Introduction

This survey draws together insights from 240 South Australian tourism industry stakeholders on nature-based tourism. The survey is part of a nature-based tourism project that recognises South Australia's national parks, marine parks and reserves are valuable assets for community appreciation, recreation and general wellbeing. They protect our natural and cultural heritage, they maintain habitats for species that are vital to our way of living and our primary industries, and they provide opportunities for science and learning and job creation through tourism.

As part of the project the survey and an accompanying discussion paper opened a conversation about how our protected areas can provide more opportunities for job creation and how we can reframe the relationship between government, industry and the community around:

• Nature-based tourism opportunities in national parks, marine parks and reserves.

• Working better together on nature-based tourism.

The survey will provide the basis for discussion at a series of face to face consultation workshops to be held in Adelaide and regional areas in May 2015. The workshops will sift through the information gathered from the survey and ask for responses to big picture questions on nature-based tourism including:

• What is the role of Government in nature-based tourism in national parks, marine parks and reserves?

• What is the role of the tourism industry and operators in nature-based tourism in national parks, marine parks and reserves?

This consultation is the first step in the creation of an action plan being developed by the Department of Environment, Water and Natural Resources and the South Australian Tourism Commission for nature-based tourism in South Australia’s national parks, marine parks and reserves.
Key implications

The nature-based tourism survey received 230 responses from across South Australia in a 19-day period in April 2015. Ten discussion paper responses were also received, see appendix. The survey findings indicate that the tourism industry is most concerned about (in order of priority):

1) Partnerships and support, particularly:
   a. Government identifying market opportunities, identifying appropriate sites and seeking expressions of interest to create agreed new product and experiences.
   b. Creating planning mechanisms to give clear guidelines for nature-based tourism development.
   c. Government offering co-marketing opportunities to tourism operators as part of tourism business licences.

2) Visitor experiences, particularly:
   a. Broadening nature-based tourism experiences to build on the South Australian food and wine brand.
   b. Identifying new wildlife and hands-on experiences and tours.
   c. Government providing access to capital to assist with developing new parks experiences.

3) Destination management, particularly:
   a. Local communities delivering experiences and services in parks.
   b. Parks staff becoming active in sustainable destination management planning undertaken by regional tourism entities.
   c. Exploring the role Natural Resources Management Boards should undertake in parks.

4) Consumer marketing, particularly:
   a. Developing collaborative nature-based tourism marketing campaigns.
   b. Improving information provision in and around national parks, marine parks and reserves.
   c. Improving online visitor resources.

5) Business opportunities, particularly:
   a. Developing partnerships between Government and the tourism industry to further quality improvement and create signature experiences.
   b. Developing partnerships between Government and the tourism industry to remove red tape.
   c. Recognising excellence from commercial tour operators who support their local area.
Contents

Introduction .................................................................................................................................................. 1
Key implications ........................................................................................................................................... 2
Demographics ........................................................................................................................................... 4
  Q1. Background ...................................................................................................................................... 4
  Q2. Region .............................................................................................................................................. 5
Focus areas ................................................................................................................................................ 6
  Q3. Ranking focus areas ....................................................................................................................... 6
  Q4. Additional focus areas .................................................................................................................... 8
Action items ............................................................................................................................................... 17
  Q5. Partnerships and support ............................................................................................................... 17
  Q6. Visitor experiences ....................................................................................................................... 19
  Q7. Destination management ........................................................................................................... 21
  Q8. Consumer marketing ................................................................................................................... 23
  Q9. Business opportunities ............................................................................................................... 25
  Q10. Additional focus areas ............................................................................................................... 27
Appendix: discussion paper submissions ............................................................................................... 43
  Submission one: Desmond Gubbin ...................................................................................................... 43
  Submission two: Greg Donovan, Managing Director, Big Run Events ............................................... 52
  Submission three: Stephen White, CEO, Georama ............................................................................. 59
  Submission four: Charles Carlow, Director, Wild Bush Luxury .......................................................... 61
  Submission five: John Biggins, Chairperson, Friends of Granite Island ........................................... 63
  Submission six: Mrs. Nell Barson, Close Encounters Bed & Breakfast ............................................. 72
Demographics

Q1. Background

Survey respondents include commercial tour operators, visitor information centre staff, DEWNR staff, local government staff, community volunteer groups, accommodation providers and farmers.

Other: Other tourism business, not for profit group, student, primary producer, volunteer.

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial tour operator</td>
<td>17.8%</td>
<td>41</td>
</tr>
<tr>
<td>Tourism industry board / regional tourism organisation / other tourism association</td>
<td>9.6%</td>
<td>22</td>
</tr>
<tr>
<td>Visitor information centre</td>
<td>6.5%</td>
<td>15</td>
</tr>
<tr>
<td>Local government</td>
<td>5.2%</td>
<td>12</td>
</tr>
<tr>
<td>Department of Environment, Water and Natural Resources</td>
<td>25.7%</td>
<td>59</td>
</tr>
<tr>
<td>Park co-management board</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Non-government association</td>
<td>7.4%</td>
<td>17</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>27.8%</td>
<td>64</td>
</tr>
</tbody>
</table>

Answered question 230

Skipped question 0
Q2. Region

Survey respondents live and work in regions across South Australia. A small number of interstate and international responses were received.

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelaide City</td>
<td>19.6%</td>
<td>44</td>
</tr>
<tr>
<td>Adelaide Hills</td>
<td>13.4%</td>
<td>30</td>
</tr>
<tr>
<td>Barossa</td>
<td>9.4%</td>
<td>21</td>
</tr>
<tr>
<td>Clare Valley</td>
<td>8.5%</td>
<td>19</td>
</tr>
<tr>
<td>Eyre Peninsula</td>
<td>11.6%</td>
<td>26</td>
</tr>
<tr>
<td>Fleurieu Peninsula</td>
<td>16.1%</td>
<td>36</td>
</tr>
<tr>
<td>Flinders Ranges and Outback</td>
<td>17.0%</td>
<td>38</td>
</tr>
<tr>
<td>Kangaroo Island</td>
<td>13.8%</td>
<td>31</td>
</tr>
<tr>
<td>Limestone Coast</td>
<td>23.2%</td>
<td>52</td>
</tr>
<tr>
<td>Murray River, Lakes and Coorong</td>
<td>11.6%</td>
<td>26</td>
</tr>
<tr>
<td>Riverland</td>
<td>6.7%</td>
<td>15</td>
</tr>
<tr>
<td>Yorke Peninsula</td>
<td>8.5%</td>
<td>19</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>11.2%</td>
<td>25</td>
</tr>
</tbody>
</table>

Answered question 224
Skipped question 6
Focus areas

Q3. Ranking focus areas
To provide a basis for discussion at May workshops, survey respondents were asked to rank suggested focus areas.

The focus areas were ranked by respondents as follows:

1) Visitor experiences
2) Partnerships and support
3) Destination management
4) Consumer marketing
5) Business opportunities

Which of the following focus areas are most important for driving the growth of nature-based tourism in South Australia's national parks, marine parks and reserves? Choose only three of these five options:

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnerships and support</td>
<td>64.2%</td>
<td>147</td>
</tr>
<tr>
<td>Consumer marketing</td>
<td>45.0%</td>
<td>103</td>
</tr>
<tr>
<td>Visitor experiences</td>
<td>86.5%</td>
<td>198</td>
</tr>
<tr>
<td>Destination management</td>
<td>53.3%</td>
<td>122</td>
</tr>
<tr>
<td>Businesses opportunities</td>
<td>35.4%</td>
<td>81</td>
</tr>
</tbody>
</table>

Answered question 229
Skiped question 1
Which of the following focus areas are most important for driving the growth of nature-based tourism in South Australia’s national parks, marine parks and reserves? Choose only three of these five options:
Q4. Additional focus areas

Survey respondents were asked to indicate other focus areas that could be considered as part of a nature-based tourism plan.

<table>
<thead>
<tr>
<th>Conservation and sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education incorporated in visitor experience</td>
</tr>
<tr>
<td>Sustainable tourist and impact management</td>
</tr>
<tr>
<td>Stakeholder engagement</td>
</tr>
<tr>
<td>Beneficial gains</td>
</tr>
</tbody>
</table>

Maintenance or enhancement of the environment. It is becoming increasingly clear around the world that nature-based tourism has the potential to destroy the various things that people come to see if not planned and managed in a way that protects the environment.

Make sure these areas are also protected for use as tourism destination now and into the future. As part of this plan, money should be made available to support environmental groups working in the regions to make sure that areas promoted as nature based tourism destinations are protected and not trashed.

Support for small business operators in regard to training and increasing their professionalism where appropriate

Serious, investment partnerships with private industry to offer bookable commercial experiences on Park as the NT and Tasmanian governments have recently just done.

Liberating national parks from ‘wildlife conservation thinking’ which is fearful of any commercial development on park and stifles the long term benefits of sustainable nature based tourism.

Having a range of visitor experiences for different markets - able bodied, ageing population, self drive and coach tourism, high end luxury and school groups. Understanding how different markets work and developing experiences to meet their access and user needs to maximise revenue and target marketing.

Working more with trade marketing specialists to attract interstate and international visitors. SA has some truly remarkable untouched natural experiences that need to be managed careful and attract the right markets to get return on investment. No offence but government led marketing is limited in it’s return on investment. It looks good politically but SA nature based tourism won't grow with broad destination or specific NP marketing - you need it, but you need to sell specific experiences that are bookable product to trade agents to sell to new markets outside SA. Individual operators need operational freedom and less red tape to be able to offer commercial experiences and co-invest with NPKs to increase visitation, and a profit sharing model that kicks in once costs have been covered by the investor/operator.
Less marketing internally to South Aussies, although not politically expedient to do this, this is how you grow market share. You won’t grow by marketing intrastate - there’s not enough of us! Time to think big.

I think the area around Williamstown is so overlooked, it is one of the only places in SA surrounded by three reservoirs, native vegetation and lots of pleasing scenery...and very close to Para Wirra

There is no easy way to say this - too many rules, too many regulations, too many departments, too many hurdles to jump. This makes it hard to develop nature based tourism.

And rules vary from state to state (so your boat might float in QLD but if you move the operation to SA you are required to repeat the Certification process).

infrastructure maintenance - ie; access roads

Depends on whether nature is defined as the natural river corridor, national parks or whether nature includes farms such as ours, connections to nature etc.

if it is the river corridor for example then support needs to be given to enhance public access, amenities, links with tourism operators. there should be rigorous approaches to weed management including willows, riverbank beautification and a range of highly managed and back to nature public trails that are wide enough for multiple uses.

Despite it’s importance in so many areas - for all South Australians - the unique and wonderful tourism aspects and opportunities that can be found on or adjacent to our wonderful Murray River regretfully are overlooked on far too many occasions by our planners. Our river runs for hundreds of kms through South Australia and it’s diverse nature offers the traveller a “different view round every bend in the river”

Relationship with local CTOs & meaningful collaboration on proposed changes to existing experience pricing. (Park/experience fees)

Regional Grants

Regional areas - not amongst top spots

ALL OF STATE

The accreditation process for tour operators that go off the beaten track into nature is currently unworkable.

One of the criteria is that you need insurance.

The insurance is either way too expensive or unavailable.

To be a viable bush tour operator you need therefore to charge the customer a fortune.

Very few customers will pay so the whole exercise is unviable.

It’s all very well to have grandiose plans but id the process and costs are restrictive what’s the point?
Barossa needs more walking/footpaths and bike tracks for visitors to move around without the need to get in their cars. Eg: Angaston could have a footpath to the Barossa Farmers market, followed to the main street, historical markers, shops, parks, iconic destinations such as Yalumba.

<table>
<thead>
<tr>
<th>Support for entrepreneurs.</th>
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<tbody>
<tr>
<td>Funding / grants for future development</td>
</tr>
<tr>
<td>Training support</td>
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</table>

Developing guidelines to help Government understand its hypocrisy in establishing marine parks therefore stopping sustainable seafood harvesting and taking away a resource from the taxpaying residents of South Australia only to turn around and offer those resources back under a user pays system all the while creating a whole level of bureaucracy and red tape.

<table>
<thead>
<tr>
<th>The strategy can provide guidance on how the broader tourism industry can engage and participate in the development of new visitor experiences to ensure the State optimises the rich diversity of nature based assets in National Parks, marine parks and the reserve system.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The recent creation of the marine parks provide an additional layer of opportunity for the South Australian Tourism industry to compete nationally for the ‘valued’ visitor. I think there is a great opportunity for the private sector to develop new tourism opportunities around marine parks.</td>
</tr>
<tr>
<td>I would like to see the Natured Based Tourism Strategy provide a foundation to enable the private sector, Local Government and State Governments to work together to optimise the opportunities provided through nature based tourism while sharing resources, particularly in these times of fiscal constraint.</td>
</tr>
<tr>
<td>Cultural Tourism that creates wealth and employment for Traditional Owners</td>
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</table>

Collaboration between DEWNR and SATC to increase and enhance marketing, interest and management of nature-based tourism opportunities in National Parks.

| Take advantage of the local knowledge and expertise of park staff by increasing opportunities for interaction and education of visitors enhancing their experience, respect and intrinsic gratification of nature. |
| inclusion of outdoor water sport opportunities - host sporting events in your parks. |
| Ensuring that the quality of the natural asset is maintained not only for conservation benefits but also to ensure ongoing quality of the visitor experience. Need to work hard at finding and maintaining the right balance. |
| Adequate resourcing for the management of National Parks, including: maintenance & improvement of facilities & signage, control of feral animals and policing of campsite use (e.g. littering, rubbish dumping and use of chainsaws). |
As per the People in Parks Strategy, “Goal 2 (Enhancing parks) by promoting responsible use and ensuring that any development
enhances parks”, great care needs to ensure that parks are enhanced by increased visitation not harmed.

“Closing and consolidating underutilised or redundant infrastructure, or infrastructure that is impacting on park values” is also
important.

Harm does not only occur on well recognised parks, but across regions where increased visitation takes place. For example,
Strawbridge Point is continuing to be harmed on Kangaroo island by off road vehicles driving across the point and over
shorebird breeding habitat. The Management intervention requires a line of boulders to be placed on the damaged area of the
point, better educational signage and some monitoring. This doesn’t happen so the area is degrading. Similarly Prospect Hill
on Kangaroo Island requires signage to help parents keep kids off the fragile dune. This doesn’t happen so the magnificent sand
dune is being degraded.

Finally, DEWNR must plan the impact of further developments on creating 100 metre asset protection zones and 100 metre fuel
reduced zones around new developments and access roads. The footprint of harm can be huge and in this regard very careful
attention must be given to where developments are placed.

More events in partnership with Families eg I think Nature Play is a fantastic concept.

Linking to virtual reality experiences, especially partnering with those able to implement this technology with a focus on nature-
based experiences and marketing the joys/thrills of nature - even if a person cannot physically experience them first-hand. This is
a huge new market and SA should get in early and be part of this movement. It also has huge educational benefits, so the
education sector should be a partner and involved from early on.

Current and new generations are increasingly connected to digital technologies and would largely expect or at least want to
have such access and opportunities to engage with nature in a way they are familiar with. Parks and governments cannot
maintain antiquated notions of what engaging with nature looks like. Engagement can be virtual, but still beneficial (even
economically, let alone simple appreciation for nature) for protecting the natural environment.

Nobody can expect people will necessarily want to, or be able to, experience nature first-hand, especially in an era with declining
fossil fuels. There is no guarantee that future international (or even domestic) tourists will actually be able to fly easily/cheaply
to SA, or perhaps even be able to drive into remote areas or do 4WD adventure tours. The government needs to be careful not
to make too many long-term assumptions, but have a precautionary approach in terms of where they invest money - this
equally goes for the tourism industry.

What my suggestion may look like: picture students in schools (here and overseas) getting access to an SA tourism / Parks
website that offers free snippets of virtual reality experiences as a hook to get students both interested in nature, but also the
prospect that they are a future market and we want to plant a seed in their heads that a nature experience in SA would be great
to have at some point in their future. Schools (and overseas travel enterprises) could subscribe to longer/better virtual reality
experiences at costs appropriate for their socioeconomic setting to enhance the learning experiences for students, but also
better hook them on SA’s nature opportunities.

In short, make connections with the education sector as well as the digital technology industry (especially virtual reality
innovators - ideally companies located locally, or perhaps interstate) to make this vision a reality and be world leaders in this type
of nature-based virtual experience. I predict huge economic and environmental benefits from getting in early. C’mon SA!

