



Conference Proceedings

SUSTAINABLE WILDLIFE TOURISM CONVENTION

28th – 30th October, 2001

Wrest Point Convention Centre
410 Sandy Bay Road, SANDY BAY TAS 7005



CONFERENCE ORGANISING COMMITTEE

Stuart Lennox	Tourism Tasmania
Dr Karen Higginbottom	Griffith University
Daryl Moncrieff	Department of Conservation and Land Management, WA
Kelley Rann	Southern Cross University
Ian Pritchard	CRC for Sustainable Tourism
Terry Carmichael	Rainforest Habitat, Port Douglas

*Contact details of delegates are given in Attachment A.
A tally of delegate sectors is given in Attachment B.*

Sustainable Wildlife Tourism Convention

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Attachment A – Contact Details of Delegates

Attachment B – Tally of Attendee Sectors

Note: The following record has been compiled from various written sources during the conference. Please advise the authors if you believe that any of the information appears to be incorrect or misleading.

Sustainable Wildlife Tourism Convention

Cooperative Research Centre for Sustainable Tourism & Tourism Tasmania

PROGRAM

SUNDAY 28 OCTOBER 2001

4.00pm Registration desk opens
6.00 - 8.00pm Welcome Reception

MONDAY 29 OCTOBER 2001

8.00am Registration desk opens

PLENARY SESSION

8.30 - 8.40

Official Opening

Jim Bacon, Premier of Tasmania
Prof Terry De Lacy, CEO of CRC for Sustainable Tourism

8.40 - 9.20

Prof Paul Eagles, Chair of the Global Task Force on Tourism and Parks for the World Commission on Protected Areas of the World Conservation Unit (IUCN)
“Meeting the Sustainability Challenge: Planning and Management of Wildlife Tourism”

9.20 - 9.35

Dr Karen Higginbottom, Griffith University. Research of wildlife tourism in the CRC for Sustainable Tourism; Convention Objectives and Outline

9.35 - 10.05

MORNING TEA

10.05 - 11.40

CONCURRENT SESSION A

PLENARY SESSION

11.45 - 12.25

Nick Mooney, Wildlife Management Officer, Nature Conservation Branch, Department of Primary Industry, Water and Environment

“Devil Restaurants and Seal’d ‘n Safe Diving: Responsible Innovation in Wildlife Viewing”

12.25 - 1.25

LUNCH

1.25 - 2.05

Prof Sam Ham, University of Idaho, USA and Associate Prof Betty Weiler, Monash University

“100,000 Beating Bird Hearts: Tourism, Wildlife and Interpretation”

2.10 - 3.40

CONCURRENT SESSION B

3.40 - 4.05

AFTERNOON TEA

4.05 - 5.40

CONCURRENT SESSION C

6.15pm

Buses depart for the Convention Dinner at Mt Field National Park

TUESDAY 30 OCTOBER 2001

8.00am Registration desk opens

PLENARY SESSION

8.30 - 9.00 **Jeremy Mallinson, Director of the Jersey Wildlife Preservation Trust**
"A Sustainable Future for Zoos and their Role in Wildlife Conservation"

CONCURRENT WORKSHOPS

- Industry Planning and Development
- Integrating Wildlife Tourism and Conservation
- Managing Environmental Impacts of Wildlife Tourism
- Products and Markets

10.30 - 11.00 MORNING TEA

PLENARY SESSION

11.00 - 12.00 Brief report from workshop facilitators
Presentation and endorsement of proposed recommendations

CONFERENCE CLOSE

1.30 - 3.30 OPTIONAL WORKSHOP

Developing a wildlife tourism website

The full program of concurrent presentations is given elsewhere on this website.

Downloadable versions of these presentations are also available on this website for those speakers who agreed to provide copies.

1. CONCURRENT WORKSHOPS

One workshop was held dealing with each of the four thematic areas covered at the conference: industry planning and development, managing environmental impacts, integrating wildlife tourism and conservation and products and markets.

Originally it was planned that each workshop group would go through a process that would result in generation of three or fewer concrete (draft) action plans that they see as of highest priority in contributing to sustainability and/or sustainable growth of wildlife tourism in Australia. However the workshop facilitators decided that this goal was too ambitious for the time available, and instead the following process would be adopted. Facilitators were all given written instructions outlining the new process, which consisted of the following key steps:

1. Develop a broad goal for the theme
2. Review the list of proposed objectives provided relating to this theme, and consider whether any additions, deletions or changes in wording are needed.
3. Rank the objectives using a voting procedure.
4. For the top two ranked objectives, review the list of mechanisms provided and consider whether any additions, deletions or changes in wording are needed.
5. Determine the most important mechanism for each of these two objectives, using a show of hands.

