ❖ immerse participants in an approach to interpretation exemplified by Georgie that inspires and empowers others (the fire in the belly)
- ❖ celebrate the art of interpretation - 'a means of communicating ideas and feelings which helps people enrich their understanding and appreciation of their world, and their role within it'
- ❖ participate in the craft of interpretation through the Training Program workshop modules
- ❖ work with key players to create outcomes greater than the sum of the participants
- ❖ share the perspective of Western Australian personalities involved in the art of interpretation through visual, literary and performance media.
- ❖ demonstrate commitment to the profession of interpretation of our heritage and environments

The usual 'conference' dinner, networking, sharing the enjoyment and challenges of the interpretation of life's journey, the AGM and IAA Awards, pre and post Training Program tours will be spiced up with Western Australian wine, food, personalities and places and ...

The Full Monty

As an opener to the Training Program on Saturday evening I will reveal all in "The Origins of the Interpretive Urge ... a personal perspective" previously presented to a small, select group at IAA's national conference in Gatton, Queensland in 1997. Some of that group are still crying in their beers, others have turned to psychedelics or joined bad blues bands. Most are still occasionally contemplating the interpretation of their personal place in space and time. And just in case that is not enough to stoke the fire in the belly, the early eighties slide show "Galactic Wilderness" is to be dusted off for a final transcending experience.

"Shine on you crazy diamond" (Pink Floyd).

Start lobbying your tax agent, employer, colleagues, partner, families and others to get yourself to Perth on the first of July. Here you'll learn to

"Let that boy (and girl) boogie woogie, cause it's in him (and her) and its gotta come out" (John Lee Hooker).

"Enjoy the journey" (Steve Van Matre).

Words and images

As you can see by the images placed throughout this article we have been having some fun in responding to our Training Program theme of "Fire in the Belly". In the spirit of participatory workshopping we are hoping you too can conjure images of what "fire in the belly" means to you and share them with us in Perth in July.

Or perhaps you would like to add to our fireside song-book.

- ❖ Fire and rain (James Taylor)
- ❖ Fire, I'll teach you to burn (The Crazy World of Arthur Brown)
- ❖ Light my fire (The Doors)
- ❖ Burning down the house (Talking Heads)
- ❖ Fire (Jimi Hendrix)
- ❖ Candela (Ibrahim Ferrer/Buena Vista Social Club)



Visitor Interpretation Services Workshop Washup

The Visitor Interpretation Services Workshop has come and gone, and with 26 participants, and at least one from every CALM region, we consider it at least a great success in participation.

Day One

Day one was a chance to re-acquaint ourselves with friends and colleagues and to meet those who are usually just a voice down a phone line.

The program started the way it finished - overtime - I promise next year we will have a large timer for Gil. Topics and presenters on day one included:

- ❖ **Status of Visitor Interpretation in CALM** (Jim Williamson) - where we're going and how we're doing within CALM



- ❖ **The Business of Interpretation in Ecotourism**
Training/guiding as product (Gil Field)

Planning and marketing (Rod Quartermain)

- ❖ **CALM/IAA JFNP Centenary** (Gil Field)

- ❖ **Evaluating CALM's Communication Strategies** (Michael Hughes - a University of Notre Dame PHd Student) - presenting on part of his study of visitors to Valley of the Giants

- ❖ **The Guiding Profession**

Contract guides (Terry Goodlich)

National Ecotour Guide Certification (Gil)

Supervisors workshop design (Terry/Gil)

- ❖ **Regional Reports on Interpretation** (Regional Representatives) - a quick 7 minute update of what's happening where from each of the workshop participants.

Day Two

Day two picked up where we left off with a review of the previous day and continued with presentations on:

- ❖ **Corporate Sign Manual** (Therese Jones) - update on how its going and the new innovations to take place
- ❖ **Sign Effectiveness Study Report** (Michael Passmore - an Edith Cowan University student) - presenting on his findings on sign effectiveness completed as part of his studies in Interpretation)
- ❖ **Yanchep Sign Plan** (Therese & Karen Shaddock) - how the Sign Plan was developed and what it includes

- ❖ **The Estat Vinyl Process** (Karen) - a quick rundown for those not able to make the industry tour

- ❖ **Visitor Interpretation Manual Update** (Corinn Hine) - update on changes being made

- ❖ **Interpretive Planning** - Shark Bay World Heritage Case Study (Melinda Bolt) - how the plan was developed, the consultation process and the final outcome

- ❖ **Aboriginal Heritage Recipe Book** (Annie Greig) - issues arising from developing a Recipe Book for Aboriginal Heritage and which recipes have already been prepared

- ❖ **Considering Other Issues in Interpretation** - discussion time for any issues flagged during the past two days.