Accessible Tourism, opening up more experiences to people with a disability and the ageing population

If there was an industry Nature based tourism tick (with fees associated with this) with a free upgrade to Eco Tourism
accreditation that business strive to achieve. (only for true Eco Tours)
| Planning to ensure true sustainability of tourism opportunities |
| Monitoring and evaluation of impacts |

- quality of printed collateral on parks available for visitors in region is appalling. Many maps are out of date, don't have camp site numbers, are out of print, suggesting trails which are now hazards etc. These same maps are available online, but still incredibly out of date.

| Cut through red tape of government |

| People like to have a one on one or even group experience with experts in the National Parks in the region. |
| I would like to see encouragement of micro-businesses and social enterprise within distinct districts, rather than larger or broader business opportunities. |

- I am not quite sure what was meant by some of the options above. I think that the biggest impediment to nature based tourism in National Parks to date has been the lack of business skills within NPWS.
- Almost all of the people in NPWS come from a 'conservation' and 'public service' background. If you want to create tourism products that can compete in the business world then you will have to offer lease or franchise opportunities to entrepreneurs.

| Prohibiting activities that will potentially destroy nature based tourism opportunities such as allowing the oil industry to move into the Great Australian Bight whale nursery. |

| Conservation Management |
| Heritage Conservation |

| science based experiences with project officers |

| If you are going to ask this question...then tick all 5 options? |

| Grow and sell more native Australian foods. |
| Don't let the Government run anything....Government should facilitate and audit not operate. |

| Nature Play....could partner with education and dept for environment to encourage children and families to get back to nature...lead to camping and activities in National parks for holidays as well as local sites |
| improving park management to ensure tourism development is well-managed and sustainable |
| infrastructure development especially signage |
Red tape is necessary to protect our natural world. Reduce where possible but more importantly, improve the way it’s dealt with within government by improve the turnaround time, general efficiency and understanding of the responsible staff.

Education to the Visitors/Tourist, who drive off the main track and damage Aboriginal Cultural Sites, or drive into the area of Old Ruins.

In other words, "DON'T DESTROY YOUR CULTURAL HISTORY,YOUR FUTURE DEPENDS ON THE LAND YOU LIVE IN, WETHER YOU IN LIVE THE CITY OR IN THE REMOTE OUTBACK OF AUSTRALIA".


All 5 are essential. They all co-relate. For example, you can't have a great business, destination management or visitor experiences without great consumer marketing, partnership or support. Everything coexists.

Entry fee costs to Cleland Wildlife Park prohibitive for small tour operators with 1-2 pax per tour, 2-3 times / week.

There is no inbetween structure for visiting Cleland Wildlife Park for tour operators that run a single vehicle, on a semi retired basis.

It's either full registration to all parks in SA - the cost is the same irrespective of having 1 vehicle or 20 vehicles in your fleet.

The visit to Cleland becomes nearly 7% of operating costs for the day, to be able to accompany the visitors into the park. (i.e. there is no FOC option for smaller operators who don't register fully with NPs).

Suggestion to waive procedures for Cleland, a highly supervised area. Reasonable to charge operators a higher fee where the parks are further from the city, & infrastructure costs are high.

The current situation is discouraging smaller operators from using Cleland Wildlife Park.

Ability to host events... in natural areas proves: a) ability to handle a large scale of passengers in areas with little/no infrastructure, b) prove to small tourism businesses they can do it too, c) prove the concept can be done while still respecting these environments.

As a Wild dolphin swim permit holder, it would be nice to have the support and security of a longer lease - no different to the shark dive. We have been operating for the past 15 years, marketing the area and sticking to the rules and regulations, why are we any different to the Shark Cage Diving?

Infrastructure at the parks maintained or preferably, improved.

Tourism has a bad history of not paying of its true environmental footprint. We need to ensure that the true cost of providing the visitor experiences is covered, particularly ensuring the environment is not degraded and the sites become loved to death. Compliance needs to be a key part of the strategy to ensure public safety, maintain the visitor experience and protect the natural assets.
<table>
<thead>
<tr>
<th>Gaining acceptance from financial institutions that they will give preference to applications for funding private enterprise start-ups that fall within the Nature Based Tourism Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>High light experiences within the nature based attraction.</td>
</tr>
<tr>
<td>eg Heysen Trail, Mountain Biking experiences etc</td>
</tr>
<tr>
<td>Infrastructure - eg Interpretive signage, bins, campsites, fencing</td>
</tr>
<tr>
<td>Business opportunities within nature based parks, reserves would help to stimulate visitor numbers eg unique accommodation. Accommodation in Deep Creek is a good example of a successful partnership of business opportunity. Need new and hands on visitor experiences to bring new people to parks/reserves.</td>
</tr>
<tr>
<td>Investment in public infrastructure such as walking trails and walker facilities that would provide the incentive for commercial walking trail operators.</td>
</tr>
<tr>
<td>More promotion of self drive trips for regional areas. Smaller regional areas always seem to miss out on marketing support. On the Limestone Coast we feel like poor cousins, with big dollars always pushed to Adelaide or Barossa marketing activities.</td>
</tr>
<tr>
<td>Some of the best tourism opportunities are on the Limestone Coast, but very little has been done to create jobs or an industry here around it.</td>
</tr>
<tr>
<td>I believe we need to build on the International Tourists visiting our region. We operate Holiday Rental on an International site so have many International visitors, they are happy to pay top dollar but don't stay around. They are always in the process of driving from Melb to Adl or vice versa and stay one night in Port MacDonnell which really leaves no time to explore our region. Our region needs to be advertised as a destination rather than a stop over. This needs to be happening in the capital cities so when these people plan their trip they stay more than one night.</td>
</tr>
<tr>
<td>High quality facilities, roads &amp; signage etc as WA are doing in their Parks. Some of our smaller regional parks look pretty run down &amp; unappealing.</td>
</tr>
<tr>
<td>Guidance for potential future and existing tourism ventures to keep the environment from being exploited by &quot;tourism&quot;</td>
</tr>
<tr>
<td>Understanding what Eco tourism and sustainability really is</td>
</tr>
<tr>
<td>Aboriginal Co Managed Parks...60% of the State's parks are under various forms of Co management. They are ripe for partnerships to establish viable industry</td>
</tr>
<tr>
<td>Assistance to sustain natural assets so that operators can invest in tourism infrastructure and marketing.</td>
</tr>
<tr>
<td>Ensure Visitor Information Centres are well trained in their local parks' facilities and attractions and work closely with them to ensure best possible outcomes, both financially and for the environment. VICs also play a vital role in educating locals about the importance of their local parks.</td>
</tr>
</tbody>
</table>
Value add to already well known destinations and incorporate a string of experiences across borders to attract group bookings. ie Great Ocean Rd to the Blue Lake incorporating Piccaninnie Ponds and Penambol CP.

Growth in the number of jobs in park tourism, including re-establishing more Ranger positions but also more customer-focussed positions

Cultural tourism: participating in and understanding Aboriginal culture in situ

Business development. Too often small businesses start within the tourism industry but they have no background on how the industry works and in-turn can benefit them.

While a product offering may be great it is the other industry channels that can help promote, grow and develop the offering.

Access - benefit costs analysis required to assess and justify all legislation that restricts access to natural environments eg water reserves

Science / knowledge based experiences

Not cutting services in the Limestone Coast and only focussing on the 10.4million for Adelaide and surrounds

Access issues.

It is important not only to focus on new ventures but support existing nature based tourism business.

Collaboration between Parks and the surrounding private landowners to create win win opportunities.

Eg self guided or guided walking tours that travel large distances and traverse through parks, farmland, crown land, public roads etc.

Make sure that any tourism used in these areas does not effect the natural animal and plant life but enhances it and encourages people to love it and want to look after it.

Better public transport access to nature based tourism opportunities. Too much public transport is covered in red tape over timetables, who can be carried, and incredibly complex information systems

Poor coordination between SA Government agencies, especially Forestry, DPTI, SA Water, Emergency services,

Appropriate environmental toileting facilities and drinking water accessibility especially in outback areas.

Rubbish collection support for local communities providing this service without council support should also be considered.

Both of these considerations can impact directly on visitor experience.
Tourism information based on realities and not just-so nice stories...

SA has a great trails network mainly based around volunteer groups NOT commercial operators. These included the Riesling/Rattler/Lavender Federation Trail & were instigated & maintained by volunteers. The Heysen & Riesling receive some promotion but what about the others?

The little publicied Lavender Federation Trail has, over 16 years been built & maintained by volunteers & has a main trail length of 212 km from Murray Bridge to Eudunda via the Barossa. With loop & link trails has a 287 km trail network. Used by 1000s each year (Tracker electronic recording)

Over the next 2 years it is planned to extend to Mintaro, Watervale & into Clare.

It will link together for the first time the Reisling/Rattler/Heysen/ Lavender Federation Trails as well as the proposed River trail from Morgan to Salt Creek giving an interlinked trail network unprecedented in this country.

The Lavender Federation Trail receives almost no recognition by State Tourism authorities and because of its volunteer status, hasn't the fees to enable it to apply for the recently opened Tourism SA Awards which do not recognize other than commercial operators because of an entry fee to apply.

Details of the lavender federation trail on the website www.lavenderfederationtrail.org.au.

Sustainability identified.

Financial interest to all parties.

Yes, rather than bundle Marine Parks in with land based parks I think there would be value in Marine Parks being given specific focus as a (in many areas) new and challenging category that warrants special attention/consideration.

Cooperative support from DEWNR, stand up to those individuals who do the wrong thing and support your licensed operators.

Product development and integration of product into the distribution system

Let it be clearly understood that a tour operator dose not need a Scientist, government agency, counsel employee or public servant to be able to do there job. How ever Scientists, government agency’s counsel employees and public servants, don’t have a purpose with out tour operators.

If you increase the demands on private business through unnecessary paperwork and bureaucracy there will be no need for either and there will be no money to pay the public service. True job creation happens when businesses is allowed to flourish not when you create a new role in a government office.

Interpretive trails - geological, archaeological, maritime, cultural heritage, food & wine, sustainability, clean & green lifestyle
Action items

Q5. Partnerships and support

To provide a basis for discussion at May workshops, survey respondents were asked to choose three of the most important actions from the partnerships and support suggested list.

The top three suggested partnerships and support actions were:

1. Government identifying market opportunities, identifying appropriate sites and seeking expressions of interest to create agreed new product and experiences.

2. Creating planning mechanisms to give clear guidelines for nature-based tourism development.

3. Government offering co-marketing opportunities to tourism operators as part of tourism business licences.

Which of these partnerships and support actions are most important for driving the growth of nature-based tourism in South Australia’s national parks, marine parks and reserves? Choose only three of these actions:

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government implementing fast track approvals for programs and infrastructure through periodic requests for expressions of interest from the private sector.</td>
<td>29.8%</td>
<td>67</td>
</tr>
<tr>
<td>Government identifying market opportunities, identifying appropriate sites and seeking expressions of interest to create agreed new product and experiences.</td>
<td>56.9%</td>
<td>128</td>
</tr>
<tr>
<td>Leasing existing Government-managed commercial ventures to private operators.</td>
<td>20.4%</td>
<td>46</td>
</tr>
<tr>
<td>Creating a fund to support private investment in parks and reserves.</td>
<td>34.2%</td>
<td>77</td>
</tr>
<tr>
<td>Improving training and development for parks staff in partnership with private operators.</td>
<td>33.8%</td>
<td>76</td>
</tr>
<tr>
<td>Reviewing processes, costs and durations for commercial tour operator licencing.</td>
<td>20.4%</td>
<td>46</td>
</tr>
<tr>
<td>Granting exclusivity licences for park access.</td>
<td>4.4%</td>
<td>10</td>
</tr>
<tr>
<td>Government offering co-marketing opportunities to tourism operators as part of tourism business licences.</td>
<td>37.8%</td>
<td>85</td>
</tr>
<tr>
<td>Creating planning mechanisms to give clear guidelines for nature-based tourism development.</td>
<td>46.2%</td>
<td>104</td>
</tr>
<tr>
<td>Creating a framework for formally investigating any grievances between tourism operators and Government.</td>
<td>4.4%</td>
<td>10</td>
</tr>
</tbody>
</table>

Answered question 225

Skipped question 5
Which of these partnerships and support actions are most important for driving the growth of nature-based tourism in South Australia's national parks, marine parks and reserves? Choose only three of these actions:
Q6. Visitor experiences

To provide a basis for discussion at May workshops, survey respondents were asked to choose three of the most important actions from the visitor experiences suggested list.

The top three suggested visitor experiences actions were:

1) Broadening nature-based tourism experiences to build on the South Australian food and wine brand.

2) Identifying new wildlife and hands-on experiences and tours.

3) Government providing access to capital to assist with developing new parks experiences.

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifying new wildlife and hands-on experiences and tours.</td>
<td>35.4%</td>
<td>81</td>
</tr>
<tr>
<td>Broadening nature-based tourism experiences to build on the South Australian food and wine brand.</td>
<td>40.6%</td>
<td>93</td>
</tr>
<tr>
<td>Developing indigenous cultural tourism.</td>
<td>31.4%</td>
<td>72</td>
</tr>
<tr>
<td>Government providing access to capital to assist with developing new parks experiences.</td>
<td>36.2%</td>
<td>83</td>
</tr>
<tr>
<td>Government becoming a more or less active tourism experience operator.</td>
<td>9.6%</td>
<td>22</td>
</tr>
<tr>
<td>Creating guidelines for increasing the diversity of activities, experiences or structures available in high visitation, hardened impact sites.</td>
<td>22.3%</td>
<td>51</td>
</tr>
<tr>
<td>Opening heritage building sites to commercial management.</td>
<td>8.7%</td>
<td>20</td>
</tr>
<tr>
<td>Coupling existing parks accommodation sites with commercial tour experiences.</td>
<td>20.5%</td>
<td>47</td>
</tr>
<tr>
<td>Government shifting to contemporary ways of managing tourism such as online bookings, taking group bookings, building partnerships with local accommodation outside parks or cross selling.</td>
<td>27.5%</td>
<td>63</td>
</tr>
<tr>
<td>Promoting unique wildlife experiences and assets that are close to Adelaide.</td>
<td>21.8%</td>
<td>50</td>
</tr>
<tr>
<td>Returning the money raised in individual parks directly to each site.</td>
<td>28.4%</td>
<td>65</td>
</tr>
<tr>
<td>Introducing Wi-Fi to parks and reserves.</td>
<td>9.2%</td>
<td>21</td>
</tr>
</tbody>
</table>

Answered question 229

Skipped question 1
Which of these visitor experiences actions are most important for driving the growth of nature-based tourism in South Australia’s national parks, marine parks and reserves? Choose only three of these actions:
Q7. Destination management

To provide a basis for discussion at May workshops, survey respondents were asked to choose three of the most important actions from the visitor experiences suggested list.

The top three suggested destination management actions were:

1) Local communities delivering experiences and services in parks.
2) Parks staff becoming active in sustainable destination management planning undertaken by regional tourism entities.
3) Exploring the role Natural Resources Management Boards should undertake in parks.

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government developing partnerships with park boundary neighbours to open land on the edge of parks and reserves to increase visitation and minimise infrastructure. Parks staff becoming active in sustainable destination management planning undertaken by regional tourism entities. Local communities delivering experiences and services in parks. Exploring the role Natural Resources Management Boards should undertake in parks.</td>
<td>51.3%</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>79.0%</td>
<td>177</td>
</tr>
<tr>
<td></td>
<td>83.5%</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>54.5%</td>
<td>122</td>
</tr>
</tbody>
</table>

Answered question 224

Skipped question 6
Which of these destination management actions are most important for driving the growth of nature-based tourism in South Australia's national parks, marine parks and reserves? Choose only three of these actions:

- Government developing partnerships with park boundary neighbours to open land on the edge of parks and reserves to increase visitation and minimise infrastructure.
- Parks staff becoming active in sustainable destination management planning undertaken by regional tourism entities.
- Local communities delivering experiences and services in parks.
- Exploring the role Natural Resources Management Boards should undertake in parks.
**Q8. Consumer marketing**

To provide a basis for discussion at May workshops, survey respondents were asked to choose three of the most important actions from the consumer marketing suggested list.

The top three suggested consumer marketing actions were:

1) Developing collaborative nature-based tourism marketing campaigns.

2) Improving information provision in and around national parks, marine parks and reserves.

3) Improving online visitor resources.

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing collaborative nature-based tourism marketing campaigns.</td>
<td>66.4%</td>
<td>152</td>
</tr>
<tr>
<td>Improving information provision in and around national parks, marine parks and reserves.</td>
<td>49.3%</td>
<td>113</td>
</tr>
<tr>
<td>Improving online visitor resources.</td>
<td>49.8%</td>
<td>114</td>
</tr>
<tr>
<td>Offering co-marketing opportunities to tourism operators as part of tourism business licences.</td>
<td>42.4%</td>
<td>97</td>
</tr>
<tr>
<td>Including information on commercial tours on Government websites.</td>
<td>20.1%</td>
<td>46</td>
</tr>
<tr>
<td>Allowing tourism operators to use the parks brand.</td>
<td>11.8%</td>
<td>27</td>
</tr>
<tr>
<td>Allowing travel agents and online booking websites to sell park products.</td>
<td>24.5%</td>
<td>56</td>
</tr>
<tr>
<td>Extending parks online booking services to services and activities around parks.</td>
<td>12.7%</td>
<td>29</td>
</tr>
<tr>
<td>Changing photography licencing.</td>
<td>9.2%</td>
<td>21</td>
</tr>
</tbody>
</table>

*Answered question* 229

*Skipped question* 1
Which of these consumer marketing actions are most important for driving the growth of nature-based tourism in South Australia’s national parks, marine parks and reserves? Choose only three of these actions:
Q9. Business opportunities

To provide a basis for discussion at May workshops, survey respondents were asked to choose three of the most important actions from the business opportunities suggested list.

