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Talking Tourism with the Department of Conservation and Land Management



FOREST SCIENCE LIBRARY  
DEPARTMENT OF CONSERVATION  
AND LAND MANAGEMENT  
WESTERN AUSTRALIA

## Attractions and facilities

### ABORIGINAL HERITAGE WALKING TOUR LAUNCH

The Fremantle Aboriginal Heritage Walking Tour was officially launched by Environment Minister, Cheryl Edwardes on 22 November. The one-hour walking tour is conducted by an Aboriginal Heritage Officer from CALM's Aboriginal, Tourism, Education & Training Unit. The tour starts from the Western Australian Maritime Museum in Fremantle, and continues to the Roundhouse and other points of interest nearby.

The walking tour has been conducted by CALM's Aboriginal Unit over the last few years but has been expanded following CALM's partnership arrangement with the Western Australian Maritime Museum. The tour explains Nyoongar history of the maritime precinct at the time of European settlement. The port area was

considered an important meeting and trading centre for Nyoongar people.

This partnership has facilitated tour bookings through the museum, and cooperative marketing opportunities featuring a 'Sails and Spears' theme being developed in the tourism and education markets. The walking tour advances CALM's commitment to quality and sustainable Aboriginal tourism, offering employment opportunities to local communities through tourism. It is envisaged that the tour will become fully operated and managed by local Aboriginal people.

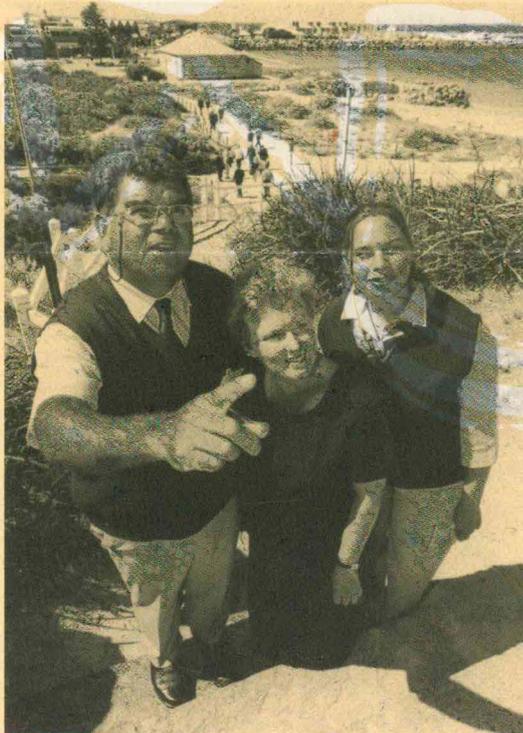
The tour is conducted at 11.30 a.m. each Wednesday, Friday and Sunday, but alternative times can be arranged for pre-booked groups. The cost of the tour is \$10 per adult, \$5 for children under 16 years and concession holders, and \$25 for family groups.

### SUCCESSFUL FAMILIARISATION TO DRYANDRA WOODLAND

CALM hosted a familiarisation trip for inbound operators to Dryandra Woodland on 13-14 September in conjunction with the Dryandra Focus Group and the WA Inbound Tour Operators Association. Thirteen operators and other tourism industry representatives took part in the Dryandra Focus Group Marketing Strategy launch and a number of guided activities. CALM's popular night tour enabled the group to spotlight for native animals, and a visit to local wineries provided the opportunity to meet some local tour operators.

Operators were treated to a presentation from an Aboriginal cultural tourism group from the C Y O'Connor TAFE College in Narrogin. The group talked of Dryandra's Aboriginal history and led a spear-throwing session.

The trip provided important feedback for CALM, local operators and the Dryandra Focus Group regarding the value of Dryandra as a nature-based tourism destination for international operators. The Dryandra Focus Group represents all the local Shires in the promotion of Dryandra and its associated tourism services, and is planning to appoint a Tourism Development Officer. For more information about guided activities at Dryandra and packaging options, contact CALM's Narrogin District Office on (08) 9881 9200.