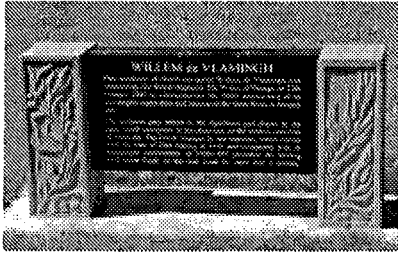
Day Three

The industry tour offered on day three was optional, and popular, with 16 of the workshop participants staying.

After boarding the bus it was off to Burswood Park to view the etched anodised signs produced by the Burswood Park Board with input from Gil Field and Kellee Merritt. The signs have been in place for approx 3 years and have so far stood the test of time extremely well.



Industry Tour participants check out a Burswood Park sign



Burswood sign with etched sandstone support structure

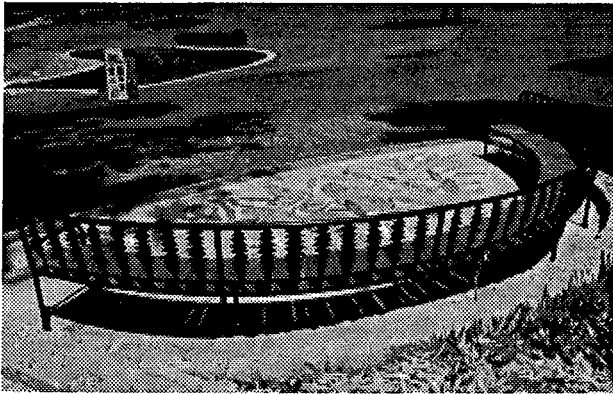
After dodging sprinklers it was back on the bus and off to Kings Park Banksia Gardens via a detour (inconvenient roadworks which led to us getting lost and Karen losing all credibility as a tour guide). The gardens gave us a chance to view interpretation at its best - with signage, furniture and paving all telling the banksia story.

Then it was on to Multicolour Australia one of the Perth production houses for Estat vinyl. The tour was comprehensive and informative with many questions being asked by one particular SFR visitor. Lunch at Lake Monger proved a pleasant break to a busy day - although there were complaints about the lack of caffeine available. A trip up the Mitchell Freeway brought us to our final destination - a tour of Compac Marketing to view their Ceramic Steel process. The fact we had to wait a short time was overshadowed by the chance for the coffee fiends to indulge their thirst at a nearby lunch bar. A certain Mid West interpreter must have been very thirsty - she bought two cups.

Tour highlights included the bus trip down St George's Tce with a bus-load of country passengers singing "the wheels of the bus" and harassing passers-by, the chance for CALM staff to enjoy themselves while increasing their product knowledge.

Thanks must go to all the presenters for their time and effort, to all the participants for taking the time to attend and for their positive feedback. Special thanks go to Annie Greig - our bus driver who managed to sing and drive at the same time without causing too many near misses and delivering us all safely back to Como.

Looking forward to seeing you all at the 2000 workshop at Perup.



Banksia Gardens furniture reflecting the banksia theme



Banksia Gardens stone mosaic paving

The Visitor Interpretation Services Workshop - a participant's view



Well, at long last I got to meet some of interpreters from across the state. It was the opportunity to engage in a gab-fest. The networking skills are energetic among interpreters and quite ingenious. Not only were we able to catch up on 'the goss' from the big smoke, but apply our creative skills in an enjoyable crowd. From carrying out our own evaluation on the bus trip to Kings Park - where we actively waved and gave cheery hello's to the sullen faced business folk of the inner City of Perth - we measured their responses and duly had them noted by the 'Interps Work Experience' student. I am sure she learnt

a lot from that experience. We also applied our creativity in 'Barney: the bare ars.d (bottomed) Bilby. That story should be available to fellow interpreters at this year's workshop. By the time we arrived at Kings Park, the exhaustion from laughing so much was prevalent, but certainly good medicine. The visits to the production houses was an excellent opportunity.

