

Western Australia



Talking Tourism with the Department of Conservation and Land Management

Volume 3 Issue 4

Spring 2000

INTERPRETATION IS 'THE REAL THING.'

Nature-based tour operators who want to know how to plan, design, promote and conduct ecotourism should get themselves a copy of *Developing Ecotours and other Interpretive Activity Programs* launched by the Department of Conservation and Land Management (CALM).

The book is designed particularly for industry newcomers and people who'd like to set up nature-based tourism activities, giving a step-by-step guide of how to create a successful business that sustains the environment.

The book covers essential tips on how to get started, ranging from customer focus to how to get permits and licences, setting the scene, environmental management, professional development, promotions and gaining feedback.

It focuses on the interpretive component of ecotourism—"the most dynamic and least understood aspect of running an ecotourism business", says Gil Field, CALM's Senior Interpretations Officer who wrote the book in conjunction with Lotte Lent.

Mr Field, who won the 1999 Georgie Waterman Award for Excellence in Interpretation and was project co ordinator for the book, said it would help operators realise that interpretation—the way people experienced nature—was the ecotourism product.

"The travel and the accommodation, the meals and the mateship are the other ingredients that add that little bit extra—the icing on the cake," he said.

"The main product is the way people experience nature. Because this book shows the reader how to get started, it incorporates planning and designing.

"This guide is an invaluable tool for survival in this fast growing niche market."

Mr Field said there was increasing pressure on tour operators to deliver quality ecotourism experiences.



"This publication targets those energetic individuals who bring together a passionate interest in heritage and environment and a desire to earn an income in the area of their primary interest," he said.

The book was published hot on the heels of the successful *Best Recipes for Interpreting our Heritage, Activities for Ecotour Guides and Others* also written by Gil Field and Lotte Lent.

CALM thanks the Ecotourism Association of Australia, Edith Cowan University, the Western Australian Tourism Commission, Monash University, O'Reilly's Guest House and Ecotour Guide training Consultant, Alice Crabtree for their advice and assistance in putting the book together.

Each book costs \$27.50. These valuable investments are available through CALM's NatureBase website (<http://www.naturebase.net>) or by contacting Denise Griffith on (08) 9334 0564. Alternatively, order direct with the application form inserted with this newsletter.

Around the Regions

KIMBERLEY REGION

Western Australia's conservation estate is to be extended by almost 540,000 hectares with the creation of two national parks and three conservation parks in the Kimberley.

The new reserves include some of the most spectacular landforms in the region, remnant rainforest and one of the most complete and diverse ranges of native animal species found in Australia.

It has abundant birdlife with more than 160 species recorded and is also the world's richest area for mangrove birds.

King Leopold Ranges Conservation Park, covering 403,000 hectares, encompasses the former Mt Hart Pastoral lease, previously managed by CALM for several years.

The other four new reserves are in the Mitchell Plateau area.

The 115,000-hectare **Mitchell River National Park** takes in the Mitchell Falls and abuts the northern boundary of the 635,000-hectare Prince Regent Nature Reserve. This effectively creates a continuous conservation reserve of three quarters of a million hectares.

Mitchell Plateau region is valued by scientists as a living laboratory and is a mecca for biologists and tourists seeking insights into tropical biodiversity in the Kimberley.

The 18,000-hectare **Lawley River National Park** conserves the lower reaches, estuary, associated mangroves and mudflats of the remote Lawley River to the north-east of Mitchell Plateau.

Camp Creek Conservation Reserve conserves several significant rainforest pockets on the Mitchell Plateau, while the Laterite Conservation Park protects livistona palm woodland and cycad stands.

The parks contain diverse and complete grouping of native flora and fauna in Australia and are thought to be the only mainland parts of the State from which there have been no species extinctions since the arrival of Europeans.

Consultation with traditional Aboriginal owners will provide opportunities for Aboriginal enterprise and employment, conserve important natural ecosystems and help the growth of the nature-based tourism industry in the Kimberley.

For more information contact the CALM Kimberley Regional Office on (08) 9168 4200.

PILBARA REGION

Millstream-Chichester National Park: Exceptionally wet conditions mean the Deep Reach camping area will remain closed. A new camping area has been set up and signposted for visitors' convenience. Visitors can follow the access road on the opposite side of the river, between the Deep Reach day area and the Cliff Lookout turn-off to find the temporary camping area.