*CALM Senior Aboriginal Heritage Officer Noel Nannup shows Environment Minister Cheryl Edwardes and Trainee Aboriginal Heritage Officer Delvene Cornwall the southern side of the Round House.*

## Attractions and facilities

### THE HILLS FOREST GETS THE WESTERN TRAVEL BUG!

The Hills Forest Activity Centre has recently leapt into the inbound tour operator market with a contract with Western Travel Bug. This inbound operator visits the Activity Centre every Sunday and Tuesday for a one hour 'Marsupial Meet'. The tour group is introduced to a variety of native animals by Liz Appelt, one of the most experienced leaders at The Hills Forest.



Liz also runs the Chidlow Marsupial Hospital and rehabilitates native animals orphaned by car accidents or cat and fox predation. The animals brought to the Activity Centre vary from brush tail possums, tamar or black-gloved wallabies, woylies, pygmy possums and western grey kangaroo joeys, which are always a favourite!

Any commercial tour operators interested in finding out more about activities offered by The Hills Forest and how they can be incorporated into other tours should contact the new Programs Officer, Skye Keillor. Skye has recently returned to Western Australia from the Northern Territory where she worked extensively with tour operators at the Territory Wildlife Park.

### JAPANESE TOURISM AIDS WA's THREATENED SPECIES

CALM and the Western Australian Tourism Commission (WATC) have embarked on a partnership with the Japanese inbound tour operator Wattleland Pty Ltd to establish wildflower tours for Japanese tourists. The five-day tour travels to the State's mid-west and great southern region to view WA's diverse range of wildflowers. Wattleland Tours donates \$10 for each person on the tour to CALM's WA Threatened Species Unit for use in programs such as *Western Everlasting* and *Western Shield* to conserve WA's threatened plants and animals. Tour passengers are presented with a Certificate of Appreciation in recognition of this contribution. Wattleland has successfully conducted its first wildflower tour from this partnership, and expects to cater for up to 600 passengers each year.

## Around the Regions

### KIMBERLEY

**Purnululu National Park:** Renovations to the headquarters have been completed, upgrading the verandah shop and office to a visitor centre. Visitors can obtain information about the park and purchase souvenirs and drinks at the centre. Interpretive displays currently in preparation will be installed early in the new year.

**Marlgu Lagoon in Parry Lagoons Nature Reserve:** Visitors to the bird hide will now be able to identify birds they are viewing. Panels with artwork by local artist Kimberly Kohan depicting the birdlife of Marlgu have been installed in the hide. Also, improvements to the road leading into Marlgu should enable access earlier after the wet season than in the past. Marlgu is a beautiful place to visit with plentiful birdlife at most times of the year.

### PILBARA

**Karijini National Park:** Two shade shelters at the Weano day-use area have been set aside specifically for tour groups, with two other shelters available for public use. Operators are encouraged to use the tour group shelters for refreshment stops, as facilities are no longer provided at the Oxer Lookout car park. A new walk trail now links the Weano picnic area with the lookouts and a new information display shelter. There are parking bays for two coaches at Oxer Lookout, although trailers are not permitted around the Oxer Lookout loop road. There is provision for vehicles with trailers at the picnic area.

Tour operators are requested to ensure that generators in the camping loop at Fortescue campground are positioned so as not to disturb other campers, and are maintained to minimise noise levels. Generators are to be turned off by 9.00 p.m.

**Millstream-Chichester National Park:** Floods earlier this year washed away part of the Murlunmunyjurna walk trail. The trail now stops at the Fortescue River, so visitors are being asked not to cross the river, but to return to the Homestead along the same trail.

Tour groups are encouraged to use the Deep Reach camping area, due to major flood damage at the Crossing Pool camping area. Vegetation in the park is drying out at this time of year, increasing the fuel load and subsequent risk of wild fires, so visitors are being asked to use the gas barbecues provided.

Operators are reminded that they do not have priority use of public facilities and are asked to respect other visitors.