I look forward to hosting this year's "Interpretation Networking" Experience. I would like to suggest that we schedule the experience for September 2000 (avoiding the Olympic time-frame) (Horticultural & Forestry Expo is in November so need to schedule time for that). How does that suit everyone? Suggestions welcome - phone me on (08) 97 717929 or email me at jackib@calm.wa.gov.au



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

Kimberley - Jenny Wilksch

• Mirima National Park •

As part of the face-lift to Mirima National Park, new trailhead signs and information shelter panels have been installed along with improvements to the carpark, toilet, shade shelters and walk trails. A staircase and series of handrails has improved accessibility and safety on the Derdbe-gerring Banan lookout trail and interpretive signs about the landscape complement these structures.

The walk trails in Mirima have been renamed following consultation with Miriwoong people from the Mirima Dawang Woorlab-gerring Language and Culture Centre in Kununurra. The new trailhead signs interpret the revised trail names which provide greater meaning for speakers of the Miriwoong language.

• Parry Lagoons •

Visitors to Parry Lagoons Nature Reserve will be better informed with a new information sheet in preparation and new panels in the information bay. These new panels highlight the conservation values, Ramsar listing and management of the reserve.

Pilbara - Judymae Napier

Good news. My 1200 x 800 panels that I've been doing on the plotter are holding up well. I have some black and white ones at both Millstream and Karijini which have been up for about 4 or 5 months with no sign of fading. Full colour panels have been out at Karijini since the end of November and are still looking great.

I find now more than ever, when I visit somewhere new, I check out all the signs and information panels to see how they are made. I'm enjoying developing this new found skill and its added something extra to my job, making it even more enjoyable than before if that's at all possible.

Major projects on the go at the moment include:

- ❖ developing information for Karijini Visitor Centre
- ❖ reviewing information in the Millstream Homestead Visitor Centre (8 years old)
- ❖ drafting information to describe river processes at Crossing Pool within Millstream-Chichester National Park.

Mid West - Melinda Bolt

• Shark Bay World Heritage Property •



New visitor facilities are being established throughout many sites situated in the Shark Bay WHP. At the popular coastal lookout, Eagle Bluff, a 150 metre boardwalk will meander around the cliff edge. The boardwalk will feature two lookout platforms designed to view the diverse marine and terrestrial environments. The site provides great opportunities for interpretation of the World Heritage values for which Shark Bay is renowned.

Monkey Mia is soon to receive a face-lift with the construction of a new visitor centre and interpretive exhibits. The facilities will include a shaded amphitheatre providing a pleasant scenic environment for guided activities and talks. Inside the centre, visitors will enjoy wandering through many interactive exhibits as they await the dolphins arrival.

• Kalbarri National Park •

Kalbarri has many exciting opportunities for interpretation along its coast as the new road is nearing completion. A sealed road from Port Gregory to Kalbarri will take visitors through the southern end of Kalbarri National Park.

Swan

• The Hills Forest • - Syke Keillor



Another successful "Sensational Summer Nights" program is drawing

to a close. All the activities offered have been fully booked, most of the concerts reached target audience numbers and "Starlight Starbright" our first theatre production performed by the Barking Gecko Theatre Company was a huge success, fully booked and lots of positive audience feedback.

We're gearing up for the Go Bush Autumn program which is running from 8th April - 15th July. Brochures will be in CALM offices from 20th March. Some of the new activities on offer for the Autumn program are:

John Forrest Discovery Day - to celebrate the centenary of John Forrest National Park - Sunday 16th April 10 am -12 noon

Breakfast with the Joeys - full cooked breakfast or brunch with joeys and other marsupials of THF -


Sunday 16th April 10 - 11 am (breakfast) and 11.30 am -12.30 pm (brunch).

Easter Bilby Treasure Hunt - one for the kids on Saturday 22nd April 10 am -12 noon (4-6 year olds) and 12.30 - 2.30 pm (6-8 year olds).

CALM staff are offered a 20% discount on any of the autumn activities.

Aboriginal Tourism, Education and Training Unit - Denise Griffith

• Fremantle Walk •



The Fremantle Walk recently featured on Our WA, is now being offered on Wednesday, Friday and Sunday (11 a.m. - 12.30 p.m.) with an Aboriginal guide. The tour starts and finishes at the Fremantle Maritime Museum, with the Museum providing information and ticketing services to the public.