The top three suggested business opportunities actions were:

1) Developing partnerships between Government and the tourism industry to further quality improvement and create signature experiences.

2) Developing partnerships between Government and the tourism industry to remove red tape.

3) Recognising excellence from commercial tour operators who support their local area.

Which of these business opportunities actions are most important for driving the growth of nature-based tourism in South Australia’s national parks, marine parks and reserves?

Choose only three of these actions:

<table>
<thead>
<tr>
<th>Answer options</th>
<th>Response percent</th>
<th>Response count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reviewing existing fee structures.</td>
<td>25.0%</td>
<td>56</td>
</tr>
<tr>
<td>Recognising excellence from commercial tour operators who support their local area.</td>
<td>50.4%</td>
<td>113</td>
</tr>
<tr>
<td>Developing formal agreements to forge closer working relationships between Government and the tourism industry.</td>
<td>40.2%</td>
<td>90</td>
</tr>
<tr>
<td>Developing partnerships between Government and the tourism industry to remove red tape.</td>
<td>50.0%</td>
<td>112</td>
</tr>
<tr>
<td>Developing partnerships between Government and the tourism industry to further quality improvement and create signature experiences.</td>
<td>57.6%</td>
<td>129</td>
</tr>
<tr>
<td>Establishing a nature-based tourism industry advisory group.</td>
<td>25.9%</td>
<td>58</td>
</tr>
<tr>
<td>Encouraging tourism operators to experience the state’s parks and reserves.</td>
<td>34.8%</td>
<td>78</td>
</tr>
</tbody>
</table>

Answered question 224
Skipped question 6
Which of these business opportunities actions are most important for driving the growth of nature-based tourism in South Australia’s national parks, marine parks and reserves? Choose only three of these actions:

- Reviewing existing fee structures
- Developing formal agreements to forge closer working relations
- Developing partnerships between government and the tourism industry
- Encouraging tourism operators to experience the state’s parks
Q10. Additional focus areas

Survey respondents were asked to indicate other actions and other areas of potential change in nature-based tourism should be considered.

There is nothing in this survey about sustainability and conservation. I strongly support nature-based tourism and recreation, but this should not be at the expense of the environment.

The above survey appears to be pushing economics and exploitation of our parks resources at all costs. If private or commercial operators are going to be making a profit from a public resource, we should be ensuring this is done in a way that protects and conserves the resource.

Our parks and reserves are an important long-term resource and therefore should not be traded in for a short term economic gain. Extreme care and due diligence should be followed when considering any type of development or activity in these sensitive areas. It is our duty as a community to ensure the protection of these areas for future generations.

As mentioned above, I support nature-based tourism, but any tourism proposed in our parks and reserves should be considered with caution and with the environment and it’s long term conservation and protection as the top priority.

More support for small businesses - less government control and management. It is small businesses that directly offer the product and services to tourists and visitors, not government and government departments.

The major asset for nature-based tourism are the state parks and reserves. Whilst we plan to increase opportunities for more visitors to enjoy these areas, local budgets and ranger staff numbers are being cut. A lack of on-ground staff will not be able to effectively manage visitation as well as all the land management issues involved. Currently, many of the more remote, not priority parks are being impacted on through un-managed visitors and the low staff numbers. Thus providing a reduced visitor experience.

More visitors = more staff

Another opportunity is through co-management. Aboriginal interest in employment through tourism is always high on the agenda. The one limiting factor to get Aboriginal tourism ventures off the ground is funding to provide infrastructure, training, assets and the initial establishment support. Would be good for SA Government to work collaboratively with interested Aboriginal groups and set up tourism ventures on parks and reserves and/or Aboriginal land. Co-management is a good first step in the process. Through collaboration we can lobby Federal funding and support. Could also use the Commercial Tourism operators by encouraging/insisting on joint ventures within parks & reserves. This model has worked well at Nitmiluk National Park with the boat tours, visitor centre and campground management now all run by the Jawoyn people.

fire recruitment workshops and tours
seasonal ranger programs

Simplify the fee structure for entry in parks and reserves. Consider a single annual pass for all SA parks.

We need to assess the existing facilities for tourists available in each of our parks and compare them to what is required for an increased number of visitors. In Birdwatching activities facilities such as hides, walking trails and signage not only provide a better experience to user but can also serve to protect the environment by reducing disturbance, keeping visitors out of...
sensitive briefing, roosting and feeding areas, avoid trampling etc. There are many issues around creating and maintaining such facilities however. Who is to pay for erection and maintenance, how are we going to protect them against vandalism etc? There is a therefore a need for close collaboration between Government, tourism operators and persons knowledgeable about the environment.

More emphasis on indigenous cultural heritage, natural heritage (animals, geology, plant life) and more money spent on enhancing and protecting these opportunities.

- focus on partnerships and collaboration, but business need to stand alone (ie. danger in marketing businesses through government)
- agency culture and staff capability to understand and work with private operators is highly variable, tends to be a strong ‘compliance culture’ and this needs to be tempered with industry understanding and a more balanced approach - this also means clear guidelines around environmental management parameters are required so that there is certainty for all parties
- capital to build appropriate infrastructure, including online information and marketing management is important BUT it MUST be followed through with funding for ongoing maintenance
- new projects involving capital expenditure need to be managed by people with appropriate project management and technical experience, and an understanding of the industry. Don’t assume regional staff have these capabilities.

In line with the food and wine experience, consideration should be given to tourism operators who engage in catch and release or catch and eat as part of a marine park/culinary experience. If tourist are able to experience a catch/clean/cook/eat on site experience it will encourage not only sanctuary zone public education but also give people the skills to appreciate seafood which will benefit the recreational and commercial fishing sectors.

A concern of this would be policing to ensure fish caught in Marine Parks was not removed from the sanctuary zone, i feel that the public involvement and the potential for dodgy operators being ‘named and shamed’ on social media would be a sufficient deterrent.

Not everyone wants to jump in and look at a fish but there are plenty of people willing to catch and release and pay a premium to be able to do so.

I ticked the box about wi-fi in Parks, I see this as a huge benefit and done correctly it could be cost neutral as everyone is used to user pays these days. With public/private partnership wifi can also be a reality in Marine parks too.

Parks fees - it is unfair to charge an inflated parks entrance fee for Shark Cage Diving when sharks aren't sighted. The difference between ‘standard’ parks fees and that paid to shark cage dive should be returned to the site, be it through shark research/wifi and public education and general awareness about sharks.

Keen to be a part of the next phase of consultation.

Government, including SATC, DEWNR and NRM Boards should not try and take on the role of commercial sales and bookings but rather better understand the industry value chain and how to add value to it at different times.

Product development will take care of itself if proper investment is made by DEWNR/NRM Boards and SATC. Im not a big supporter of government led marketing, or government funding of signature experiences such as Southern Ocean Lodge - it is too generic to really deliver return on investment, raises profile above the line, but still is not an efficient use of tax payers money. I understand and agree the need to market destinations and Parks contribute. Currently there's a big hole in product development in both SA and NT with few operators in market development stages, just relying on SATC and government to sell them - this is very dangerous for future growth, if industry has shallow roots. Working distribution chains is a more effective way of selling experiences and understanding market needs to create nature based Park.
experiences/accommodation at a price that will sell.

Rather than try to become a wholesaler and retailer, Parks would benefit from taking a margin after operators have made sales and support operators to sell more volume by reducing red tape, keeping licensing costs down so that operators can respond to changing market demand. Parks can be financial beneficiaries of industry success.

Employing tourism specialists in Parks would be great but they will be limited by the mechanisms of government - i.e. not being able to promote one operator or experience over another.

We work in a global tourism industry that is highly competitive with lots of opportunity in the market place. Rewarding local people and operators, reviewing fee structures, recognising excellence etc is navel gazing and very community based and ‘friendly’ etc but is akin to a pat on the back for cleaning up a spill when the whole Titanic is going down. SA is too insular to be globally competitive, run by baby boomers who sit pretty, tinker at the edges and won’t take risks. It’s time to stop being cute and start being competitive, South Australia! We are at the bottom of the ladder in many tourism and parks measures. We don’t rate as highly as we think, although we should.

I have mentioned above re Williamstown, it is really an overlooked place with regards Nature based Tourism, and it really doesn’t get much coverage because of the decreased numbers of operators... (because there are is so much taken up by the State Government in terms of land mass to the three entities - eg Forestry, Reservoirs and National / Recreational parks

Thanks for the opportunity to comment - it is a positive development for the future of tourism and is a resource in-waiting

A change in mind-set from within the government is required to engage with private operators.

The feedback we receive from visitors regarding our nature-based product is amazing.

Our greatest advocates are Chinese tourists - they cannot believe the nature experiences we offer.

What we need in South Australia is a state government with people who will listen, take action and allow innovative projects and ideas to proceed.

Get rid of the red tape.

South Australia is like a back-water and this perception will not change until the government gets motivated and pro-active about developing our state and what we have to offer.

For too long, our personal experience with the state government has been one of dealing with arrogant individuals who don’t want to listen.

It beggars belief that individuals within the government are permitted to make decisions that reflect their own private views.

This is no way to advance our great state and our colonial pioneers would be turning in their graves.

Nature-based tourism is on the up around the world and is a huge money spinner.

We need to get our state sorted before the ship sails, and once again, we are left standing on the shore watching it sail into the sunset.

- Develop partnerships with tourism operators to provide better access to various parks and reserves
Looking forward to working with DEWNR and NRM to identify opportunities for growth and improvement and the actions required to achieve them.

And then, most importantly, enabling them.

From my point of view making parks more accessible to horse riding and providing basic yards and water at the campsites. A lot of the parks have management tracks and these are ideal for horses to use. By allowing managed horse access it means a lot more people will be able to use the parks and as a consequence value them more and be more likely to volunteer to help look after them.

Secondly I felt this survey is all about making money not looking at providing better access to the parks so more people can enjoy them.

I am not sure this intent goes far enough. Discussions about parks, etc misses key opportunities for river corridors, nature walks that align to other gov land, various trails that cross mix of private, public lands.

The river corridor can accommodate significant growth in tourism with vision and forethought. Look to some great models overseas - eg Lake District. B&B’s, farmstays, pubs etc all benefit from a co-ordinated approach for hikers, walkers and day trippers. Everyone wins and everyone works together. Local gov visitor information centres are under utilised in some regional areas. They do little more than provide information out. Instead they could become the greatest asset for all tourists - co-ordinating bookings, walking etc.

An excellent beginning which will act as “thought-starters” for a “think-tank”.

Discussion on the above points will spill into a cohesive blending of ideas !!

Continuing, frequent, up to date communication and information from the managers of nature-based tourism assets to the local and regional tourism industry.

There are nature-based tourism experiences outside of the parks system, such as those in and around Mount Gambier which would benefit from support from tourism authorities and Government.

Being on the Fleurieu peninsula, tourism and business is particularly worried about lack of water in the river Murray system. Please highlight at every opportunity how important it is to continue with the promise of water maintenance in the Coorong and down to the Murray mouth to save the tourism here.
Domestic and international visitors generally have less time and outdoor experience than previously. They want to engage physically with the outdoors but in a way that is accessible in terms of commitment - audit and build accessibility of existing infrastructure.

- whole of government approach ie DPTI, DEWNR, SATC, LGA - all well and good to have great facilities in the parks but if your caravan falls apart on the road there.....what then!

- ensure nature based tourism is recognised in private land, community land, crown land in care and control of council and crown managed land - this should be a seamless transition for consumers - build alignment, consistency and uniformity of management across various land types.

The changing mix of visitor markets, as well as the aging population, has implications for the type of tourism products and experiences that will be demanded by visitors. – active relaxation - increase the development of multi use infrastructure.

There has been a large increase in the social and environment conscious of consumers - Build "authentic" experiences that will drive dispersal - not just wildlife parks,

Remember local communities (including the VFR market) will still be the greatest visitation to parks etc development and management principles should reflect this. Don't price local "custodians" out of the market - Encourage niche development that will still allow affordable access to all

1. Better linkages between parks across states and cross promotion. So many people do 1 park near Adelaide that is it. We want to them then go and check out parks in the SE or NY regions for example. Need some sort of 'park passport' for tourists and locals a like to encourage them to go as many parks as possible and rewarding them for visiting 3 parks, then 5, then 10 etc.

2. Open up a reveg plot at parks and let tourists and local go and plant a tree or native grass as part of their experience. They can write their name/message on a 'planters wall' or tag on the tree. It is a good way to create now parks parcels, food for wildlife and it is just a fun thing to do.

3. The govt. needs to start valuing the parks and environment instead of pricing it. No point asking people to come visit our parks if mining, fracking and development has destroyed the areas, reduced park sizes and reduced species numbers.

4. no point attracting all these visitors if no rangers and staff. Need to invest in this area. Sure, digital info via phones or interactive digital signage is fun and interesting, but nothing beats a good, friendly ranger.

5. Keep private sector at an arms distance and use them sparingly and cautiously.

6. The focus needs to be on locals and not just tourists. We have obese kids and families everywhere. Lets get these guys into our parks as well. Need some good local campaigns as well as interstate/international ones.

7. Continue improving of infra structure - bridges, paths, walk trails, visitor centres etc. Go and see what other states and countries are doing. Places like NZ and Norway rock in this area.

The changes this Government has made and the proposed changes are seriously wrong on so many levels.

Government’s (and PPP) investment in demand driver infrastructure in national parks should be used as an opportunity to grow tourism for the broader industry in that region. Currently there is a greater emphasis on using these icon commercial
sites in national parks to showcase local produce and services, cross promote other visitor experiences in the region and in general, stimulate the local economy through providing both paid and volunteer opportunities.

An important element for me in the future is how this strategy is use to complement and integrate with other strategies such as food and wine tourism, heritage and cultural experiences, fossil trails and recreational focused tourism.

Leasing sections of Nation Parks and Wilderness Areas to Native Title Holders that have co-management agreements so that Aboriginal people can explore the possibility of creating employment and economic development on country

Offer experiences in National Parks like Recreational Ranger Programs, Coastal ambassadors, Artist-in-Residence, Eco-tours and live-in environmental camps to educate and enhance a deeper understanding of the park eg habitats (marine and terrestrial), fauna and flora, history and culture. These experiences may lead to a greater volunteer pool for re-vegetation programs, reef or fauna surveys.

Increase ‘EXPERIENCE’ in Parks not just a visit.

‘Come and camp and learn’ not ‘Come and camp and drink!’

Events - host events such as concerts, outdoor expos, demo days "pop up", wedding hire, sporting events in parks and reserves to increase the active outdoor communities use. Basic maps and wi fi are lacking and would certainly help the parks.

There is an opportunity to identify nature-based tourism areas where mid-higher end accommodation can be developed in balance with the environment.

For example there are a limited number of good quality hotels outside of the metropolitan area. Beaches and costal areas in the State are a sought after tourist destination. However, beachside accommodation across the state is mainly beach houses - tourist may prefer the comfort, security and service that is provided in 3-5 star hotels. Accommodation in rural towns that are near quality nature-based tourism areas is either b’n’bs, pubs or motels.

The lines of communication between the Gov. Depts who are responsible for the asset/experience and the tourism industry ie. RTOs/SATIC/SATC need to be clearly opened and transparent. The experiences also must be commissionable so visitors internationally can book them. SA has some of the most extraordinary nature-based tourism experiences in the world and they are just not being capitalised on to their full potential.

There are roads along parks rich in biodiversity with speed zones in excess of 100km/h. There should be an initiative to reduce the speed limit in these areas to reduce road kill and improve safety. In particular, there needs to be thought given to the introduction of slower night time speed limits on roads along parks with high biodiversity. The road kill on Kangaroo Island is disgusting. Parts of the Flinders Ranges are also bad, particularly where we now have sealed roads in high biodiversity locations.

The attitudes of some road users is of concern. Road conflict is cause by some drivers seeking to drive more slowly (say at 80 km/h) in these areas, with tailgating and passing pressure from those that do not understand or appreciate the risk seeking to drive at 100 km/h plus, at night.

Slower night time speed limits would enable everyone to drive slower at the same time.