## MIDWEST

**Eagle Bluff:** New visitor facilities are being established at this popular coastal lookout in the Shark Bay World Heritage area. Two lookout platforms and a 150-metre boardwalk are also being constructed around the cliff edge, as part of the major rehabilitation project at the site. The new facilities will help protect the fragile landscape and provide improved and safer access for visitors. The main lookout may be closed at times over summer during the construction period.

**Monkey Mia:** Construction of a new visitor centre, interpretive exhibits, shaded amphitheatre and other visitor facilities are scheduled for the first half of 2000. Construction works are not likely to affect visitor use.

**Wedge and Grey:** Public comments are being sought on the Draft Masterplan for these two scenic coastal sites surrounded by Nambung National Park, approximately 150 km north of Perth. (Copies of the draft Masterplan are available for \$5 from CALM offices at Como, Fremantle and Wanneroo. Public submissions close on December 17, 1999.)

The squatter shacks at Wedge and Grey will be removed in 2001 as part of the State Government's squatter policy. The sites will be incorporated into Nambung National Park and a range of nature-based visitor facilities and services will be developed to cater for day visitors and short-stay holiday makers. A major increase in the number of visitors is expected at all coastal sites between Lancelin and Dongara with the completion of the Indian Ocean Drive in 2002.

The Draft Masterplan provides a framework to guide future use and development that is economically sustainable, while providing for the conservation and enhancement of natural resources. Basic amenities and interpretive facilities will be developed to cater for day visitors seeking access to the beaches and other natural attractions. A range of overnight facilities such as bush campsites, basic self-contained beach huts, group facilities, and a lodge with a higher standard of amenities and service are envisaged for a limited number of visitors.

The Draft Masterplan recommends that accommodation and other visitor services be provided by the private sector through lease and license arrangements. Expressions of Interest, seeking proposals from prospective developers, are scheduled to be advertised by mid 2000.

## SOUTHERN FOREST

**Beedelup Falls:** The new car park is expected to be open to traffic by January 2000. The site is currently only open to light vehicles at the temporary car park.

**Point D'Entrecasteaux:** Site work near Windy Harbour is continuing as planned. The site is currently closed and will be open to traffic by January 2000.

CALM's Pemberton District is upgrading a number of sites and roads as part of the Tourism Development Program emanating from the Regional Forest Agreement. It is intended that these upgrades be linked and packaged with surrounding tourism ventures to create 'days of things to do' for visitors. Tour operators who visit sites such as Warren and Beedelup National Parks and Big Brook Dam are encouraged to contact CALM's Pemberton District Manager John Gillard as soon as possible on (08) 9776 1207 for an update on project works.

## In Short

### Pilot Guide Program

CALM's Visitor Interpretation Services (VIS) section is hoping to revitalise guided interpretive activity programs in CALM-managed areas by piloting a user-pays scheme, with trained graduates as volunteer guides.

The program will begin at three sites in the South-West in January 2000 and move north with the sun, offering interpretive activity programs at 10 CALM-managed sites across the State. Volunteers will conduct the programs for one to three months at each site. It is hoped that three full-time guiding positions can be created at CALM-managed sites, following the outcome of the one-year pilot program. Feel free to contact VIS Senior Interpretation Officer Gil Field on (08) 9334 0580 for further information about this program.

### CALM Advisory Group Update

The Tourism Industry Reference Group (TIRG) was appointed by CALM in 1997 and has been a proactive medium, providing advice and discussion on issues affecting the tourism industry. Issues discussed include a number of CALM's responsibilities such as setting priorities for capital funding developments, and the Department's various initiatives such as the introduction of its new products to the market, its marketing activities, the standard of its services and facilities, distribution and availability of its publications and fees and charges.

The TIRG currently comprises the following industry representatives: Eddie Watling (Tourism Council of Australia, WA), Manny Papadoulis (coach tour operators), John Bradbury (WA tourist bureaus), Ean Baird (safari-style operators), Terry McVeigh (WATC), Ken Harwood (WA Inbound Tourism Operators' Association) and David O'Malley (Regional Tourism Associations).