• Point Walter Heritage Tour •

Captain Cook Cruises is now offering the "Aboriginal Heritage Tour" as part of their cruise itinerary. The tour package offers a 45 minute cruise along the Swan, a 45 minute Bush Tucker Walk escorted by a CALM Aboriginal Heritage Officer and concludes with an optional BBQ lunch at the Cafe. The tour is offered on weekdays from September to May. The tour was designed by the unit's Noel Nannup with support from Koodah, Delvene and Kerry-Anne after being approached by Captain Cook's Tony Baker.

• Web Page •

The unit's webpage is soon to be launched on the CALMWeb, look under the "New on the Web" link in April for the URL (website address).

Central Forest

• South West Capes • - Dave Whitelaw

The question being fired down the telephone line on a Friday afternoon a couple of minutes before I escape work for a week of leave - "Where are those activities you promised me?" Coastwest/Coastcare facilitator for the Peel South West Region, Nicci Tsernjavski has part desperation and part annoyance in her questioning voice.

"Oh no" I say to myself "she must have meant the first day of October when the month was mentioned". "Ah yes" I tell Nicci "just give me one minute and I'll pull out that file ...

The Coastwest/Coastcare summer activities program began with a simple philosophy and a helping of grant money supplied by the Ministry of Planning. The organisation is jointly funded by the State and Federal Governments. The program aims to promote a sense of awe and respect for coastal

and marine environments and encourage a caring ethic among holiday makers and beach goers through the provision of fun, educational activities along the southwest coast of WA in the peak holiday season.

CALM's ongoing involvement with the Coastwest/Coastcare organisation occurs through the provision of resources as well as community liaison for coastal projects in all areas around the Western Australian shoreline. The coast is undoubtedly Australia's favourite visitor destination. With the majority of the population living within an easy drive to the coast, it is understandable why our beaches and coastline are so important to all Australians. With over a million visitors to the Leeuwin Naturaliste National Park each year, an activities program during the busy summer period is an ideal opportunity to spread the word about protecting and conserving one of our most popular and visited areas of the CALM estate.

... and so in a moment of haste I reached for my saviour "*Best Recipes for Interpreting Our Heritage : Activities for Ecotour Guides and Others*". After a brief flick through the pages I settled on three of my favoured topics - bird watching, wave watching and the kid's activity Kangaroo Squash. Needless to say Nicci was amazed (and relieved I suspect) at the detail in which I could explain each activity. So with deadlines met for the promotional brochures and everyone happy, we would like to credit Gil Field and the contributing CALM staff who helped to compile the "Recipe Book". A success in the ideas and planning part of the summer activities project and now, after most of the activities have occurred, a success in the running of the project. The public feedback has been entirely positive.



As with the birth of any project this size (and of this nature) there have been many lessons learned. CALM staff in the South West Capes District look forward to next year's summer activities program, to combine with the staff from Coastwest/Coastcare for a huge coastal awareness message being able to reach the visiting public in our patch.

Goldfields - Phil Spencer

• Kalgoorlie Arboretum •

Work is continuing towards the development of full colour Estat vinyl panels of the bio-regions of the Goldfields. The artwork is being produced by

Ian Dickinson who has been briefed and is currently mocking up the concepts for approval. We are hoping to receive sponsorship from a local mining company towards this project. The target date for completion is June 2000.

Our "Sharing the Arboretum" sign promoting the values of careful pet ownership has had a rocky road to acceptance - so far it has been installed, pulled up and thrown in the dam, reinstalled, pulled up and thrown in the bush, reinstalled, and as we go to press it has been left undisturbed for the last 2 months.

Wheatbelt - Clare Anthony

• Dryandra Woodland •



Interpretive activities at Dryandra Woodland wound down over summer as visitor numbers dropped to their seasonal low point. However, this gave the District a chance to catch up on the jobs that had been put aside during the busy period and plan for the year ahead.

Work on the Congelin walk trail at Dryandra Woodland is due to start in May. This short (approximately 1 km) walk trail will wind between the Congelin Campground and Congelin Dam picnic site and will describe various historical aspects of the area associated with the Dam, the railway siding, the stock yards and other railway infrastructure. Hopefully this will be completed by the end of June 2000.

Another Wonders of the Woodland School Holiday Activity Program is planned for the April school holidays (8 - 21 April 2000). Activities will include night spotlight walks (Night-time Escapades), environmental games for children (Kid's Corner) trapping session (Walk, Talk and Gawk) and Nyoongar bushcraft activities (The Nyoongar Way).