Improved infrastructure - when you compare SA parks to VIC and NT, for example, you can't even begin to compare the
infrastructure, resources and staffing levels for the parks. It’s all very well to want to increase tourism to parks, but parks staff are stretched so thin as it is - who’s going to manage and maintain the extra people? For example, the Coorong used to have 12 full time Park rangers, and it now has two part time parks attendants. Other staff have 8 parks to manage, and that’s including all of the weed, animal, people and infrastructure. In the eastern Fleurieu parks not one has toilet facilities, and the staff that manage them say there’s no point trying for funding to install them as they don’t have the time to maintain them. Having spent time in the Grampians recently you can see the huge number of tourists that flock there for the hiking, camping and park experiences, and when you experience the well maintained tracks and the hand rails, stairs and other infrastructure you understand why. If SA Parks had the same level of investment in them it would increase the number of experiences open to people, as well as the wow factor - like standing out on the Pinnacles at Halls Gap. Connecting people with parks is great, but it needs the infrastructure and staff numbers to support it.

Market research: Who wants to do what, where and for how long. What facilities do they demand? Where do they come from? How do they find and choose NBT holidays

We need to encourage the family camping weekend where kids can experience nature.

You need to fix up your online park bookings.

Please refer to my earlier comments regarding links to digital technologies and the education sector.

Improving accessibility to existing nature based tourism products - e.g. Kangaroo Island.

You have touched on information provision, however the provision of information on experiences for people of all abilities has been identified internationally as a key need. It was a key point coming out of Destinations for All in Montreal last October and again at the World Parks Forum in Sydney last November.

establish the opportunity to get extreme sports on to the Conservation parks and reserve with minimal damage. eg Mountain Bike tracks to area like Paringa Paddock. Overland Corner Nature reserves and Loch Luna conservation Area.

I am supportive of well planned and managed tourism in appropriate locations. My main concern is that Tourism needs to be truly sustainable, an the promotion of tourism access is not always appropriate. This strategy requires a commitment to applying the precautionary principal if there is the risk of impacting on natural or cultural assets, in particular threatened species breeding habitat.

A commitment is required to monitoring potential impacts on an ongoing basis.

It needs to be recognised that that there are areas where tourism promotions is not appropriate, and we need to retain for their intrinsic value. These include Wilderness Protection Areas, Conservation Parks or Zones within them that provide critical habitat or refuge areas.

Tourism operators need to responsible for ensuring they adhere to biosecurity and minimal impact practices.

There needs to be a formal requirement for local accreditation for working in protected areas, including staff and sub contractors.

Local people and local businesses could be included in a custodianship role to increase ownership and help with appropriate use of protected areas.

DEWNR need to enforce relevant Acts and Regulations when tourists or Commercial Operators do the wrong thing. This is
not always the case and we give in to support economic drivers at the expense of the environment.

Consideration must be made of the core values of each reserve, National Park, Conservation Park, Wilderness Protection Area, Heritage Reserve, Nature Reserve or Recreation Park.

local National Park Rangers - need to be available throughout the peak season at least for tourist to chat and learn more about the park they are visiting. Tourist like to hear about history of places and ask questions on certain aspects of parks. There is the chance of a very unique Nature Based tourism with exploring the parks with those that look after the park

The role of nature based tourism is declining for both domestic and international visitors. There are likely to be many reasons:

An aging visitor profile that is not as active in outdoor activities

Poorly maintained infrastructure that does not provide a quality experience

Lack of innovation in the delivery of nature based experiences

The one nature based experience that has really taken off in South Australia is the Shark Cage Diving. This has been an example of Entrepreneurs developing a product with minimal input from Government agencies.

Activities that have the potential to destroy South Australia's nature-based tourism potential need to be prohibited (discussed earlier).

Development of a walking trail between Wilpena Pound and Rawnsley Park would be a major drawcard and a major benefit to the area.

When planning and implementing new products in National Parks, local communities and local tourism providers so there is a collaborative approach.

I recently witnessed the introduction of online bookings to national parks in South Australia which was a disaster. There was not enough consultation with locals, a lack of advertising of the change in booking procedure, and in most cases, a distinct lack of internet service in the parks. I am continually hearing reports of people who have managed to book on line, arrive at the park, finally find their designated campsite, only to realise it is too small, and return to the city, totally dissatisfied.

If this is to be avoided in the future, the decision-makers need to get out of the city and investigate the possible implementation problems on the ground.

If the aim is to produce ecologically sustainable products in National Parks, then why not follow the accreditation processes that other tourism operators follow - Eco-Tourism Australia? The fact that National Parks have been out there "doing it" will not work in the future. Selling a tourism product needs to be done in conjunction with other operators in the region.

The perception of National Parks in local communities needs to be changed. This can only be done by consultation with the locals, as they will be good promoters of the product if they can see it will enhance what they are doing. More “good” product in a region, creates more for visitors to experience, and keeps them in the region longer, so all parties benefit.

Asking the tourists what they want to do and see. Educating old style farming communities that eco tourism is an industry.

Camping along the River Murray is an increasingly popular, cheap family holiday option. However, at peak times, the spaces
available are limited and there is insufficient infrastructure to support the influx. There needs to be more toilet facilities and designated camping areas. This would assist management and the resilience of the landscape during peak times but also encourage wider usage during the non peak times.

Other commercial opportunities could then be built around the fact there is this large number of people in the area at particular times.

Fees should be increased to a point where it is actually cost effective to collect them, and it creates a level of respect for the privilege of camping in a park but is still an affordable option.

A lot of the camping currently occurs on Crown land where there are no fees and no services unless they are provided by local councils on dedicated Crown land. DEWNR is still responsible for the management (and clean up) of these locations but there is no planning for how this use occurs.

Provide capital and training for the establishment of social enterprise with locals ensuring co management and sustainability.

Ensure exploration of new tourism product involves all stakeholders and has a long term view of site with a focus on environmental stewardship.

Increase activities in parks. Todays culture is not about taking time out and meandering quietly on walking trails (for some maybe) we need to offer more excitement like bike tracks and camping.

The availability of activities needs to be available on line so visitors can decide what they want to do on the weekends or holidays and where. Most visitors are working between 9 and 5 and don’t always have the time to call during business hours and make booking enquiries.

My husband manages a motel on KI and most visitors book on line and some do the research on line and phone for any further information they may require.

there is great potential for signature week long experiences with science project operators. See Christmas Island bird and nature week.

If you want to get an experience to grow and make money...you really need to make it easy, affordable and exciting for a lot of people. So really you want to be within 80 klm of Adelaide, the closer the better. When people come here promote other regions.

Some opportunities are opening the reservoirs to non motor activities, sailing, canoeing, picnic and short walking trails. More bike trails in parks.

Licensed 4 wheel drive tours on fire tracks...limited.

Encourage Australian native food growth and consumption. Farm the native foods.

Update Cleland with a small train ride around the Park so fat people can enjoy a visit..plenty of fat people in this new world. Also add a water slide or two. Make Cleland more fun.

You could have slippery slides down the side of Mt Lofty...walk or bus it up and slide home!

SA parks have a lot to offer, but many of them are not being looked after appropriately. There needs to be a balance between conservation, active recreation and nature-based tourism. For instance, visiting a pristine beach is an attractive
nature based destination. Yet many beaches on the limestone coast are degraded from heavy use by 4WD vehicles. Further resources need to be put in to maintaining parks and visitor facilities as well as ensuring that the flora and fauna are protected and conserved.

Park Rangers offering paid guided visitor experiences in collaboration with industry - could cover costs of ftes easily and have more money for infrastructure, visitor and land mgmt to reduce impacts and enhance sustainability .. as well as happier parks staff

Just would be great to work together more and look at ways CTO’s can look at business opportunities in parks. EG pop up hire bike services on weekends at Craigburn?

The focus appears to be exclusively on Parks and Reserves. Much of our State’s natural environment is on other types of land tenure. Especially crown land and pastoral lease are land tenures that could benefit from improved clarity around access arrangements by tour operators. Accessing those areas would open up a whole host of visitor experiences that are not tapped into in national parks.

AS MENTIONED ABOVE , EDUCATION

RESPECT OF THE MULTICULTURAL NATIONALITIES IN THIS COUNTRY

RESPECT THE 2 LORES/LAWS WE HAVE IN THIS COUNTRY

ABORIGINAL INVOLVEMENT IN ALL ASPECTS OF TOURISM

WORKING TOGETHER CARING AND SHARING AND RESPECTING EACH OTHER IN THE COMMUNITY AND THE WORK FORCE.

I strongly disagree with the assumption that it is good for nature-based tourism to grow. What would be the aim of such growth? Would it lead to an increase in resources for the maintenance and protection of the parks? Would it lead to the maintenance and improvement of the ecological functioning of the ecosystems in the parks that the native plants and animals depend upon? These should be the highest priorities, not the business opportunities that they might provide. Turning the parks into high energy playgrounds for humans goes against the original intent of their establishment. The words "for human enjoyment” are often mis-interpretted. The parks were proclaimed to be for human enjoyment of wilderness, relatively pristine places, not as quasi amusement parks, criss-crossed with bike paths, horse trails, and buildings.

Make best use of buildings within national parks. An excellent information centre was built at Innes but now that bookings are on line does this centre have counter staff to assist visitors with local information? It could have incorporated a coffee shop or internet café to allow visitors to engage with local park staff, raise some revenue and give visitors a place to have a snack on entry or exit from the Park.

Many visitors still want to see a person to get information on such things as where to park, walking trails, beach access and particular highlights of the area - weather conditions may have revealed something of interest along the coast that may be covered up shortly as conditions change.

encourage restaurants to work with landowners to grow small crops of native food for restaurants
do an "app rating" (ie a scoring by people who have used them) on organic alternatives to herbicides and pesticides

Help entrepreneurs with budgets on prospective eco tourism ideas, then potential to grants for top ideas

There has been talk about ‘priority parks’ which by its nature means there are (at best) low priority parks. This sends a bad message about the parks that are not ‘priority parks’. Why would people go there? Infrastructure at some of these parks is poor or not maintained. If we want to increase park visitation we need to be considering all parks - not just those that are close to Adelaide and/or close to the cost. Need to see them as an opportunity - not a liability, which is how I feel they are currently viewed. Need to link parks with other local activities and interests. eg Naracoorte Caves World Heritage site with Bool and Hacks Lagoon Ramsar wetlands which are only 20km apart.

In each section where parks staff are mentioned it has to be noted that park staff are extremely thin on the ground and the really only just covering day to day management of relatively large and geographically widespread park areas. Further involvement from park staff has to recognise that they are currently over-committed.

Long term an international advertising campaign to increase awareness of nature based tourism in SA and what we have to offer. Target specific countries with visitors who have already been to Australia and seen the major sites like Sydney Harbour etc and who are repeat visitors to Australia. Perhaps those who visit family who live here such as British and Chinese nationalities.

The premium food and wine brand is important to the Chinese market, perhaps look at tying that in to nature based activities so visitors can look at having both types of experiences here.

Development of more areas and experiences for self tourists, that do not want formal engagement with tourist operators, to visit and stay in parks.

We need to consider regional capacity to deliver an increase in nature based tourism to regions and this program needs to be resourced appropriately. Park staff numbers have been significantly reduced in recent years. In this region the reduction has been approximately 50% in the last ten yeas, with a concurrent increase in the reserve system that needs to be managed.

Allow and encourage small family business to develop a sustainable business without fleecing us to your own gains and detriment of our possible working margin. keep licence fees minimal. We would love to be involved in a new meaningful direction towards a rewarding venture.

The most important thing is the preservation and regeneration of the Natural environment- healthy natural systems are what people want to experience- and we need infra-structure to control usage and minimise damage. Put he money into environment and infrastructure and online information / publicity and interpretive signage so that these areas become educational tools.

Ehy not reinvigorate the conservation corps, landcare Environmental Action program and other programs that involve the (un- under)-employed and retired and develop skills and positive attitudes while supporting healthy environments.

Nature based tourism should be accessible to all including locals and tourists. Making parks and reserves less confusing as to what you can and cannot do in these locations. Can you camp, can you have a picnic, can you take your dog on a leash,
how much, where do you buy your pass...do you need a pass? Is it a reserve or a park...what is the difference. Many visitors/consumers would be confused unless they are regular park/reserve users. I presume you want to increase visitation and this can only come from new visitors who are interested but not sure how to access information and what they do within a park...is there any attractions that would encourage them to pay to enter? Need something new to market!

Make it more simple to find out this information. Tell people what they can do within the park/reserve and try to include other things to do while in the park eg tennis court, hands on experience eg hold a koala, small animals for children to interact with, talks on parks/reserves during school holidays. Hands on experiences for visitors so they understand the importance of the parks/reserves survival.

All new and proposed tourism developments in Parks/Reserves to respect cultural and traditional community uses in those areas - eg fishing, camping, hunting.

Really sorry, as I don't want to be negative, but by the selections provided on this survey it is evident this department has no idea of what is actually required to increase tourism, create jobs and stimulate local economies.

The process is simple - identify the assets and attractions in each region. In consultation with local government, RDA’s and local business associations, create localized plans that encourage private investment to the sector which can then be supported by SATC based marketing campaigns.

This process doesn’t provide me with any confidence that new jobs will be created or tourist opportunities will be grown.

When funds allow, promoting as many of our parks, large & small, as possible.

Let the tourism operators get on with what they do best and ensure the government cuts red tape not increase it!

There needs to be an active program of developing partnerships between Aboriginal Traditional Owners and Native title holders and successful Tourist operators.

This process needs to be managed through NRM supporting Co management structures.

Partnerships with other tourism providers/operators to provide "signature experience" package in each region that incorporates nature based tourism, unique accommodation, heritage and culture, local food/wine/produce and transport

Identify and support development of events that encourage "nature based tourism" - e.g. cycling/hiking challenges

Provide loans or grants to invest in tour assets such as off-road tour vehicles.

More wildlife parks (like Cleland) adjacent to tourism centres, ie Spring Gully in Clare

Consultation with Visitor Information Centre managers would provide feedback from those who are at the coal face of tourism every day.

Local initiatives, specific to regional attractions are supported. Parks Week, Nature Play, Special events to attract local groups and businesses. Connecting communities with parks ‘adopt a park’ - work on park, learn about the park, show case
your park for others and be recognised for your efforts.

Include groups and volunteers in meaningful tourism/promotional projects that allows for input of expert knowledge and commitment to engage others in their interests.

Support for indigenous communities to fulfil their potential in cultural tourism and create local pride and employment.

Commercial opportunities should be maximised. This will enable vital funds parks need to maintain facilities/trails etc and reintroduce bushcare initiatives. Weed management is becoming a problem in many parks and it's impacting their conservation value which can also impact visitor experience.

Partnerships, improved commercial ventures and increased online marketing/access and potentially unlocking increased private investment access would only be a positive for nature based tourism in SA.

Regional DEWNR branches supported through funding to develop marketing products for parks that can be used around the region and interstate. The limestone coast gets majority of its visitation from Melbourne capitalise on the tourism market coming along great ocean road into the region. Touch screens in airports, tourist information centres showcasing video imaginates from our parks. Cameras located at special spots in parks that can be looked at via the website to show the parks in real time.

The marketing of parks that currently happens is by outside media eg picannie ponds is often being filmed by organisations from around the world we don't have any marketing strategies that showcase this ourselves.

We shouldn't be chanelling all of our marketing expertise and $$ to the Adelaide parks

Really promote the World Heritage Naracoorte Caves and Diving/Snorkelling Picannie/Ewens Ponds.

Add Ewens Ponds to th e booking system

Q. 5 is very government focused. There should be more emphasis on the tourism industry working with government at state and regional levels to develop a state and regional nature based tourism plans, this could be done in conjunction with regional NRM Boards.

There is too much emphasis on “on park” development. We should also look to develop partnerships off park and build into those partnerships greater protection of natural assets.

There is great potential for corporate support for natural assets and their improved management to support the South Australian food and wine brand, which could be coupled with green credentials for business.

DEWNR staff need to mix it with Chambers of Commerce, Aboriginal organisations and Tourism Industry to foster opportunities and that the agency develops a ‘can do’ attitude.

DEWNR needs to be far more entrepreneurial with experience based tourism . For example allowing defined privately operated xcountry tours say with wide wheeled 16 -20 seater 4WD cruisers through dunal or inaccessible country in regional parks to latch into the nomadic travelling market; mobile coffee establishments and WIFI in car parks of high visitation sites.

Recognize fishing as a nature based activity.
Stop granting exclusive access to those who pay.

Granite Island should be taken over by the S.A. State government and all areas of the island and the Penguin Rescue Centre should be put under the protection of one management. The penguins live in a delicate ecosystem that is all to often disrupted by humans walking through their breeding areas and damaging revegitated areas. The island desperately needs more signage to restrict tourists out of their breeding zones. We need to value and protect what we already have before focussing on new ventures. The Penguins in the Granite Island Rescue Centre maybe the only live penguins we have on the south coast and the centre needs to stay open, allow their penguins to breed while they still can and educate the public how important it is to look after this little penguin colony before they become extinct in S.A.