Karijini National Park: Summer cyclone and thunderstorm rains blessed Karijini visitors with—as predicted—a tremendous display of wildflowers. The most conspicuous are variations of mulla mulla, wattles, sennas and peas. Visitors are encouraged to take the time and admire the attractive grey foliage and bright pink-purple flowers of the Ashburton pea found growing around Tom Price and Paraburdoo.

For further information, contact Judymae Napier on (08) 9143 1488.

Exmouth District Office: Visitors and the local community who have queries about Cape Range National Park or Ningaloo Marine Park are invited to drop in to CALM's new District Office on Nimitz Street. The homestead-style office was designed to blend with the local landscape and incorporates a small reception area where basic visitor information and brochures are distributed. Several CALM publications are available for purchase. The new office is open from 8am to 4pm, Monday to Friday.

Cape Range National Park: The Exmouth to Yardie Creek road is 80 per cent sealed and should be completed by October this year. In conjunction with this development, CALM will upgrade several of the access roads to main visitor sites, such as Turquoise Bay. For further information, contact Arvid Hogstrom on (08) 9949 2113.

CENTRAL FORESTS REGION

Leeuwin-Naturaliste National Park: The recent upgrade of Ellensbrook Road and Cosy Corner Road provide safer access to popular coastal areas in the south-west. Cosy Corner Road is 15 kilometres north of Augusta and provides excellent opportunities for swimming, fishing and viewing the beautiful granite/limestone coastline.

The Ellensbrook Road has now been sealed and offers a superb drive through tall karri forest, jarrah-marri woodland, coastal and peppermint heath. This road provides access to the popular beach car park, historical Ellensbrook House and the old Bussell family homestead. The short walk to Meekadarabee Falls offers facilities for people with disabilities and information about the Aboriginal Dreaming for this special place.

For further information, contact David Whitelaw on (08) 9757 2322

Lower Collie Valley: To retain the forest character, wooden bridges were renewed along Lennard Drive. The removal of protruding rocks and the completion of railings and 'finishing touches' creates a safer scenic drive for visitors.

New parking areas, granite steps, walk paths, BBQ and picnic tables were redeveloped at Big and Little Rocks.

Future developments include the revamping of the camping site and day-use area at Honeymoon Pool this summer.

For further information, contact Leon Price on (08) 9734 1988.

Calgardup Cave: Rehabilitation of this cave is progressing well. Improvements continue on the abseiling site with the installation of erosion control, both at the site and along the access path. A protective gate at the top of the abseil ramp will further improve visitor and fauna safety.

Giants Cave: The installation of ladders at the back of the cave completes the program of works on infrastructure, providing the public with an adventure, while minimising erosion within the cave. Rehabilitation of the construction site around the hut is ongoing and includes mulching and the planting of indigenous flora.

For further information, contact Cave Manager Anne Wood on (08) 9168 7422.

MIDWEST REGION

Monkey Mia: The exciting new \$900,000-visitor centre is in the throes of construction. Located beside the present visitor building on the foreshore at Monkey Mia, it is due for completion by April 2001.

This visitor centre will consist of up-to-date informative and interactive displays, a fish preparing facility for Dolphin feeds and an amphitheatre for conducting talks and slide shows.

Visitors may experience some inconvenience during this construction phase, but every attempt is being made to minimise the impact and ensure we maintain visitor satisfaction.

For further information, contact Brad Barton on (08) 9948 1208.

SOUTHERN FORESTS REGION

Valley of the Giants: Trevor Burslem joined CALM as Manager of The Valley of the Giants Tree Top Walk. His extensive experience in the tourism industry stems from his previous role as marketing manager at O'Reilly's Guesthouse in Queensland's Lamington National Park. He plans to work closely with the local tourism industry to enhance visitors' experiences and explore cooperative promotional opportunities.

The Tree Top Walk was in the news recently after hosting a leg of the Olympic Torch Relay. Seven local Olympic Torch Relay Bearers had the honor of 'carrying the flame over and through the majestic Tingle forests. More than two-metre-tall basketballer Luc Longley was at home with the giants after carrying the flame along a section of The Tree Top Walk.

The multi award-winning site was recognised at the recent WA Tourism Awards, receiving the award for best significant regional attraction for the third successive year. Next year it will be inducted into WA Tourism's Hall of Fame.