It was intended that report-backs to plenary would involve presenting the goal, the two objectives, and the top priority mechanism for achieving each of these objectives.

The lists of objectives and mechanisms referred to above were derived from research and consultation already conducted by researchers for the CRC for Sustainable Tourism.

In identifying priorities, the delegates were asked to use the following criteria:

- magnitude (in size and scale) of likely positive effects on wildlife tourism businesses, wildlife or visitors (whichever you see as important)
- likelihood of successful implementation
- extent to which it is more appropriate to address this (or it is already being addressed) through other organisations or processes

Members of each group were also asked to consider whether they would be willing to participate in furthering any of the planned actions themselves, as this will be discussed at the plenary session.

In practice, the groups varied somewhat in the extent to which they followed the above plan and there were several variations on this process, as detailed in the following sections.

1.1 Industry Planning and Development Workshop

Facilitators – George Wilson and Dick Braithwaite

Note takers – Rebecca Saltzer and Anne Galletly

1.1.1 PROPOSED OBJECTIVES AND MECHANISMS

Objective	Possible Mechanisms
1. Improve effectiveness of marketing	<ul style="list-style-type: none"> • Develop a wildlife tourism website • Develop a co-operative marketing approach to wildlife tourism • Improve linkages of operators to State tourism agencies in marketing • Promote greater general awareness of Australian wildlife in tourism industry
2. Build industry capacity to deliver high quality wildlife tourism experiences	<ul style="list-style-type: none"> • Provide information support/ training to operators in wildlife skills and knowledge • Promote further use of accreditation programs
3. Build industry capacity in general business and tourism skills	<ul style="list-style-type: none"> • Facilitate improved access to training by small operators
4. Improve effectiveness of accreditation programs	<ul style="list-style-type: none"> • Improve accreditation standards • Improve linkages between accreditation schemes • Raise consumer awareness of accreditation schemes • Educate travel agents and operators re best practice and accreditation standards
5. Increase government support for sustainable development of wildlife tourism	<ul style="list-style-type: none"> • Influence government to develop policies supporting sustainable wildlife tourism industry • Increase government funding to support product development and provide visitor infrastructure • Increase entry fees at government subsidised wildlife tourism venues
6. Build communication channels between wildlife tourism stakeholders	<ul style="list-style-type: none"> • Form a national wildlife tourism association • Form a sub-committee of the Ecotourism Association of Australia • Build informal linkages
7. Initiate coordination and strategic development of wildlife tourism	<ul style="list-style-type: none"> • Form a national body to provide leadership on marketing and lobbying • Develop strategy with governments • Initiate national program similar to the US Watchable Wildlife Program
8. Provide and facilitate increased funding for research	<ul style="list-style-type: none"> • Lobby CRC and government agencies • Form a wildlife tourism association which can then apply for funding – or support such applications
9. Increase role of Indigenous people and issues in wildlife tourism	<ul style="list-style-type: none"> • Promote the advantages of employing Aboriginal people in wildlife tourism • Use cross cultural workshops to raise operator awareness of Aboriginal issues

1.1.2 ATTENDEES

Name	Organisation
Sue Bell	Tourism Tasmania
David Carter	Sporting Shooters Association of Australia
Deborah Tabart	Australian Koala Foundation
Trish McCullough	Office of Post-Compulsory Education and Training
Harold Richins	University of Sunshine Coast
Conny Elton	Huon Valley Horse Trekking
Leah Burns	Griffith University
Kelley Rann	Southern Cross University
Wayne McMahon	Par Avion (Freycinet Air)
Wayne Bolton	Cradle Coast Tourism
Tracey Squire	Alpine Shire Council
Kathryn Hodgkinson	Wild By Nature
Noel Scott	Griffith University
Gary Myors	Eaglehawk Dive Centre/ Dive Tasmania
John Holmes	Parks and Wildlife Service, Tasmania
Ronda Green	Griffith University
Rebecca Saltzer	James Cook University
Anne Galletly	James Cook University

1.1.3 THE PROCESS

The process outlined in the introductory section above was followed. Participants discussed each objective and mechanism, then voted to obtain priorities. They wanted to vote for actions not concepts, and wanted to discuss each of these. George Wilson said that he felt the outcomes reflected the majority opinion of the group.