I applaud the growth and promotion of nature based tourism in SA parks and reserves. However, I believe that regardless of whether commercial or government tourism ventures and nature based experience promotion increases, currently the parks are not adequately resourced for current visitation management. Therefore I feel investment into the current facilities and resources (Staffing etc) would be essential for any growth in the nature based tourism area.

Making sure that tourism operators are aware and informed of sustainable practices so if they are using the parklands they are taking care of it. i.e. Garden of Unearthly Delights and Croquet Club leave the parklands in an awful state when finished - dead grass and cracked soils. They should be embracing the areas they are in and being involved in promoting them and the sustainability and the local wildlife that normally reside there as well as the local community that still wishes to enjoy these areas when these events finish.

strategic and integrated planning across the landscape (tenure blind) is needed, including access routes and tourism flows; development of nodes where significant investment in infrastructure might be facilitated through agreement with the private sector and that other smaller investments can then be ‘hung from’; learn from places like South Africa on how government, community and private sector partner; consider a range of products, including exclusive high end opportunities that can generate income for parks, BOT model; bigger focus on integrating cultural and historical experiences into offerings; more focus on outdoor adventure activities; greater promotion of marine parks and marine experiences; voluntourism and citizen science; information and booking systems need to be flawless and contemporary; focus on reducing environmental impacts, carbon neutral, and state of the art design will also provide marketing edge.

Create better information systems to allow more Park Access during the bush fire season, which is too long anyway.

Nat Parks to do more controlled burning and build more and better park access tracks through Parks.

Ensure better cell phone service in nat parks.

At least quarterly meetings between SA Government Agencies who impact on park management, with non-government organisations, and businesses who promote tourist activities in the parks, to improve services and reduce red tape.

Practically nothing of your notions are practical. It’s not bureaucracy and government involvement in business operations that will improve anything.

Too much emphasis on commercial operators. Recognize volunteer groups and the valuable role they play in tourism in SA. Allow volunteer groups to apply for funding for tourism related projects that would be undertaken a a fraction of the cost of a commercially produced project.
The options given here are by myopic city people who do not have a clue as to what is happening to our fantastic State. All they can think of is lets have a Conference, a Workshop with a controlled result, lets talk about cutting red tape and ending up creating more and so it goes on.

Licence fees, permits, compulsory insurances, survey fees, accreditation, SMS’s, police checks, medicals, and heaps more redtape are making the cost of our tours too expensive for people too be able to afford!

Whilst based on commercial realities of life it is essential that programs are of educational AND financial benefit to ALL parties whilst fostering preservation and sustainability.

Having had the privilege of signing the first 2 MOUs between National Parks and a private operator in delivering a commercial product in TAS and WA and having worked all over SA I can only reiterate that there are no one-sided solution and if there is no commercial proven viability a project should NOT proceed. Emotionally driven product fails!

I would like to also have ticked the nature based tourism advisory group. It is important that we have a dialog between those that manage the parks and those who use them. I also believe that the fees should be set using the following formula. A fee that is paid for by the whole of the community i.e.Government for the environment including research and conservation of nature and a user pays fee for the cost of operating a site.

Greater focus on nocturnal access and related product development.

Greater focus on private/public sector partnership.

Greater focus on capitalising on the ‘recently’ established marine parks.

Please make sure that passes are not just available online in the future planning. We already have had to help so many people with the printing of passes that they purchased before they arrived, we have also had to deal with the complaints from travelers that were unable to get the internet to purchase the passes that were only available online. It would be a huge mistake to make all parks passes only available online. We are in the country and don’t have reliable internet service. Also we have been unable to have brochures supplied by parks, they are online but again most people don't have a printer while traveling and they want the brochure in they hand to be able to refer back to, it is also a much more detailed map of the area, it has been unavailable we were told due to budget cuts so we have had to print out for customers for quite a few years now. A human face is extremely important as we are able to provide all the information needed and give suggestions, road conditions and can make recommendations based on personal experiences.

The nature based component of the SA tourism brand has always been weak when compared with other States and Territories. Government in SA has never been strong enough to seriously commit to changing our positioning through the provision of tourism infrastructure in parks in the way it has occurred in Tasmania and other places. Fiddling around the edges and hoping that the private sector will do the heavy lifting will not change anything.

The State needs to focus on the best experiences it has to change perceptions and to develop product in these areas that will support sophisticated nature based tourism experiences. Kangaroo Island and the Flinders Ranges are probably the best candidates. The new walking trail on KI is a great initiative but simply building the trail and asking the private sector to partner is not enough. The new trail needs on trail accommodation to be a marketable walking product to interstate and overseas visitors and this should be supported by government. The private sector will become interested if the trail is a success and ownership can be transitioned when appropriate or can be run in parallel as happens with the Overland Track and the Milford Track. Walking is a winter activity and warm shelters are required - not permanent tents.

The Flinders Ranges National Park for an international walking experience is the other opportunity and overnight on-trail accommodation should be supported by government. Again once the popularity of the experience is proven the accommodation could be transferred to the private sector. Again it needs to be substantial huts or lodges - not permanent tent camps. A walking experience of 4 or 5 nights could start at Wilpena and run up the valley to Parachilna stopping...
overnight at Bunyeroo, Brachina and Aroona. This would make a great hero experience and would take the pressure off St Mary’s Peak. While probably unrealistic if you could restrict vehicle access this would add to the wilderness nature of the experience.

The positioning for the Flinders is nature based recreation - not ‘Outback’ as some would contend. It is consistent with the offering of places such as Cradle Mountain and the Grampians.

Philip Jones in his book Ochre and Rust tells a great story about aboriginal pilgrimage to the Flinders to mine ochre at a special site in the area. There must be a lot more we can do to link authentic indigenous history with nature based experiences in the Flinders.

In the Riverland and we can see the benefit in:

1. marking all creeks with their names
2. marking canoe trails
3. cheaper camp fees for school groups who engage a qualified guide
4. banning duck shooting from areas where people are actively promoting nature-based experiences

Provide the opportunity for tour operators to Cleland to book a koala hold instead of first in first served. Set a bookable limit of say four or five holds to add a little bit of certainty. Perhaps add an extra cost for this service.

Have a contact to allow a tour operator book an aboriginal guide for several hours to interpret perhaps Cleland or the Onkaparinga River Estuary that could meet at a set location or join the tour.

It can be costly to advertise our tourism experiences through ‘South Australia.com’. Could there be substantial discounts for State government departments?
Appendix: discussion paper submissions

Ten discussion paper submissions were received. Permission was granted by six respondents to release their submissions publicly, as per the following pages.
Submission one: Desmond Gubbins

Nature-based tourism in South Australia

This submission relates to the Yankalilla District and my knowledge about the natural places as a local resident and a tourism provider.

1. The Native Forest Reserve at Kalamunda could be expanded and to provide a series of Walking Trails. The Kalamunda Area is the head waters to Black Fellows Creek and is associated with the Tjilbruke Dreaming story. Many of the areas described in this story are in Government reserves providing an opportunity for interpretive trails and cultural activities. The story around the Kalamunda and Ingalilla areas follows: Tjilbruke left his nephew’s body outside and, walking into the darkness, found a place where there was a suitable ledge of rock. He put sticks up, just was done when the body was being smoked, carried the body in, placed it on the platform, and left it. He did not emerge from the cave but went on into the depths of the hill for a long way. He made the way wide enough for him to continue inside right up on top of the range at Waleria nengai (now Mount Hayfield). Emerging there he shut the ‘airhole’ where he came out. He ‘fixed it up with gravel’ to appear he had ‘never come out there’. Going down to the foot of the hill he shook his body and dust came off him. This became the malka? (yellow paint or ochre) which is used for decorating or making spears flash.

There are caves and water sources with falls in the area that are already being used for public recreation and an enhancement of these areas would be of benefit both to the existing visitors and aboriginal groups that have a connection to the Tjilbruke Dreaming story. Many of these places are known locally but a comprehensive management plan is needed to protect and interpret these places in conjunction with local people and aboriginal groups now studying the area like Tandanya and Warraparrinna associations.

The Tjilbruke story relates to other government areas like Cape Jervis, Rapid Bay Wirrina Cove and Karikalinga.

At Rapid Bay existing camping on state land could be upgraded and interpretive sites properly acknowledged. The land titles in the area are do not sit correctly with current usage and this should be addressed with the owner around the Jetty and the Yankalilla Council to provide parking and rehabilitation. There is a lot of potential at Rapid Bay for Nature Based tourism linking in with the new jetty that would also complete a project started some years ago.

Karikalinga has the Bull Rush Swamp in the Tjilbruke Story (he cried there and a spring flowed) on land owned by the Transport Department at Haycock Point. The Kongerati Cave with the body of a woman found by Norman Tindale that is in The
SA Museum and the spring that flows near where Tjilbruke cried should also be reconciled.
The Tjilbruke story is very detailed and further details on actual places can be obtained by contacting the author of this submission.

Desmond Stanley Gubbin
THE WANDERINGS OF TJIRBRUKE

Tjurbruke and his fellow Patpangua clansfolk were living at Tankurlawun near Rapid Bay. Tankurlawun (its name has the meaning of the Granite Place) was one of their summer camping places near Wituwatang. Today Wituwatang is known as Rapid Head.

There came an urge among some of the members of the band assembled there including some young visitors to go north and arrange a hunt for kari (or emus).

Many kari were to be seen in the rawe clanlands of the Tandarja people at Adelaide, because that big bird was their nagi or totem. They did not kill them although they feasted on their eggs.

Tjurbruke, who was a hunter skilled in kangaroo spearng did not wish to go, but his much loved nangi or sister's son, named Kuhltiwi, who was visiting with him along with several companions did so wish. Kuhltiwi called his mother's brother (warra or kawarrak) as did two other younger lads whom he persuaded to go along with him. Both Juraw and Tejuwi bore the same relationship in Tjurbruke although they were by different mothers. They departed hastily. It may be assumed that their families accompanied them although the story, as told, often omits such details.

Tjurbruke not wishing to take part, shifted his camp more leisurely, moving through the rawe of the Wajarilum clan which begins near Karkalinga, a name still on the map as Carrickalinga. He arrived at Wituwatangk (now known as Brighton). He and his family were welcome visitors in the clan lands of the Jatailingk at Wituwatangk whose purskakura (hunting territory) extended northward along the coast beyond the place now known as Outer Harbor. Tjurbruke spent much of his time at Wituwatangk fishing for numari, also called dhawra (beakod salmon, Gonantheus gracilis). He used a special nure or net, termed a danumkarrk nure, with which several persons helped in the haul.

Meanwhile Kuhltiwi and his companions, travelling ahead, had sought out, and quietly were driving several emus ahead of them without revealing their presence masking their moves by holding up shields of branches of eucalyptus leaves. They moved across the middle of the Mikawunna, the Adelaide plain, because they needed to keep the birds close to the coast so as to corner them at Mulldang on the northern tip of the Outer Harbor Peninsula. Ancestors had made the Port River for them so that this could be done. Four male kari and four females, known as tarpu, were caught up in their drive. By keeping on the costward side of the plain, the hunters were avoiding trespass on Tandarja hunting grounds because they had not received permission to take emus there. The hunt was going well.

However there was a disturbance. Near Patawijank, now called Glenelg, some Jatailingk women were cooking herbs in their stone ovens. This caused the emus to turn away inland. Kuhltiwi had to race around, going far into the Tandarja rawe by way of Medlandi, now known as Medland, to prevent the birds escaping from the trap. During this trespass Kuhltiwi had killed a female bird. Some kari had escaped but others were successfully held over several days at Mulldang while the men and their families fed on the body of the tarpu.

46
While this was going on Tjibrunki and other people with him had shifted camp to Tuhukudangk, now called Kingston Park. From here he made short excursions inland. He saw the old tracks of emus and their hunters going north but also the fresh tracks of one male bird; he decided that this would be his bird to hunt, since according to custom the first to sight the presence of game had the right to take it. For a while he continued to fish, taking several further hauls of kurari for his journey.

Then Tjibrunki left, following the track of his kurari along the coast to Kurellung (Gallow Cove) and on to Tambarang now Port Noarlunga, to Rawarrun (Port Willunga) and to Witwawu where the tracks turned inland. There, near Sellicks Hill, the old name of which has been forgotten, the tracks were lost.

Meanwhile the hunters decided to go back to the rest of their people. They arrived in Witwawangk during a very heavy morning fog, found the camp empty and that Tjibrunki had left.

Tjibrunki, having lost all traces of tracks, and judging that the male bird would continue its movements southward along the coast, turned inland on a path which took him through the valley at Maipangga (which still bears the name as Myponga), travelling to Mutuparinga, a place where there are many blackwood trees, continuing down the Hindmarsh Valley (Jaladula), and passing Jeritoworri, to Victor Harbor at Larang. He still thought the emu might come around the coast so he hid in ambush and watched for several days. No tracks appeared so he went back on his own trail and found a place where the old tracks had been covered by newer ones. There was good food for the bird here in the forest, far inland from his Witwawangk camp at Rapid Head. In the distance he saw the smoke of a small fire and, heading in that direction, he heard the voice of Kulultuwu singing while one of the younger men was preparing a cooking fire for an emu Kulultuwu had killed.

This was the bird which Tjibrunki had been following and expecting to spear. He confronted Kulultuwu claiming that his nangari had been wrong in killing his male bird. His own footprints should have indicated this to the younger man.

Kulultuwu said, "Sorry, I did not know it was your kurari. You saw the bird first. Cook it and take it home to your children.

Tjibrunki replied, 'No! You killed it. You cook it and give us some of the meat.' He had some kangaroo meat and did not need the emu. Tjibrunki then departed.

Kulultuwu made ready the wungu oven, making the bed of hot stones, placing the green herbs over them, putting the bird on and covering it with further herbs and earth, and pouring on water to make much steam. After waiting for it to cook Kulultuwu, as was customary, dug in and took out the head of the bird to see if it was ready when a sudden burst of steam blinded him. Thereupon his part brothers, Jatetjara and Jurara taking advantage rushed in, speared, and killed him.

The boys reasoned they had killed their janafulia, or elder brother, because he had transgressed, having really known from reading the tracks that the bird belonged to their waru. The youths cut off the meat; from the bones of the bird and carried it to their own people of the Jatubiling clan. They left the body of Kulultuwu. They told their folk that Kulultuwu had done wrong. They used a northern word for emu implying that the bird meat was evidence
that Kululuwi transgressed. Their people carried the body of Kululuwi to Warpari (Smur Creek) on the Adelaide plains near Marion where they continued the burning of the body on a rack over a fire.

The youths made up a story that Kululuwi, in fear of the anger of Tjirrbru, had gone away elsewhere to hunt further for emus. When this false story reached him at Rapid Bay, Tjirrbru asked several members of the Wajarlung clan living north of his country to give a message of forgiveness to Kululuwi. Although they knew of the death of Kululuwi they with malice, did not tell him the truth.

Searching for Kululuwi Tjirrbru went first to Longkowar (Rosetta Head), the great bluff on Encounter Bay, then up Mulapari the Inman River to Towarrang near Moon Hill and on to Maikabanangk near the coast at Normanville. His family had gone with him. Then he began to wander about by himself going as far as Nutarang (Lands End), at that little still in Kaurna country (according to informant Karlowan).

Heading north again, he came to the place near where he had seen Kululuwi last and chanced to see some sugar ants on the track. He picked up some ants carrying human hair and others with blood and red ochre. Further on, he found more and knew in his thoughts that nangari was dead. He saw where the body had been, and where people had made a smoke fire. They had made a tindula, or drying rack of poles tied together like a raft such as a man uses when fishing. On the third day they had, as was customary, covered the body with red ochre tawie from Potartang. They had carried the bier towards Adelaide.

Having made these discoveries Tjirrbru said, 'I have only one spear properly fixed. I am off!' He left the place in the wita (peppermint tree forest) and went towards Rawarangal (Port Elliot). At Rawarangal he had opportunities, through his munumpu (trading partners), to obtain good spears which had come from the Tangankai people on the Coorong. On the way, while walking along the Mulapari (Inman River), he met Joldi the red-backed kingfisher (Halcyon pyrrhopygias) man. On hearing his story Joldi gave him a spear as did another man, Joldi, of the black commodore (Philacme corvina cauda) totem at the Finniss. Tjirrbru, with his new weapons, chose to follow tracks along the eastern side of the Mount Lofty Ranges through Peramangk tribal country, keeping to their eastern boundary to avoid serious trespass. On the way he camped at Wilajara near Strathalbyn then at Peters (Woodchester Waterfall), then at Moontaingal (Mount Barker), and at Barudongga, now the mining township of Buhunga. Travelling on through places not now remembered, he came to Kalia (Gawler) which was the beginning of Tandanga clan country. Keeping near the coast he travelled south. He had learned where a big camp (saladamari) was gathering at Marion at Sturt Creek. He arrived very weary, at Wilawatang.