Another Dryandra Woodland Ecology Course is also coming up on the 19 - 21 May 2000. This weekend course gives visitors to Dryandra the opportunity to take part in trapping, spotlighting, radio-tracking and attend lectures about the flora, fauna and landscape at Dryandra and what CALM does to manage this area of Woodland. This weekend has not been run for over a year so we are hoping for a reasonable amount of interest. For further information about both of these activities, please contact the Narrogin District Office on (08) 9881 9200.

2000 also looks like it will be a busy year for schools and other groups wanting to visit Dryandra and participate in CALM activity program there, with a number of local and Perth schools making bookings already.

Outside Dryandra, a concept plan for a recreation site at the Wickepin Water Tank Reserve has been developed for the Shire. This was completed with the assistance of Richard Hammond from Como.

• Merredin •

In Merredin District, interpretive information panels are due to be established at Wongan Hills and Yorkrakine Rock Nature Reserves. Similar information is also planned for Totadgin Reserve once it has been acquired from the Water Authority.

Southern Forest - Jacki Baxter

A quick round up for our region will provide but a glimpse of the activities for our region.

• Pemberton District •

Beedelup Falls redevelopment is progressing and will become one of the sites associated with the 'forest drive' (name withheld until agreed upon!!) announced in the RFA announcements. Point D'Entrecasteaux redevelopment is a credit to the team in Northcliffe and those associated with the whole project. I am currently doing an Interpretive Plan to cover the whole precinct and the interpretive components will be completed as each stage is funded.

• Manjimup District •

The research and business planning for the Perup Forest Ecology Centre continues, but at least we are getting to the stage of seeing all of the work making sense. King Jarrah is being upgraded and Lake Muir-Unicup has some exciting work to commence soon.

• Manjimup Horticultural & Forestry Expo •

I complained so much about the stand at the '98 expo that I needed to rectify our efforts for this year. Sharon Radomiljac and I volunteered our personal time to make this years effort one we could feel proud of. CALM hired a marquee and had displays for the Manjimup Nursery and Seed Centre, Sharefarms Lower West, Habitat Management, animal legends by a local school group and Western Shield. There were a total of 60



Visitors to our Expo display

panels produced in-house and as the centre piece, we recreated a habitat with stuffed (just sleeping) animals and native plants. All in all it was a successful day.

We were winners of the 2 categories we nominated for; Best Educational Display and Best Small Display. My only concern now is - how do we beat that next year. It was a great opportunity to involve a cross section of responsibilities from CALM and how well we pull together.



Regional Manager Peter Keppel with the awards



Just some of the crew that were winners on the day

• **Walpole District** •

By next issue I will have a photo of the completed Interps Shelter at Conspicuous Cliff Recreation Site. The Tree Top Walk has a new activities coordinator, Donna Blyth. Welcome to the team Donna. Talk about throwing somebody in at the deep end - Donna started just before the summer activities program - the busiest time of the year for this site!

• **Valley of the GIANTS** • - Ariana Svenson
 During the September/October School Holidays, the Valley of the GIANTS ran their first-ever Spring Activities program. The program was instigated primarily to meet visitor expectations and to provide continuing public relations for the site. As a bonus, it was a great promotional lead up to the much larger Summer Activities Program (Dec. 26 - Jan 26).

The introduction of "Art in the Ancient Empire" recognises that visitors are stimulated by different senses, with this free activity hoping to attract those visually inclined. Two local artists were employed to not only produce art, but to convey to visitors different ways at looking at the site.

William Bay National Park Ranger Hardy Derschow's Aboriginal Cultural Experience was very well received. With Hardy offering the opportunity to "taste a widjudi grub or play the didgeridoo".

Another new activity trialled during the Spring Activities Program was "Beyond the Black Stump Forest Tour". Led by CALM officers, this bus tour offered visitors the opportunity to venture out into the forests of Walpole to take a look at the bigger picture of forest management.

• **William Bay National Park** •

In the new year we will be replacing the 'weathered' display at William Bay with Estat vinyl panels. Hopefully they will prove more durable than their predecessors which were cibachrome photos and faded within 3 years.

South Coast

• **Two Peoples Bay** • - Neil Scott



Tour coach operators and their passengers are benefiting from the assistance given to CALM, by volunteer couples staffing the Two Peoples Bay Visitor Information Centre in the South Coast Region.