Beedelup Falls: Magnificent views of Beedelup Falls can now be enjoyed by everyone. Developments at the recreation site during the last 18 months have resulted in a new access road and a sealed car park. Upgraded facilities include a toilet, a picnic shelter accessible to people in wheelchairs, an interpretive shelter and a deck overlooking the Beedelup Lake and Karri Valley Resort. A feature is the newly-developed sealed walk trail suitable for people with disabilities. The trail leads to the newly constructed platform overlooking the falls.

The next six months will focus on rehabilitation, grooming, sign installation, the construction of steps and barriers, interpretation and the construction of walk trails. When completed, the Beedelup Falls recreation site will be one of the most enjoyable and frequently visited sites in the Pemberton District.

For further information, contact John McKenzie (08) 9405 0704

SWAN REGION:

Yanchep National Park: Phil Smeeton took up the position of Visitor Services Manager at Yanchep National Park. A local resident, Phil is a respected community representative in Guilderton, north of Yanchep. He has worked as a tourism and marketing consultant, and lectured at Edith Cowan University. He has a broad and extensive knowledge of the tourism industry. Phil would like to develop the first planned and implemented sustainable tourism model in Western Australia and help people, including indigenous Australians, retain their culture and dignity through economic and social development.

Penguin Island: Penguin Island reopens on September 16. Visitors will be able to discover the island and surrounding Shoalwater Islands Marine Park, with penguins, pelicans, sea lions and dolphins. For information on tours, individually tailored packages and bookings, call Penguin and Seal Island Cruises on 9528 2004.

INCREASING DEMAND FOR THE BIBBULMUN TRACK EXPERIENCE

The number of tourists walking all or part of the 963-kilometre Bibbulmun Track has doubled in the last two years.

The latest Department of Conservation and Land Management (CALM) study shows the walkers were evenly spread across all age groups and sexes.

A total of 35,000 walkers clocked up 215,000 walking days on the track during 1999–2000.

Day walks were popular with 34 per cent of walkers, but most locals, interstate and international tourists preferred multi-day hikes with friends or family.

The study concluded there were high levels of visitor satisfaction. An amazing 96 per cent of those surveyed said they'd walk the track again because they were impressed with facilities and features.

Forty per cent of the 598 people surveyed said they were interested in packaged commercial tourist activities on the track. Twenty per cent used commercial transport to reach the track, and 15 per cent stayed in commercial, off-track accommodation during the course of their walk. Each walker spent between \$130 and \$230 on equipment and specialist supplies in Western Australia during the previous 12 months.

The proportion of interstate and international tourists doubled since 1997–98, representing an eightfold increase in the number of walkers from outside Western Australia.

The Bibbulmun Track met its objective of being an accessible and ecologically sustainable walking experience for visitors and the community. At the same time, it contributed to regional economies and natural and biological diversity.

The Friends of the Bibbulmun Track hosted a successful program of guided walks and events associated with the track. Most events in autumn and winter were booked out, but an even better and more diverse spring–summer calendar is available.

For more information on the survey results, contact CALM's Bibbulmun Track Coordinator Annie Keating on (08) 9334 0265. For your copy of the spring–summer calendar of events, contact the Friends of the Bibbulmun Track on (08) 9481 0551.



Beraking Campsite on the Bibbulmun Track.

Info Updates for Tour Operators.

BIBBULMUN WALKING BREAKS.

The Friends of the Bibbulmun Track have put together a range of independent walking and accommodation packages in five locations along the track. The walks in 'Bibbulmun Walking Breaks' are based around Balingup, Donnelly River, Pemberton, Walpole and Demark. Packages include two nights' accommodation, a daypack, all food and transfers, and the ability to explore the natural splendour along Western Australia's most famous walk trail.