Children saw him and cried out, 'Here is old mutant'. Old father mother's brother soon was the centre of a gathering and he told them he would stay to rest only the one night. He saw that the two men, Jurawi and Tjetarwi were present. Acknowledging that Kululuwi was dead, they deceived Tjirrbru about the real killers, blaming his death on strange people who might have been Peramangk tribes-folk who had come along the Mount Lofty Range.
Tjdirruki ignored their implications, knowing that they were lying. He practised deception also, saying, ‘Yes! I know! Strange men came from the warm (forest) country in the north. He thus made out that he thought the young men were innocent. On the following day Juravi and Tjiravi with their families made a part day’s journey to Warripari (the Sturt Creek at Marion) where they settled in at the big taidamari hut. The body of Kulultumt was still being smoke-dried there on a rack. In the evening they began huddling (dancing) for the old man and he initiated others. Then he sang the whole camp to sleep. He teased them by calling out, ‘Come! Give help with a load of jorari fish!’ There was no response and the old man said, ‘Ah! I’ve got you!’

Tjirruki was a master at fire-making. He took powdered stringy bark tree bark norti (tinder) and set it round the taidamari with much grass, leaving only a small gap at the entrance. Then using a burbo (iron pyrites) stone and a piece of flintstone (poldor), he started fires at each pile of norti as tinder, telling the fire to blaze up quickly. He cried out loudly, ‘You are getting burned! Camp on fire.’

The top of the taidamari began to fall in as it burned and all the people attempted to rush out. As children came out he kicked them with his foot and hit them with his club. Out came Juravi whom he speared with a wurrak or dread-spear, one set with quartz chips in resin on its head. The spear entered Juravi right up to the lungs or swelling of resin set on the spear to prevent its too ready removal from the wound.

Out came Tjirruki whom he speared also and held in the fire. Only when he felt no further kicking did he accept that they were done. He pulled out the spears and waited until morning as the taidamari burned to the ground. Tjirruki took the dried body of his nanga to Tidakandang, a spring of good water on the beach of Kingston Park Reserve at Marion. There he completed the smoking of the body of Kulultumt and an inquest was held. Many people gathered for the ceremony. The names of the two killers were confirmed. Tjirruki learned that his nanga had indeed been struck down while raking the head of the emu from the fire, looking for fire steam coming from its hull, indicating the bird was cooked.

Carrying his burden, now a dry compact parcel, Tjirruki said, ‘I go back now!’ He departed walking along the coast to Karella, now called Hallett Cove, where he rested. As he reclined he began to think about his nephew and burst into crying (korridik). Tears ran down his face and here they fell to his ground a spring of water welled up (thus the spot became a camping place). Tjirruki then journeyed to Tanbaram (Port Noarlunga) where he burst into fresh tears. He went on to Peatang (Red Ochre Cove, Section 302, Hundred of Willunga) where he cried again; yet another spring of water came up. He then walked to Ruwaran (several hundred metres south of Port Willunga jetty). The tide was out. He sat down on the beach and cried once more. The hah! (tears) dropped on the sand, causing a spring to appear. At high tide the sea covered it, but when the tide fell again the fresh water could be obtained by scraping in the sand. It remains so today.

The old man then carried the body to Wintawali (on the beach north of Sellicks Hill). He noticed that there was a fine bay which would serve at night as a good netting place for sea salmon. His tears were still flowing.
and brought a spring into being there (vicinity of Section 639 Hundred of Willunga).

While there, Tjurbruki began to think of further bridges, as he was passing through the pangkara of the Wiljanung families it disturbed him that they had failed to pass on his message of forgiveness to Kululu and his other nephews. Instead of continuing along the beach he turned inland and climbed over Sellicks Hill. He kept Maupanga on his left and climbed another high hill (it may have been Mount Jeffcott or Black Hill). There he made a smoke signal. White smoke went straight up. People who were camped at a place called Wrakabbi (saw the smoke and began to interpret its meaning: Turil ga waswar warati. (Smoke plenty going upwards.)

Kern lore kata malbur undal. (Men straight up, good news of killing.) (Loosely translated as ‘guilty of murder’ in faralide.)

Ipi nil land. (He is coming home.)

Tjurbruki made other fires as he picked up the answering smoke, and continued to do so until he was close enough to hear the people shouting. It was the camp of the men Limi and Ngarakkani.

Nity purtululul. (He is coming.)

Those who were still in their huts asking:

Joneleya? (How far away?)

Nity teipululul. (He is close.)

Tjurbruki heard their questioning. He untied his bundle of spears taking as many as he could hold, and walked directly into the camp. A first spear he drove into Ngarakkani, another into Nenaratavi, a third into Limi, and the last one into Tulaki. (Even in those days it was proper to spear people in the legs unless murder was the direct intention.) The men saw that Tjurbruki meant mischief and all took headers into the water and turned into fish. Thus, in the sea off Naldeŋa today you will find Ngarakkani the gummy shark (Mustelus antarcticus), Limi the cobbler carpet shark (Surorectus testudinatus), also Nenaratavi the southern fiddler (Trigonorhina guanaua) and Tulaki, the long thin shark with the flag on it (which we have not identified, although it perhaps is the cocktail shark, Cornicula braschiura). These fish became the ngart or totems of members of the Kinjarling clan of the Karuwa tribe.

Any other people who were present when Tjurbruki took his revenge fled and turned into birds, leaving only the old man there, alone. Satisfied, Tjurbruki stayed there a while and when his nephew’s body was again dry enough to carry, he rolled it in a kangaroo skin and continued on his journey.

Tjurbruki came to Karkalunga (Section 1018, Hundred of Yankalilla), just south of the place known to Europeans as Carrickalunga Head. Here there was (and is, for informant Karlowan had seen it himself) a little swamp flat where nurri grows, very green like a reed. Rafts, called kandisi were made of the dried stems of this plant (probably a Typha). Tied up in bundles, they were used along the Murray River.

Continuing his journey along the coast Tjurbruki went to Konaratonga where there is a parri, or cave. Just before he arrived at the parri he again sat down and cried, a small spring flowed there. He did not go into the cave but walked further on, a few hundred metres to the mouth of a small creek that is a camping place. He continued walking, sometimes on the shore and at other times above the cliffs, all the way to Parewarangk (now Cape Jervis). From Parewarangk he returned northwards along the foreshore below the cliffs and
came to another peri (called Jinarwing by another informant). It is close to the place from which you Jinarwing (turn back) because the water is too deep for one to pass along the shore.

Tjibruki left his nephew's body outside and, walking into the darkness, found a place where there was a suitable ledge of rock. He put sticks up, just was done when the body was being smoked, carried the body in, placed it on the platform, and left it. He did not emerge from the cave but went on into the depths of the hill for a long way. He made the way wide enough for him to continue inside right up on top of the range at Watira nengai (now Mount Hayfield). Emerging there he shut the 'airhole' where he came out. He 'fixed it up with gravel' to appear he had 'never come out there'. Going down to the foot of the hill he shook his body and dust came off him. This became the milkali (yellow paint or ochre) which is used for decorating or 'making spears flash'. (A further comment from the informant: 'Gold has been found there. It may be from off him').

Tjibruki arrived at Tjirrugawi (west of Mount Robinson), the camp of the Kurnngi tribe men Kenori of the warwarai totem (ring-tailed possum, Pseudochirops parvus). Kenori was a member of the Pohumpindji clan and Tjibruki received permission from him to take warwarai so that he could make a skin rug for the coming winter. He was feeling old. He looked out and saw a swampy lagoon and said to himself: 'There is no use in my living like a man anymore'. However, he left the camp of Kenori (whose adventures, which became a separate story, took place after Tjibruki departed). The old man walked along the southern shore of the Flinders Peninsula on land well above the sea until he came to the kaikuniga (or high hill) called Longkowar (Rosetta Head).

'This place will do for me', Tjibruki thought. How will I do it? The answer came. On a tree nearby there was a bird, a kelendi (the grey currawong, Stomatopogrus versicolor). He stalked the bird, killed it, plucked the feathers, and then rubbed the bird's fat over his own body. He recalled that Kelendi, when he was still a man, was a great messenger who travelled around the country singing songs and telling people of the coming meetings for initiation of their young men. Tjibruki tied the bird's tail feathers on his arms with hairstring. Then he split the flesh between his big toes, and the third and fourth ones, made a run, and 'straight away started to fly'. As a Tjibruke, which white people today call the glossy ibis (Plegadis falcinellus), his spirit still appears in bird form where there are swampy areas. His body became a matowatam (a memorial), a rocky outcrop at Barkununga (on Section 1857, Hundred of Kurnngi) the place of 'hidden fire'.

51
SUBMISSION TO PARKS SA — NATURE BASED TOURISM DISCUSSION PAPER

Thank you for the opportunity to provide a submission in relation to South Australian Nature based tourism. We think the discussion paper and project is a positive step towards developing a strategic approach to nature-based tourism.

Background

Big Run Events is an event operator specialising in running, trekking and outback music events.

Our first Trek which we have established is the Burke and Wills Trek, a 330km 11 day fully supported Trek, following in the footsteps of Burke and Wills across 2 deserts and finishing in Birdsville. The majority of the Trek takes place in South Australia, where we cross the Strzelecki Desert and Sturt’s Stony Desert, not following any existing tracks or trails.

The Trek has been 2 years in development and involved extensive planning in relation to the logistical and safety aspects, plus working together with stakeholders from Parks SA, Traditional Owners, and other parties to ensure access to the Trek route. It operated for the first time in 2014 with around 40 Trekkers taking part.

The Trek is unique in Australia, in terms of its historical and cultural aspects. The Trek follows as close as possible to the known route taken by Burke and Wills when they left the Big Tree, and we have Australia’s foremost Burke & Wills historian along as our Trek guide and historian. We also have traditional owners of the area, the Yandrwarra and Yawarrawarrka people along who outline the cultural history of the area, and explain about artifacts that we come across during the Trek. As the Trek covers a unique desert area where very few people go, and focuses on both the pioneering and aboriginal history of the area, we believe that the Trek has the potential to become an iconic Australian Trek and a sought after Outback experience, not only for...
Australians but for international visitors.

Tourism Australia has identified multi day walking and Trekking experiences as a growth market and one that attracts overseas visitors, so we believe the Trek fits that criteria.

Now that the Trek product has effectively been created, the challenge for us as operators is that we are a small company, and although we have the experience and resources to operate the Trek, and cater for a large group of people, we do not have the spread of resources and network required to adequately market the Trek particularly in overseas markets. As the costs of staging the Trek are very high, we need a minimum number of Trekkers to enable us to break even, so our challenge is to attract enough interest in order to be able to operate it each year for a reasonable return.

We were lucky enough for the Trek to be featured in the Weekend Australian on the 11th and 12th April, as part of a Great Australian Journeys special (see attached) so that has given us good exposure but we need to further promote the Trek to a wider audience particularly overseas.

Therefore this submission is focused around our recommendations as to what can be done to assist a product that has been established to gain a foothold through marketing and awareness. We believe that there are much great nature based tourism products and experiences available, and to be able to capitalise on what they offer to tourists will only help to create additional tourism in the state.

The following are our points, which although are brief cover the areas where we believe further focus and development would assist.

Partnerships and Support
We believe co marketing opportunities are a valuable and effective way of promoting such tourism, and we would like to see government co marketing opportunities being developed, and that there is a specific and strategic focus on a wide variety of nature based tourism experiences.

Visitor Experiences
We would like to work with government to assist us in promoting historical and cultural tourism. We believe that nature based tourism has an important role to play in preserving our cultural Indigenous heritage, and collaborative efforts between private and government organisations should foster the
development of activities that preserve such culture.

**Consumer Marketing**

We would like to be involved in collaborative marketing campaigns, and believe that by being able to work with government on such campaigns that their reach and effectiveness can be enhanced.

We would like to see regional event development funding be made available to enable agreed marketing campaigns to be developed and delivered, both nationally and internationally to promote nature based tourism events such as a Trek.

We believe products that deliver experiences on an annual basis should be treated as events for the purpose of event based development funding. We would be prepared to develop a full marketing strategy for consideration of any regional event funding assistance, if such a program was available.

Thank you for the opportunity to make this submission, and we would be happy to assist by participating in any working or focus groups, particularly in the area of domestic and international consumer marketing and co marketing opportunities.

Yours Sincerely,

[Signature]

Greg Donovan

Managing Director
MY EPIC FAIL

How to follow in the footsteps of Burke and Wills - and survive without your tunnails

By Greg Kenny

E
day 20. The last time I was this tired was after a 50km run. I'm barely standing, the pain in my calf is intense. The main thing that you notice is the sheer number of people who are walking towards you. It's a surreal experience. As we cross the finish line, the crowd erupts into applause. I look up and see a sign that reads: "Congratulations! You've just completed the Summer Half-Marathon!"

The next day, I wake up feeling refreshed. My legs are sore but I'm ready to tackle the full marathon. As we start, I feel a rush of adrenaline. I'm determined to finish. But as the miles tick by, I begin to doubt myself. The heat is intense and the course is challenging. I start thinking about giving up. But then I remember why I'm here. To raise money for charity. I push through the pain and keep going.

At the end of the race, I see the sign: "Congratulations! You've just completed the Summer Full-Marathon!"

I sit down on the grass and take a deep breath. I'm exhausted but happy. I've done it. I've completed the Summer Full-Marathon. It was tough, but it was worth it. I've accomplished something that I never thought I could. I now know that I'm capable of overcoming challenges. I'll never forget this experience. It was an incredible journey and I'm grateful for all the support I received.
There was a young couple in the street who laughed to each other as they walked down the sidewalk. The sun was setting, casting long shadows on the pavement. They were dressed in casual clothes, with the woman wearing a red skirt and the man sporting a blue shirt. They seemed to be enjoying each other's company, and their laughter filled the air.

The street was quiet, with only a few people walking in the distance. The buildings on either side were tall and modern, with large windows reflecting the setting sun. There was a sense of peace and tranquility in the air, as if time had slowed down.

As they continued to walk, they passed a small park, where a group of children were playing with their bicycles. The children were having a great time, riding their bikes and laughing at each other's jokes. The sound of their laughter mixed with the occasional bark of a passing dog, creating a melody that echoed through the streets.

The young couple continued to walk, enjoying the beauty of the evening. They were both in love, and the world seemed to move in slow motion as they held hands and talked about their future. They knew that life would bring its challenges, but they were ready to face them together.

And so, as the sun set over the city, the young couple continued to walk, their laughter echoing through the streets. They were young and free, with the world at their feet, ready to take on whatever challenges came their way. For in the end, it was the small moments that made life truly beautiful.
Submission three: Stephen White, CEO, Georama

-----Original Message-----

From: Stephen White
Sent: Monday, 20 April, 2015 3:03 PM
To: DEWNR:Parks SA Marketing
Cc: Chris Adlard

Subject: Nature Based Tourism submission from Georama

Georama is focussed on digital media and presentation for tourism, and we provided the imagery for the Koala Enclosure, Ocean Park in Hong Kong. We have a focus on the Far North, Flinders, Arkaroola and Barossa. We also covered the Torrens with Adelaide Oval and Adelaide City for the 7 million visitors a year expected to go through the Enclosure. We are very interested in nature based tourism as this is why people come to visit South Australia, however businesses are only willing to pay for their own premises and the Government support ends at the provision of free nature parks. We donate our tours to DEWNR however this is not a sustainable business model.

The three areas we think are most important to drive tourism are Consumer Marketing to boost numbers, and Business Opportunities which will support all the other categories listed. Those Business Opportunities will need to come from Partnerships and Support, because nature based destinations do not have a commercial basis.

We would like to see Information Management added to the focus areas, as good information provides a guide to the best experiences. This requires agreement across the tourism industry to avoid being spread across multiple online services. As an example, many local businesses put information onto Facebook, however Chinese tourists use WeChat and Alibaba. The experiences available now are not being fully utilised due to lack of discoverability. Even the park rangers are not aware of how they are presented due to having very old computers and poor access. It would be best to make the most of the facilities in place now now, and then add more experiences.

None of the options in Partnership and Support are applicable for kickstarting initiatives. With the car manufacturing and Defence industries closing down in South Australia, there are a number of highly talented people without backing resources. It would be best to readily provide small contracts for a larger number of people.

Visitor experiences also does not list a suitable option. Please see below.

All of the options in Destination Management are applicable.

All of the options in Consumer Marketing are applicable.

By contrast, none of the options in Business Opportunities are applicable. See below.