Couples, who have a genuine desire to share with visitors the astonishing diversity of Western Australia, register their enthusiasm to assist CALM in various capacities. When the call went out for volunteer information officers to assist Reserve staff throughout the busy tourist season, the response was outstanding. Each month now from November to April couples alternate as hosts. Living on site they enjoy the temperate summer climate, the outstanding landscape and share with others the unique fauna and flora of this very significant wildlife sanctuary. They ensure the Visitor Centre and its information is presented to visitors in the most pleasant manner. Each day they turn out the Centre sparkling clean, welcome visitors, operate the electronic audiovisual equipment, and encourage the purchase of CALM publications and memorabilia. There has been a noticeable increase in the number of tour coaches arriving at the Visitor Centre. This is largely attributed to certainty of the Centre being open between 10 am and 4 pm every day during this period of increased tourism. The contributions of our volunteer hosts throughout WA can not be overstated. Truly a wondrous effort.



Spotlight on ... Annie Greig

Annie started working with CALM as the first female National Park Ranger in 1988. Over the years Annie has worked in many of our parks including John Forrest, Cape Le Grand and Yanchep. Annie's favourite task at Yanchep was working with (cuddling and more cuddling) the koalas. Annie's first secondment was as the Information Officer for the Pilbara Region based in Karratha (ask Annie about the ghost at Karijini) while Judymae was on maternity leave. On her return in 1994 Annie transferred to Perth District as the Recreation/Information Officer in

the Recreation and Tourism Section. Here her many skills (talking, writing, horticulture and talking!!) were put to good use and she was involved in producing interpretive displays for the Wildflower Garden in Yanchep, Matilda Bay, Moore River, Thomsons Lake, Forrestdale Lake and a display for the Town of Northam to name a few. Annie was also involved in many of the interpretive activities programs run at Yanchep (after six cave tours even Annie is finally quiet!!!). When the opportunity for a secondment became available within the Visitor Interpretation Services Section, Annie jumped at the chance (but had to wait till last). What has this secondment offered ...

"After surviving three months in the high energy environment of the V.I.S., my secondment has been extended for another six months. This will enable me to assist Gil in organizing the "Fire in the Belly" national training workshop to share interpretation 'best practice' for which he received the inaugural Georgie Waterman Award last year (see article Pg 1).

The extension will also allow me to complete to final print, rather than initial draft, the production of 'Best Recipes for Interpreting Aboriginal Heritage', and "Best Recipes for Interpreting our Marine and Coastal Heritage".

I participated in a one day workshop at the Armadale Settlers Common presented by one of the best known icons of interpretation - Steve van Matre. Steve shared his wisdom, and enlightened (it seemed like an almost religious experience!!) our group to the principles and practices of Earth Education. Earth Ed. shares global concepts rather than site specific information which frees the interpreter to deliver an activity in any environment. Steve's enthusiasm for Earth Education is infectious, motivating and I highly recommend this one day experience. Steve will be back in Australia midyear in 2001."

(Spotlight on ... is a new feature spotlighting interpreters within CALM. Next issue - Judymae Napier)

First Australian Tracks & Trails Conference

11 - 13 May 2000, Pinnacle Valley Resort, Mansfield, Victoria

A national conference of importance for those involved in recreational tracks and trails and associated issues such as health, tourism and visitor management.

The aim of this conference is to bring stakeholders together from around the world and Australia to share common experiences and to learn from some of the success stories and to avoid the pitfalls.

Conference keynote speakers:
Ms Brigitte Muir, an engaging speaker who will inspire with her tales of the joys and travails in mountaineering.

Professor Leon Hugo, University of Pretoria, South Africa on walking trail development in South Africa including examples of trails that link farms and other rural properties. He will also discuss his pioneering work in trail quality control and accreditation systems.

Mr Nick Holliday, Countryside Agency, United Kingdom will discuss the national trails of Great Britain.

A/Professor Robyn Bushell, University of Western Sydney will discuss walking and health.

In addition, a wide range of other topics will be examined at the Conference.

For further information and to obtain the Main Announcement and Registration Brochure please contact:

The Conference Organisers Pty Ltd
PO Box 1127
Sandringham Victoria 3191
Ph: (03) 9521 8881
Fax: (03) 9521 8889
Email: conforg@oemail.com.au
Website: <http://www.conferenceorganisers.com.au>

Sign Manual Update

In June, 1999 the Corporate Executive endorsed the review and upgrade of CALM's Corporate Sign Manual. The aim of the review was to provide CALM staff with a comprehensive set of sign standards that integrated all CALM's operations including Regional Parks, CALMfire and Nature Conservation plus thematic areas/activities such as Valley of the Giants and the Bibbulmun Track.