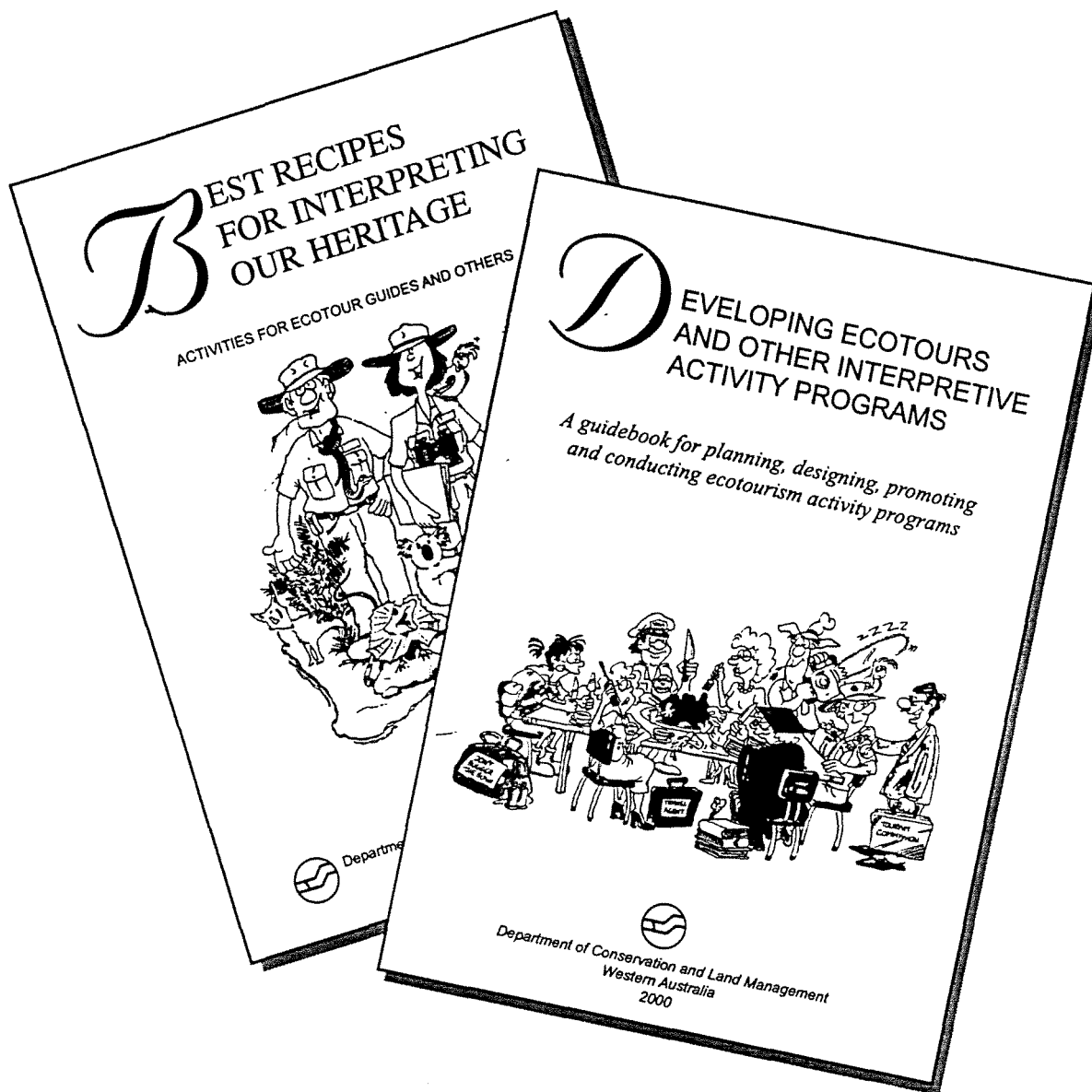
For your 'Bibbulmun Walking Breaks' brochures or for more information on the Bibbulmun Track, contact Becky Shrimpton on (08) 9481 0551 or CALM's Bibbulmun Track Coordinator, Annie Keating on (08) 9334 0265.

YOU WERE WONDERING?

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

Visit NatureBase at www.naturebase.net

Your Interpretive Tour Companions



❖ Developing Ecotours

A guidebook for planning, designing, promoting and conducting ecotours and other interpretive activity programs - \$27.50* plus postage

❖ Best Recipes for Interpreting our Heritage

Activities for Ecotour Guides and Others - \$27.50* plus postage

*includes GST

To order phone (08) 9334 0564 or fax (08) 9334 0583



Department of Conservation and Land Management



Developing Ecotours and Other Interpretive Activity Programs : A guidebook for planning, designing, promoting and conducting ecotourism activity programs



Best Recipes for Interpreting Our Heritage : Activities for Ecotour Guides and Others is a tool designed to help ecotourist guides delivery quality interpretive activities. The guidebook sets a standard for interpretive activity design in presenting a comprehensive framework and providing a full script for 2 dozen activities.