The hit and miss nature of the options provided indicate that you’re very aware of the problems, however there are a limited number of options that you have available. New technology can provide you with more options and possible solutions. Only the Government knows what strategies and funding it is about to supply or cut. The Government’s role in nature-based tourism is to maximise the effectiveness of its support for making things happen. If most of the community does not know something is happening, then there won’t be the ground swell of interest to sustain new initiatives. This is where new technology can provide you with more options and possible solutions.
Virtual reality (VR) headsets are now proliferating around the world and our national parks and nature-based tourism can be advertised to overseas tourists via this media. Georama has an existing library of several hundred SA tourism views already formatted for VR headsets and ‘VR kiosks’ can be set up to invite tourists to spend their holiday dollars in SA. The tours enable potential tourists to look around the national parks, see what they could do if they visit in person and select a destination they would enjoy. Georama is happy to produce virtual tours of the rest of SA’s national parks to promote increased tourism, but some funding is needed in future to cover our costs if we are to undertake this work.

A balance needs to be struck between conservation and making the parks interesting places which people want to visit, especially with their children. Facilities of interest, i.e. kiosks with food and drinks, tennis courts, accommodation and access roads have been taken out of at least one park, citing environmental considerations, resulting in very few visitors. Well-run caravan/cabin parks with facilities and shops could be set up very close to our park entrances, also providing jobs for people to run them. In our extreme temperatures, many of the less fit or intrepid tourists may not relish the thought of sleeping in a tent without heating, cooling, or shower facilities.

To meet the varying needs of the tourist, as each are individuals looking for experiences that make their trip worthwhile. There are a lot of businesses that exist within their own premises, providing services like restaurants, theme parks, however in the end tourists are visiting because they want to experience Australia. Only national parks provide that experience. In Katherine Gorge in the Northern Territory, very successful indigenous cultural tourism has been developed where delightful tours are offered by indigenous groups who tell the charming stories and history relevant to each area. This could be used here in our parks.

As a company, Georama is strangely split between providing free photography of DEWNR resources, and businesses that will pay for coverage of their premises. It needs to be possible to scale a business for presentation of DEWNR resources to attract more tourists, otherwise the compounding process cannot get started - even though the initial resource is free.

Stephen White,
CEO, Georama
Submission four: Charles Carlow, Director, Wild Bush Luxury

From: Charles Carlow
Sent: Monday, 20 April, 2015 1:58 PM
To: DEWNR:Parks SA Marketing
Subject: Wild Bush Luxury - input to nature tourism discussion paper

I have completed the online survey regarding the nature-based tourism discussion paper but just wanted to add comments that were not necessarily so easily incorporated into the survey.

Role of Parks/Government vs Tourism/Private Sector

Much of the survey assumes that government/parks continue to play a role in the commercial aspects of national parks. It has always seemed to me that the primary role of Parks is in conservation and ensuring that ecosystems and biodiversity are preserved for future generations while the commercial sector and tourism in particular can be better utilised to help fund Parks’ conservation objectives. If managed properly there is a common interest in tourism in seeing biodiversity protected.

South Australia’s place in Australia’s nature tourism sector

South Australia does not have a tourism industry that has been developed on the back of volume tourism in the way that the Queensland coast and parts of NSW have and it is therefore in a position to build a high quality and nature-focused image for itself. Kangaroo Island is already well on the way in leading that profile. The focus on needing to increase its percentage of total visitors to National Parks in Australia is misplaced. A measurement that focussed on the absolute contribution that tourism makes to national parks would be a more relevant benchmark and in certain national parks, this would encourage a focus on small numbers of high end visitors.

‘Tourism’ as a term can be very misleading – many genuine nature tour operators will see themselves as conservation operators and understand their contribution to conservation through the educational components that they bring and the indirect contributions to a local economy that is based on the environment.

Parks’ role in engaging with tourism comes in setting the conservation guidelines and framework under which nature tourism at large and small scale levels can operate in national parks, whether this be in determining carrying capacities in well-visited parks or in setting the environmental practices that operators must follow in order to maintain their licences to operate in parks. Parks’ role will be in laying down those guidelines and then ensuring that they are managed. Short sighted tourism operators will regularly try and circumvent guidelines for short term financial gain (and longer term environmental detriment) and frameworks need to be in place to ensure this does not occur. Engaged nature operators will be de facto rangers and another set of eyes and ears for parks.

Comments on components of the survey

Partnerships & Support

The private sector is always going to be better at identifying marketing opportunities, appropriate market sites etc for tourism opportunities.

Africa manages a system of private concessions for operators looking to make significant infrastructure investments within park boundaries and the conservation interests of Parks and the private operators are completely aligned but the private sector will want a definition of exclusivity to have the confidence to invest.
Fast track approvals are fine but only if there is a framework under which conservation objectives have been laid down for the tourism operators, that allow for decisions to be made.

**Visitor Experiences**

Government/Parks should become a less active tourism experience operator in its own right – this should be left to the private sector.

Government should be creating the framework for sustainable businesses focussed on conservation and nature to be established in parks – this particularly includes security and longevity of leases, incentives to support the establishment of a business etc as a more important element than the provision of ad hoc grants per se.

Wifi in parks! - a double edge sword. Within accommodation in parks, yes it is becoming something that guests expect, particularly in more mainstream areas, however, it should not be such that it detracts from the quality of a nature experience in the field.

**Destination Management**

As far as Parks’ involvement in destination management, this should extend to the conservation requirements of a particular destination and not the commercial intricacies involved thereafter.

Partnerships with park boundary neighbours – these have great potential to support visitation to a park and to extend the ‘de facto’ boundaries of a park, however, it should only be done if neighbouring properties are signing up to a clear conservation framework under which their tourism is operated.

**Consumer marketing**

Increase visitation and yield? Some environments will not lend themselves to unending increase in visitation, which is a traditional tourism measurement. A focus on the absolute contribution that tourism makes to a particular park will be often be more appropriate and will drive different brand and marketing initiatives.

Collaborative nature-based tourism marketing campaigns is the remit of the SA Tourism body, whose mandate it is to drive the campaigns around the state’s natural assets. Again something that Parks as a body should not be so directly involved with. On a smaller scale, the rationale behind the photographic licencing rules is unintelligible – opening up the freedom to photograph landscapes will undoubtedly assist in smaller and more innovative operators and media publicising landscapes.

Charlie
Submission five: John Biggins, Chairperson, Friends of Granite Island

From: FoGI

Sent: Monday, 20 April, 2015 1:54 PM

To: DEWNR:Parks SA Marketing

Subject: Nature Based Tourism Discussion Paper

Please find attached a copy of a proposal for developing a “Visitor Strategy” intended to increase and sustain the numbers of tourists visiting Granite Island. These outcomes will be achieved by enhancing visitor experiences through access to high-quality nature-based tourism products & services.

Proposal includes running a series of workshops with key stakeholders to identify opportunities to improve existing and/or develop new nature-based tourism products & services for enhancing visitor experiences that are commercially feasible and sustainable. It also includes the development of an action plan for implementing these selected opportunities.

Granite Island offers significant potential for nature-based tourism activities, especially given its proximity with the Encounter Marine Park. However, these opportunities fail to be realised due to several factors, including a lack of an agreed vision for the future for the island.

I would appreciate the opportunity to participate in future discussions on this subject.

Regards

John Biggins

Chairperson, Friends of Granite Island
DRAFT

Project Brief

1. Title
Visitor Strategy for Granite Island Recreation Park (the “Park”)

2. Problem
Tourism within the Fleurieu Peninsula contributed $378m towards the total tourism expenditure for South Australia valued at $5.1bn. For the 2.3m day trips to the Fleurieu Peninsula in 2014, Victor Harbor was the most visited destination and with the highest tourism expenditure (i.e. average of $68 per day for day-trippers and an average of $340 for overnight visitors).

Granite Island’s contributions (both current and potential) towards enhancing the social, cultural and economic vitality and viability of the local and regional communities is neither widely understood nor appreciated, whereby it is greatly undervalued and/or taken for granted by many within the community.

These contributions include (but not limited to):
• Daily recreational use of the island by local residents helps to achieve better health and well-being outcomes for members of the local community.
• Visiting international tourists enrich the social and cultural diversity of the town.
• Showcasing the Park’s natural resources provides the opportunity to enhance knowledge, understanding and appreciation of the region’s biodiversity, as well as, its cultural history, especially for the local indigenous communities.
• Estimated 700,000 to 800,000 plus visitors a year to the island represents a “captive” market with the potential to make significant contributions towards the local economy.

Consequences arising from this lack of understanding and appreciation of both the nature and extent of the Park’s contributions to the local community include:
• Significant and obvious deterioration in the island’s assets, both natural (flora and fauna) and built (infrastructure and facilities);
• Decline in the variety and quality of products and services available to visitors, both on and off the island; and
• Decline in the number of visitors to the island, with flow-on decline in visitors to the town.

3. Contributing Factors
These problems are the result of (but not limited to) the following inter-dependent factors:

3.1 Lack of leadership
Governance body responsible for managing the Park (i.e. the Granite Island Management Committee) has been disbanded. It included representatives from each of the following major stakeholders:
• State Government Departments (e.g. Environment, Water and Natural Resources; Primary Industries and Regions (Fisheries); Planning, Transport and Infrastructure)
• SA Tourism Commission
• City of Victor Harbor

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1 Regional Tourism Profile for the Fleurieu Peninsulas 2012-13, SA Tourism Commission.
2 Independent estimates provided by City of Victor Harbor and the SA Tourism Commission.
3 Statement from City of Victor Harbor tourism officer at meeting with representative of the DEWNR.
This committee’s responsibilities were limited to "reactive" operational management, dealing with issues as they arose. Importantly, it had neither the mandate, authority nor personnel necessary to fulfil the role of strategic planning and setting future directions for the island, especially with regards to managing the products and services that ultimately impact on visitor numbers and the quality of their experiences.

3.2 Lack of a plan
Currently, the only plan for the Park is a Draft Park Management Plan that details the DEVNR’s legislative responsibilities for managing the park. There is no plan that sets the future strategic directions for the park in terms of enhancing visitor experiences that will lead to increased numbers of visitors to the island, as well as encouraging their greater contributions towards the socio-economic vitality and viability of the local community.

3.3 Limited dedicated funding
Consequence of not having a detailed future plan for the Park agreed to and endorsed by the major stakeholders is the lack of any dedicated funding to undertake the on-ground work programs that are required to rectify the problems identified above and to achieve the intended outcomes regarding enhancements to visitor numbers and experiences.

4. Desired Outcomes
To ensure that the Park’s valuable contribution towards enhancing the social, cultural, environmental and economic prosperity of the local and regional communities is fully realised and sustained into the foreseeable future, the first order desired outcomes include:

- a sustainable increase in visitor numbers throughout the year; and
- increased uptake by visitors of the social, cultural and commercial products and/or services provided by the local and regional communities.

Second order benefits arising from these outcomes will be to assist all of the participating stakeholders in advancing their strategic objectives as summarised below (Table 1):

<table>
<thead>
<tr>
<th>Partners</th>
<th>Strategic Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department for Environment, Water &amp; Natural Resources (DEVNR)</td>
<td>Case study for the successful practical demonstration of the development and implementation of a Visitor Strategy for one of the State’s nature parks in accordance with the guidelines of their People and Parks – A Visitor Strategy for South Australia’s National Parks, Marine Parks and Reserves policy.</td>
</tr>
<tr>
<td>Natural Resources Ranges Region (AMLR)</td>
<td>More effective and sustainable realisation of the AMLR’s management objectives for the Granite Island Nature Park through greater collaboration and contribution from partners within the wider community.</td>
</tr>
<tr>
<td>Adelaide &amp; Mt Lofty Ranges Natural Resource Management Board (AMLRNRM)</td>
<td>Contribute to the achievement of both the 20-year and 3-year immediate targets of the AMLRNRM’s regional NRM Plan through greater engagement with and contribution from the wider community.</td>
</tr>
<tr>
<td>South Australian Tourism Commission</td>
<td>Enhanced “marketability” of Granite Island Nature Park as a destination for local, interstate and/or international tourists seeking nature-based experiences and activities.</td>
</tr>
<tr>
<td>City of Victor Harbor Council</td>
<td>Increase in numbers of tourists visiting the area resulting in: • Improved commercial viability and sustainability for local</td>
</tr>
</tbody>
</table>
businesses across all sectors
  • Greater social and cultural enrichment of the local communities through the influx on tourists

Local businesses
Improved viability and sustainability of the local economy from an increase in the number of tourists to this region due to the attraction of visiting Granite Island.

Local Indigenous community
Greater knowledge, understanding and appreciation of Aboriginal cultural heritage associated with Granite Island through access to a range of interpretative information products and services.

Local community organisations
Increased opportunities, support and recognition for the contribution from local community groups towards the tourism, recreational and conservation activities in the park.

5. Objectives
Achieving these outcomes will require:
  • providing visitors with access to a variety of high-quality nature-based tourism activities aimed at enhancing their experiences that lead to a better understanding, enjoyment and appreciation of the value of the Park, thereby, encouraging their greater contribution to conservation activities within the Park
  • providing access to a suite of innovative products and/or services designed to increase visitor participation in the social, cultural and commercial activities of the local community.

Both of the above will in turn require a more integrated and collaborative "partnership" approach by all participating stakeholders in managing the "visitor experiences" both on and off the Park.

6. Recommended Solution
Key enablers for meeting these objectives include:

6.1 Plan – Develop a Visitor Strategy
A longterm plan is required to determine the nature-based tourism activities (both new and/or improved existing) that will be made available to visitors on the Park that will ensure a sustained increase in the numbers of visitors and encourage a greater contributions from them to the social, cultural and economic activities in the local community. This will require providing visitors with access to a variety and high-quality nature-based tourism activities aimed at enhancing their visitor experiences that will subsequently:
  • promote their better knowledge and understanding of the island’s natural resources (e.g. flora, fauna, geology) and cultural history (i.e. both pre and post European settlement);
  • enhance their enjoyment and appreciation of the park, as well as its important role in directly conserving these attributes;
  • encourage their greater contribution to conservation activities within the park; and
  • increase their time spent in the town and surrounding areas, as well as utilising in a range of social and commercial activities available.

Opportunities described in the Visitor Strategy for improvements to existing and/or development of new nature-based tourism activities to achieve these intended outcomes need to be prioritised.
Essential criteria for prioritising these opportunities will be confirmation that they have met the necessary requirements regarding feasibility of establishment and deployment, as well as, their ongoing operational and commercial viability. Furthermore, these opportunities must contribute towards achieving the strategic objectives for each of the participating partners (see Table 1).
In summary, the key objectives of the Visitor Strategy will include:

- Creating the Park as an exciting, rewarding and memorable place to visit.
- Enhancing visitor use, enjoyment, understanding and awareness of the park and its value.
- Ensuring that recreation and tourism activities are both environmentally and economically sustainable.
- Enhancing stakeholder involvement and collaboration in setting the future directions for recreational tourism in the park.
- Simplifying the processes for partners to provide recreation and tourism experiences for visitors.
- Developing an understanding of the social, health and economic benefits of parks.

6.2 Action – Develop an Action Plan
Opportunities identified in the Visitor Strategy must be both technically and financially feasible within predefined quality, time and financial constraints. An Action Plan is required that:
- describes the ordered sequence of tasks and activities to be undertaken in the design, development and deployment of the opportunities identified in the Visitor Strategy;
- estimates the effort in terms of resources, time and costs required to perform these tasks;
- identifies any risks to the successful execution of these tasks within pre-determined resource, time and financial constraints, as well as recommending strategies to mitigate these risks.

6.3 Leadership – Establish a new Governance Framework
Good governance will be required to ensure that:
- Visitor Strategy identifies a range of opportunities for improving visitor experiences in the park and provides a framework for planning future investments that are closely aligned with the strategic objectives for each of the participating partners;
- Action Plan describes a detailed and structured programme of work for all of the activities to be undertaken in the design, development and establishment of these opportunities, as well as, a corresponding schedule, estimated costs and responsibilities for performing these tasks within pre-determined quality, time and resource constraints.

A new Governance Framework needs to be established that has the mandate, authority and personnel required to fulfil these obligations. It needs to support a more “partnership” approach involving all stakeholders that will be required for the future management of the Park.

7. Solution Implementation
Methodology for creating each of the above (i.e. Visitor Strategy, Action Plan, Governance Framework) involves three successive phases:

(a) Planning Phase (Estimated duration 6 to 9 months)
Tasks include:
- Establish Governance Framework
- Develop Visitor Strategy
- Develop Action Plan

(b) Establishment Phase (Estimated duration – as per schedule described in the Action Plan)
Implement the Action Plan that will design, develop and deploy the opportunities recommended in the Visitor Strategy.

(c) Maintenance Phase (Estimated duration – ongoing)
Tasks include:
- Ongoing maintenance and support for operating the new and/or improved nature-based tourism activities that have been established.
8. Implementation Tasks
Tasks for implementing each of these successive phases and producing the associated products are summarised below.