In July a working group was formed to review the design and presentation of the manual, with Tracy Churchill as Sign Manual Coordinator and Therese Jones as the principle Project Officer. Over the past 9 months the group have met on six occasions to discuss the function and parameters of the manual. They have also been busy collating information and assisting Tracy and Therese in developing a framework that is user friendly and that meets the variety of staff sign needs. The group are aiming to have the first working draft out for comment and feedback by this June. It is very important that during the review phase your views, issues, needs and ideas are represented. If you have any queries, new sign specifications or special sign needs that are not included in the current manual please inform your nominated representative or contact Therese Jones at Perth District on (08) 9405 0735.

Review Group Representatives:

- ❖ Nature Conservation, Environmental Protection, Marine, Threatened species - Allan Burbidge
- ❖ Regional Services - Gae Mackay
- ❖ Theme Parks and Project campaigns - Rod Hillman
- ❖ CALMfire - Brad Commins and John Evans
- ❖ Forest Resources/Operations/Plantations BG - Ian Rotheram and Brad Commins
- ❖ Corporate Relations - Ray Bailey
- ❖ Parks, Recreation, Planning and Tourism - Tracy Churchill and Therese Jones
- ❖ Visitor Interpretation - Gil Field and Karen Shaddock
- ❖ Regional Parks - Annabelle Vowels



Enjoy it while you can - this is where they're going to build the new Nature Interpretation Centre

Sign Studio Notes

End of Financial Year

With the end of the financial year fast approaching it seems timely to remind everyone that the Studio cannot guarantee that jobs received after 14th April will be completed and/or invoices received before the end of this financial year. Every effort will be made to complete jobs currently being produced by the Studio before this deadline. If you have any queries or wish to discuss your individual job please phone Karen on 9334 0578.

Credit Card Details

It is important to note that when completing and submitting an Interpretive Design Order Form that **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.

Risk Signs

All risk signs produced for the CALM estate - whether produced by the Studio or independently by Regions/Districts **have to be endorsed** by John Ireland, Visitor Risk Management Officer in Como. New risk signs produced by the Studio will be directed to John for approval before the draft or final approval form is sent back to the originating officer.

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. Designer, Karen Shaddock
Email: karens@calm.wa.gov.au
Snail-mail: Visitor Interpretation Services,
CALM, Locked Bag 104, Bentley
Delivery Centre, 6983
Fax: (08) 9334 0583

Next copy deadline : 1st August 2000

Signs, Signs Everywhere There Are Signs

A quick look at the books reveals that most of the signage produced recently by the Studio has been management based with a high percentage of those being Risk Signs. Is this a future risk sign?


COAST RISK AREA



- ❖ Strong rips and currents occur on this beach.
- ❖ Watch out for freak waves and swell.
- ❖ Beware of slippery rocks and loose surfaces.
- ❖ Notify someone of your whereabouts and expected time of return.

DANGER

CREEK CROSSING RISK



This creek crossing is hazardous. Vehicles have been severely damaged.

Beware:

- ❖ Soft sand and sea water can make crossing extremely difficult.
- ❖ Water depths and conditions can change rapidly.

cross
ourable.
can be

SIGN RISK AREA



A plethora of risk signs exist in this vicinity. Enter this natural environment at your own risk.

Beware of:

- hitting your shins on signs
- falling over signs
- visual pollution
- risk confusion


For your safety:

- don't proceed past this sign

DANGER

Department of Conservation and Land Management *Caring.... Naturally*

SWIMMING RISK AREA



The water in this dam is very varying depths and is untreated contains submerged snags and logs.

For your safety:

- ❖ Swimming is not recommended.
- ❖ Do not dive or jump into water.
- ❖ Do not drink or contaminate water.
- ❖ Enjoy the beauty of this dam banks and walk trail.

Your enjoyment and safety is your responsibility.

DANGER

JETTY RISK AREA





Beware of:

- ❖ Slippery steps
- ❖ Shallow water
- ❖ Barnacles on piles

For your safety:

- ❖ Do not dive into water

DANGER

Department of Conservation and Land Management *Caring.... Naturally*