Please complete the order form below and return with payment to Department of Conservation and Land Management, Locked Bag 104, Bentley Delivery Centre WA 6983. Please make cheques and money orders payable to the Executive Director, Dept of CALM. **Please ensure a copy of this order form is enclosed with your payment.**

Publication Title	Qty	Unit cost	Total cost
Developing Ecotours and Other Interpretive Activity Programs		\$27.50*	
Plus postage and handling 1 copy - \$5.00** 2-5 copies - \$8.00**			
Best Recipes for Interpreting Our Heritage		\$27.50*	
Plus postage and handling 1-5 copies - \$8.00**			
* includes GST of \$2.50 ** postage and handling is GST exempt			Total Payable \$

Name _____

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If paying by credit card, please complete details below.

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Valid til _____

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FACET SEMINAR

Forum Advocating Cultural & Eco Tourism Inc.

- Early Bird Notice -

FACET'S Annual Seminar for 2000 will be on

"Marine Tourism – Benefits & Opportunities for Regional Communities"

University of Notre Dame
Friday, 10th November 2000

Keynote Speaker:

John "Caveman" Gray

SeaCanoe International - Thailand
(Internationally Award Winning EcoTourism Business)

joined by speakers from:

Cape Dive, Capricorn Kayak Tours, Department of Conservation and Land Management, Fisheries WA, Gascoyne Development Commission, Leeuwin Ocean Adventures, Rottnest Island Authority, State Ships, Tourism Council Australia, University of Notre Dame Australia, WA Tourism Commission, WA Maritime Museum, Wild Over Walpole

Registration Brochures will be circulated to all FACET Members.
More information can be obtained from Trisha Easton on (08) 9367 8302
or email Kieron Wogan on kieronw@calm.wa.gov.au



International Keynote Speaker - John 'Caveman' Gray

SeaCanoe International

Winner of five major Ecotourism awards in the past four years

Founder, Adventurer, Explorer, Eco-tourism Warrior – meet the man who started it all!

SeaCanoe International strives to deliver intimate perceptions of Nature, to reawaken the animal spirit that rests within all of us. John "Caveman" Gray wants people to think lofty thoughts about their place in the universe and their relationship with Nature.

John "Caveman" Gray is a unique individual. One Phuket journalist listed him as an academic, a journalist, a sporting dare devil, a trainer, a husband, a father, a successful businessman and, perhaps most of all, an environmental missionary.

SeaCanoe International was developed with 700baht refunded from a plane ticket. John "Caveman" Gray's motivation was to prove that business and the environment could work together. His goal was to enhance environmental awareness by renewing one's personal relationship with nature. This requires active personal participation.

Following true ecotourism principles, 90 percent of the money Seacanoe International generates is reinvested into the local community. Its employees are paid salaries that are well above the local average, staff are encouraged to improve their skills and the environment always comes first.

John "Caveman" Gray holds the customer second, only to the environment. SeaCanoe International employs a 'No Trade-Off' environmental policy, with the sites viewed as economic assets, whose pristine nature must be preserved if sustainable prosperity is to be realised.

"SeaCanoe experiences are sold out almost everyday, even in the lowest valleys of the low season. SeaCanoe's greatest challenge is keeping up with our explosive growth,"

John "Caveman" Gray (SeaCanoe International)

If you would like more information on John "Caveman" Gray visit www.seacanoe.com and attend this worthwhile seminar.

SEMINAR PROGRAM

8.00am	Registration		12.25pm	Lunch and Networking
8.20am	Introduction	Dr Ross Dowling		
8.30am	State Perspective	Dr Chris Simpson Dr Syd Shea	13.25pm	Accreditation Sally Hollis Training & Education Dr Peta Sanderson
9.00am	Market Trends	Elizabeth Smith	14.15pm	Case Studies – speakers from Fremantle Chamber of Commerce, WOW Wilderness Cruises, Leeuwin Ocean Adventure, CALM, Cape Dive, Capricorn Kayak Tours
9.15am	Wildlife Issues	Dr Nick Gales		
9.45am	Fishing Tourism	Peter Rogers		
10.15am	Morning tea		15.15pm	Afternoon tea
10.45am	Commercial perspective		15.30pm	Panel Discussion
	• Permits/licensing	Peter Purvis / Andrew Morgan	16.05pm	Resolutions & close Dr Ross Dowling
	• Marketing • Infrastructure	Rachel Goff Doug Bathgate		
11.45am	Key Note Address International Perspective	John 'Caveman' Gray SeaCanoe International	16.35pm	Drinks

The Forum Advocating Cultural and Ecotourism (FACET) is a private sector, West Australian based network and information resource which provides a forum for lifting the level of informed debate and developing strategies regarding cultural and ecotourism issues in the state.