8.1 Establish Governance Framework
As the custodian of this the Park, the DEWNR will establish the following governance bodies:

- **Executive Committee** - responsible for ensuring that the Visitor Strategy is closely aligned with the priority strategic objectives for each of the partner organisations, as well as ensuring the commitment of the resources required to implement the Action Plan.

- **Steering Committee** – responsible for development of the Visitor Strategy and corresponding Action Plan, as well as subsequent operational implementation of the work program described in the latter.

DEWNR will formally contact the following stakeholder organisations seeking their representation on each of these governance bodies:

- Department of Environment, Water and Natural Resources (DEWNR)
- Natural Resources, Adelaide and Mount Lofty Ranges Region (AMLR)
- Adelaide and Mt Lofty Ranges Natural Resource Management Board (AMLRNRM)
- South Australian Tourism Commission (SATC)
- City of Victor Harbor Council
- Local business (x)
- Education (primary and secondary) (x)
- Local indigenous community (x)
- Local arts community (x)
- Local community-based “environment” groups (x)

(x) Appointed members on governance bodies will be required to represent their business and/or industry sector as a whole and not their own private enterprise or interest.

To assist partners in nominating appropriate representation, preliminary one-to-one discussions will be held with each of the partner organisations to inform them of:

- aims and objectives of this initiative
- proposed methodology
- contributions expected from participating partners (see details below regarding specific tasks).

Once established, members of Executive Committee will be required to participate in a Governance Workshop designed to provide them with a working knowledge and understanding of the theory, practices and skills required for adopting “collaborative governance” (see 8.2.1 below).

Note:
Phases (a) & (b) implemented as a project (clearly defined objectives, deliverables, duration, resources, costs). Hence, proposed Governance Framework for phases 1 & 2 is designed around project management.

Phase (c) deals with ongoing operational maintenance of products and services created from phases (a) & (b). Hence, previous Governance Framework would be modified to accommodate this change in requirement.
8.2 Develop a Visitor Strategy

Process for gathering the information required to prepare a Visitor Strategy would include:

8.2.1 Preliminary Workshop

Aims of the Preliminary Workshop are to introduce partner representatives from both governance bodies and to provide them with information regarding this initiative and the expected roles for participating partners. This will assist partners in preparing for the forthcoming (2) workshops.

Executive Committee members will be required to attend a Governance Workshop aimed at providing them with the knowledge and skills regarding "collaborative governance".

Steering Committee members will be required to attend the Planning Workshop aimed at gathering the necessary information for preparation of the Visitor Strategy.

The structure of this Preliminary Workshop is summarised below:

<table>
<thead>
<tr>
<th>Presenter</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Environment, Water and Natural Resources (DEWNR)</td>
<td>Introduction to the People and Parks: A Visitor Strategy for South Australia's National Parks, Marine Parks and Reserves to provide context regarding the State Government's expectations regarding the adoption of a new approach to the management of parks involving greater community collaboration.</td>
</tr>
<tr>
<td>Natural Resources, Adelaide and Mount Lofty Ranges Region (AMLR)</td>
<td>Regulatory requirements and priorities for management of the Granite Island Nature Park</td>
</tr>
<tr>
<td>Adelaide and Mt Lofty Ranges Natural Resource Management Board (AMLR NRMB)</td>
<td>Priority status of Granite Island Nature Park within the regional NRM Plan</td>
</tr>
<tr>
<td></td>
<td>Plan with respect to funding for on-ground work activities and/or ongoing programs.</td>
</tr>
<tr>
<td></td>
<td>Strategies for raising profile of Granite Island Nature Park within the revised regional NRM Plan and opportunities for NRM funding to help support the implementation of the Action Plan.</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Outline project in terms of:</td>
</tr>
<tr>
<td></td>
<td>• aims, objectives and intended outcomes</td>
</tr>
<tr>
<td></td>
<td>• products to be produced, especially the Governance Framework, Visitor Strategy and corresponding Action Plan</td>
</tr>
<tr>
<td></td>
<td>• processes undertaken to produce these documents</td>
</tr>
<tr>
<td></td>
<td>• governance arrangements</td>
</tr>
<tr>
<td>Workshop Facilitator</td>
<td>Detailed description of the aims and objectives for the Governance Workshop and Planning Workshop, especially regarding the outputs to be produced.</td>
</tr>
<tr>
<td></td>
<td>Contributions required from contributing partners particularly regarding the identification of feasible and viable opportunities for new</td>
</tr>
</tbody>
</table>
8.2.2 Planning Workshop
Partner representatives on the Steering Committee will attend this Planning Workshop, which has the following objectives:

- Identify and prioritising opportunities for new and/or improved nature-based tourism activities for enhancing visitor numbers and experiences that they have identified and assessed as being feasible to establish and deploy, as well as remain operationally viable in the long term.
- Identify and prioritise the barriers that currently hinder and/or prevent the realisation of these opportunities.
- Recommend options that are considered to be most successful in removing these barriers.

Partner representatives will be required to prepare this information in advance for presentation during the Planning Workshop.

Output from the Planning Workshop will be the Steering Committee's first draft of the Visitor Strategy for consideration by the Executive Committee. Endorsement from the latter is required before commencing the development of the Action Plan.

8.3 Develop an Action Plan
An Action Plan is required to guide the development and subsequent operational deployment of the opportunities identified in the Visitor Strategy that has been endorsed by the Executive Committee. This will require detailing:

- All (improved and/or new) tourism activities (products and/or services) to be developed (PBS)
- Tasks and activities required for the design, development and operational deployment of these products and/or services (WBS)
- Individuals and/or organisations responsible for performing those tasks/activities (Responsibility Matrix)
- Effort required to perform these tasks/activities in terms of resources, time and costs (budget)
- Timeframe for executing these tasks/activities including any interdependencies between tasks (Work Schedule)
- Assessment criteria for determining that all products and/or services developed meet pre-defined and agreed quality requirements (Quality Plan)

Partners will need to independently prepare this information regarding the opportunities that they recommended for the Visitor Strategy. However, the scope of the Action Plan is to include all opportunities identified within the Visitor Strategy, which will require collaboration between members of the Steering Committee. Once approved by the Steering Committee, the Action Plan will be presented to the Executive Committee with the recommendation that it be endorsed.

9. Costs
Funding will be required to meet the following costs:

(a) Project Manager responsible for:
- Establishing the Governance Framework to oversee the development of the Visitor
Strategy and the subsequent implementation of the Action Plan.

- Organising the three (3) workshops.
- Preparing the Visitor Strategy documentation for consideration and endorsement by each of the new governance bodies.
- Liaise with participating partners to develop an agreed Action Plan that includes confirmation of their commitments to provide the resources and funding required.

(b) Facilitator responsible for running each of the Preliminary, Planning and Governance Workshops including:

- Recommending structure and processes
- Designing "tools" to capture contributions from contributors
- Assisting with the pre-planning workshop

(c) Administrative support for the Project Manager and Workshop Facilitator

(d) Logistical support for running the workshops, such as providing a suitable venue.

Dr John Biggins
26 January 2016
Submission six: Mrs. Nell Barson, Close Encounters Bed & Breakfast

From: john barson
Sent: Sunday, 19 April, 2015 2:45 PM
To: DEWNR:Parks SA Marketing
Subject: SA Nature Based Tourism Submission

Granite Island – SA Tourism Response - Submission

Nature Based Tourism

Granite Island and the Penguin Rescue Centre

Granite Island has for generations been a favourite destination for day-trippers and family holiday makers. Tourism is a major part of Victor Harbor and Granite Island and it is on the main interstate touring route of the Great Ocean Road – Victor Harbor – Kangaroo Island. More international travellers are now looking at Victor Harbor as a nature based tourism destination (especially with the fall of the Australian dollar) but we have to have facilities and tourist ventures to attract them. It is estimated that 700,000 tourists visit the island each year. I seek your assistance in trying to rejuvenate our beautiful island and create better facilities and nature based experiences.

Greenhills Adventure Park is closing in a year and it is being turned into a housing development. The Reef Bistro on Granite Island has closed down and the lease and associated costs were too expensive to renew. I have heard that the Bistro may be pulled down because it is in such a bad condition.

The Granite Island Penguin Rescue Centre is only operating one month at a time. This is not satisfactory as they cater for tourists and school classes visiting and bookings cannot be made months in advance as they don’t know what is going to happen to their Rescue Centre. This is creating a lot of unnecessary stress for the operators and the community.

Dorothy and Keith Longden as operators of the Granite Island Penguin Rescue Centre have devoted at least 13 years to the penguins on Granite Island. The Centre is open 6 days a week but the penguins still need feeding 7 days a week. Their commitment and dedication has been incredible and they deserve to be looked after, supported and appreciated for their protection of the small wild colony of penguins on Granite Island and running and looking after injured penguins and their rehabilitation. They also organise the night penguin tours. They are the first people to call when a injured penguin is found on the South Coast and they nurse the penguin until it can go to the Torrens Island rescue centre if it needs intensive assistance or surgery (e.g. hit by a boat propeller or cat or dog attack etc).

Granite Island Penguin Rescue Centre

1. Needs to be given security of tenure and financial support from DEWNR and the Tourism Commission. On Penguin Island near Rockingham W.A. their Department of Environment and Conservation built their dual purpose educational facility for visitors as well as a sanctuary to care for injured wild penguins or those deemed unfit for release. They are allowed to breed and release. If the Granite Island Penguin Centre was given to another private lease in conjunction with another business venture on the island, they may not have the best interest of the penguins as their first priority.

2. The Rescue Centre and the penguins are too valuable an asset to Victor Harbor and South Australia as a tourist attraction to lose. It provides two existing NATURE BASED experiences by seeing penguins during the day at the Penguin Rescue Centre and organising the Night Penguin Tours for visiting tourists.
3. The Penguin Centre needs the right to be able to allow the penguins to breed and hatch out their eggs. The penguin numbers are so low in this state and there are estimated to be 97,000 plus N.Z. fur seals as at June 2014 in S.A. (SARDI statistics) The fur seals have a colony now in Goolwa and the Coorong and they are venturing up the Murray River. They are also on Seal Island which is just south of Granite Island.

4. The Penguin Rescue Centre has room to put in another display pool and the existing pools and nesting areas can be allocated to the breeding areas.

5. Penguins are a very vulnerable species in S.A. and SARDI has informed me that no new penguin surveys numbers have been done in 2014 except for Granite Island where there were 36 recorded. At the moment 6-10 penguins are seen on night tours, April 2015.

6. The N.Z. Fur Seal Report by SARDI stated that new colonies of seals are now on Pearson Island where previously there were estimated to be 12,000 penguins. Fishermen in the area have reported that they have not seen any penguins there anymore. Other colonies of seals have expanded all over the state. Kangaroo Island has lost their penguins and a valuable tourist attraction.

7. It is necessary to act quickly before all the little penguins in the wild are lost and the penguins in captivity (8 on Granite Island and 20 in the Adelaide Zoo) are too old to breed. It would be sad that our grandchildren may soon only be able to see the penguins in the museum instead of in real life. We are close to extinction in S.A. and it is cruel to stop the Granite Island penguins from breeding and taking their eggs away from them when they could be viable eggs that could increase penguin numbers and keep the gene pool alive.

8. Two penguins were bred to go to Flinders University Discovery Centre for them to start a breeding program (Feb 2014 but by Oct 2014 both penguins were dead). Dorothy and Keith Longden have 13 years of experience of caring for penguins and in years gone past were allowed to breed. They have had up to 17 penguins in the centre at one time and now they are limited to 10 and no breeding. WHY? Who is changing the rules? As the Flinders University experiment failed, Granite Island Penguin Centre should have 100% priority to allow the penguins to breed and be given all the assistance they need to be successful as a Nature Based Tourism Experience. By adding a new small pool, improving fencing and security so vandals cannot get in and planting some new vegetation to camouflage the perimeter walls would not be excessively costly and you end up with two existing Nature Based Tourism Activities that has proven itself over many years to be successful and attract tourists to the island.

9. Granite Island itself desperately needs new signage re the penguins and display boards. Everything is aged and some are very faded. The breeding area for the wild colony of penguins on the island needs signs to keep the public out of those areas and more re-vegetation is needed to camouflage and cool the nesting boxes. Little penguins live in a delicate ecosystem that is all too often disrupted by people. Children have been known to go around to all the nesting boxes and lift up the lids to see if any penguins were in them. This is not acceptable and signage is important to educate the public how vulnerable the penguins are and to respect their breeding areas and parents need to supervise their children carefully.

10. My husband and I run an environmentally friendly Bed and Breakfast in Victor Harbor www.closeencountersbnb.com.au and our guests appreciate our beautiful environment. Many have expressed their disappointment about the condition of Granite Island and the threat to the Penguin Rescue Centre. With the Reef bistro closed, the horse Drawn Tram is suffering and if people are not physically able to climb steps behind the Bistro and walk around the island they do not go over to the island anymore. Feedback from overseas and interstate visitors is that many cannot afford to go over to Kangaroo Island and they are not allowed to take their hire car over there. We suggest the alternative is to do the one day Highlights tour of K.I. on the bus.

11. A lot of S.A. and Federal tourism money is going to Kangaroo Island. The joint media statement released April 10, 2015 allocated $1 million to the K.I. Wilderness Trail within Flinders Chase National Park. Mt. Lofty International Mountain Bike Trails received $400,000. Innes National Park road upgrade $560,000. Naracoorte Caves Bat surveillance system $60,000. There is no allocation for Granite Island. Why?

12. A lot of tourists have limited time in each destination so it would be reasonable to expect the parks and nature based tourism experiences close to the capital city would get priority for funding. People want to experience as much as they can and short breaks or day
trips from the city need to be readily available and affordable. It is time to invest in Granite Island and the penguin rescue centre and create an experience we can all be proud of. The state needs a co-ordinated and concerted effort to harness Granite Island’s full potential for nature based tourism.

13. Many local South Australians cannot afford to take their families on expensive holidays but they can take them on day trips or short breaks. Your own statistics for nature based trips in S.A. is 301,000 international visitors, 889,000 domestic visitors, 976,000 day trippers. These figures show we should be looking after our domestic and day trippers so Parks and nature based experiences close to the city or airport is a priority.

PARTNERSHIPS AND SUPPORT

1. High lease fees for the Granite Island businesses that provide essential services to the tourist community do not make sense. If a bistro or restaurant has to pay wages 7 days a week, 365 days a year and provides a great relaxing tourist experience in the middle of a national park then they deserve to be charged a minimum fee so they can stay viable especially as supplies, staff etc are difficult to get over there. The flow on benefit of accommodation, supermarkets and many other small businesses will greatly benefit all and the visitors will stay longer, return many times over and tell their friends what a great experience they had.

2. When we travel we prefer nature based experiences rather than cities. We have been able to share our experiences with our Bed and Breakfast guests and help them to make the most of their time here in our region, S.A. and Australia for international tourists. If we lose our penguin colony and our penguin rescue centre on Granite Island then a lot of tourists will by-pass S.A. and go direct to Melbourne and Phillip Island in Victoria where they can see large numbers of penguins coming ashore each night.

3. If you want S.A. to be a state leader in sustainable best practice destination management then I suggest you get out of your offices and go over to Granite Island and the Penguin Rescue Centre and see for yourself how you can make it better.

4. S.A. Tourism was still advertising on their website that the Reef Bistro was open with green manicured lawns and gardens. We had to inform them last month that the website was false advertising and the facilities were closed. The lawns were just a dustbowl on front of the fenced off Bistro. We observed many Asian Tourists looking around and they could not understand what was happening on the Island. This is not what they read about or expected to see. This is not good for our tourist reputation and bad news spreads quickly, especially if someone is disappointed with their experience.

5. I have written many emails re this cause to Federal and State politicians and it is all handballed to someone else’s department. NOT MY PROBLEM SEEMS TO BE THE TYPICAL RESPONSE.

6. Granite Island and the Causeway involve several different Government departments. It would be more efficient and effective if it was all under the control of one department so work could be strategically co-ordinated and one department has full responsibility. Otherwise again each department says, “It is not my problem” and causes major frustration and long delays and nothing gets fixed.

7. Regional tourism representatives need to keep S.A. Tourism up-to-date of closures and changes in each area so no false advertising is on websites. This is crucial to interstate and international tourists as they tend to use websites to plan their travel destinations and experiences. Sometimes the tourist representative is focused too strongly in part of their area of responsibility to the detriment of the rest. This is what I believe has happened to Granite Island, it has been ignored for too long.

8. The Granite Island Penguin Rescue Centre needs support not restrictions. It needs encouragement not discouragement to expand. It needs your help urgently before it is too late.

Yours faithfully

Mrs. Nell Barson, Close Encounters Bed & Breakfast, Secretary of the Southern Fleurieu Bed and Breakfast Group