The group meets quarterly, is chaired by CALM's Executive Director, Dr Syd Shea, and attended by the Department's Director of Parks, Recreation Planning & Tourism Jim Sharp. Tourism industry operators are encouraged to contact members of the group or CALM's Manager of Park Policy & Tourism Branch Colin Ingram on (08) 9334 0207 to raise issues for consideration at TIRG meetings.

## Hot Off The Press

*The Kimberley Tourism Manual*, a guide to interpreting the Kimberley for tour agencies, operators, drivers, guides, storytellers and others is a comprehensive guide about the Kimberley and its natural attractions. There are some great ideas for providing memorable experiences for visitors, while encouraging best practice in nature-based tourism. The Manual has been jointly provided by CALM and the Kimberley Tourism Association with assistance from the WATC. The Manual includes four of CALM's popular Bush Books and is available at an introductory offer of \$70 from CALM offices in Kununurra ph: (08) 9168 4200 and Broome ph: (08) 9192 1036 and the Kimberley Tourism Association ph: (08) 9193 6660.

Regional Tourism Associations (RTAs) around the State are being encouraged to produce a similar resource for their regions, using the Kimberley Tourism Manual as a template. Contact CALM's Tourism Development Manager, Rod Quartermain on (08) 9334 0562 for further details.

**Wild Places, Quiet Places:** One of CALM's most popular field guides on natural areas in the State's southern half has been revised. The new guide provides 148 pages of photos, maps and information about Western Australia's State forests, national parks and reserves, including areas more recently placed under CALM's management. This book offers a diverse range of options for day trips, weekend escapes or touring holidays. *Wild Places, Quiet Places* is available from CALM offices and information centres and major bookshops for \$19.95.



## Info Updates for Tour Operators

### National Parks Display Unit

CALM has recently purchased a skyline curveform display system promoting the recreation and tourism opportunities for visitors to national parks and other CALM-managed areas. The new system complements the displays used by the WATC and RTAs. This enables CALM to participate in co-operative marketing activities with other tourism agencies and to attend consumer and trade shows.

CALM's Tourism Development Manager, Rod Quartermain said that CALM has often cooperated with the WATC and RTA's at events in the past by providing information about national parks and the park pass system.

"The WATC has indicated that information about national parks is one of the highest priorities for visitors to the shows and the new display system will help to meet that demand," said Rod.

CALM will be participating in the Perth 4WD Show in November, and continue its involvement in the Perth Caravan and Camping Show next year. The display panels may also be used by the WATC at interstate consumer shows next year to promote WA's nature-based tourism product.

### Goods and Services Tax

All CALM recreation and tourism-related fees will be subject to the Goods and Services Tax (GST) as from July 1, 2000. The Government is currently reviewing all charges affected by the GST to determine the implications of the new tax system. CALM will advise operators of the fee changes once the review is complete. For further information, please contact Rod Quartermain on (08) 9334 0562.

## Inside CALM

**Gil Field**, CALM's Senior Interpretation Officer, has won the inaugural Georgie Waterman Award at the Interpretation Australia Annual Conference on September 26. The award recognises 'sustained, outstanding individual contributions to the development of the profession', and reflects Gil's work in providing quality interpretative material for visitors throughout CALM-managed lands.

**Peter Bidwell** has joined CALM's South Coast Region in Albany as Recreation and Tourism Program Leader. Peter has moved to Albany following a successful stint as Coordinator for the Bibbulmun Track Project.

**Arvid Hogstrom** has been successful in securing the position as Recreation and Tourism Program Leader for CALM's Exmouth District. Arvid has been a CALM Ranger, based in different locations around the State, for a number of years, and more recently was involved in the implementation of CALM's Recreation and Tourism Information System (RATIS). Both Arvid and Peter's roles will involve regular liaison with tour operators.

### YOU WERE WONDERING?

*Touring Western Australia* is a newsletter produced by CALM to keep the tourism industry informed about developments affecting the industry. If you have a query about any of CALM's tourism policies, activities or developments, we would be pleased to answer these in future issues of the newsletter. Enquiries can be sent to *Touring Western Australia*. Fax: (08) 9334 0253 or email (kateh@calm.wa.gov.au).