Discussion on goal:

- Strong diverse industry (integrated with stakeholders) that contributes to conservation/biodiversity outcomes and is economically viable
- Strong (viable, effective, proactive) diverse industry which supports biodiversity conservation

Discussion of objectives, appropriateness of meeting goal:

- Proliferation of conferences, their agendas, require explanation of organisation structures; lots of different organisations – ambitious to come up with objectives
- Require strong lobbying components; requires autonomy; > re-articulate the objectives of government support?
- Complexities of setting up an ecotourism business. > Re-define Business Training, Business Development? > Facilitate start-up of tourism businesses, one-stop shop to assist access to regulators, support for new businesses, reduce costs and complexities
- Insurance for operators; cost of premiums too high; want nationwide body to lobby for affordable insurance
- Government issue? Legislation, National Tourism Groups?
- Look elsewhere eg. NZ for their approach to insurance – limits on liability
- Accreditation, question marks on the relevance of NEAP to wildlife tourism. Ecotourism and wildlife tourism do overlap but there are gaps – eg. zoos, wildlife parks. Avoid duplication and complexity, improve effectiveness and have simplicity
- Remove mechanism 3 from objective 5
- Not enough on product development. Mechanisms for developing the industry as a whole. Identification of new products

Voting for objectives – (3 votes each with decreasing value)

[General comment about lack of time to discuss mechanisms – confusion over whether mechanisms are concrete, are they voting on stated mechanisms?]

[Brainstormed mechanisms but no conclusion]

Rediscussion of objectives

- Difference between timing and importance
- Mechanisms should not be taken as given, points for brainstorming
- Effectiveness, influence of research? Practical applications to assist research – more applied research relevant to the industry
- Who will be responsible for coordinating a website? Stand alone? We has more that a marketing role

Deborah Tabart (Australian Koala Foundation) – concerned about the process - abstained from voting.

Wildlife Tourism under a general tourism heading rather than an ecotourism heading?

Is there consensus for a new organisation?

- if within financial limitations
- communication
- good for the overall profile of WT (wildlife tourism subprogram will not be around forever); good for lobbying; emphasise the importance of this area of tourism; information centre for new operators

But another opinion:

- if agree to an association, then not sure what we are agreeing to
 - people are overloaded with websites, organisations; costs for operators to come to conference
 - comes back to the point, do we want to distinguish wildlife tourism from ecotourism?
 - should existing associations debate the need for a new organisation?
- Need industry focus – meeting of current associations/stakeholders to talk about importance of nature-based tourism and an association
 - Perhaps have informal links first then perhaps an association

Addition to business development:

- Benchmarking – occupancy rates, etc. wildlife experience standards (yield management for sustainability)
- Support for new businesses BUT with ongoing support to reduce business failures within first few years of operation
- Small business programs exist, but need information for wildlife businesses
- Build relationships/partnerships with existing business development organisations > back to the point of a one-stop shop for industry
- Informal forums at regional and state levels as a next step to put in place mechanisms and advance issues raised here – as this is the First National Wildlife Tourism Conference

Revised list of objectives

MARKETING

- Improve effectiveness of marketing
 - Develop a wildlife tourism website (given)
 - Develop a co-operative marketing approach to wildlife tourism
 - Improve linkages of operators to State tourism agencies in marketing
 - Promote greater general awareness of Australian wildlife in tourism industry

TRAINING WILDLIFE SKILLS

- Build industry capacity to deliver high quality wildlife tourism experiences

- Provide information support/ training to operators in wildlife skills and knowledge
- Promote further use of accreditation programs

BUSINESS DEVELOPMENT

- Facilitate start up (3 years) of tourism businesses
 - One stop shop for access to regulators
 - Reduce costs and complexity
 - Affordable industry insurance – Aus wide policy of NZ Civil Aviation
 - Support for new businesses, mentoring, partnerships and access to government programs
- Build industry capacity in general business and tourism skills
 - Facilitate improved access to training by small operators
 - Benchmarking
 - ⇒ occupancy rates,
 - ⇒ wildlife experience standards
 - ⇒ Yield management, sustainability

ACCREDITATION PROGRAMS

- Improve effectiveness of accreditation
- Review relevance to wildlife tourism
 - Improve accreditation standards
 - Improve linkages between accreditation schemes to avoid duplication and complexity
 - Raise consumer awareness of accreditation schemes
 - Educate travel agents and operators re best practice and accreditation standards

GOVERNMENT SUPPORT

- Increase government support for sustainable development of wildlife tourism
 - Influence government to develop policies supporting sustainable wildlife tourism industry
 - Increase government funding to support product development and provide visitor infrastructure
 - Increase entry fees at government subsidised wildlife tourism venues (delete)

COMMUNICATION

- Build communication channels between wildlife tourism stakeholders
 - Form a national wildlife tourism association,
 - ⇒ Lobbying, information exchange, industry focus
 - Or form a sub-committee of the Ecotourism Association of Australia, or under general tourism nb proliferation of regional assoc
 - Need to review existing structure and assoc
 - Build informal linkages
 - Web site – ATC ? Nb more than just marketing, information say for film companies

COORDINATION

- Initiate coordination and strategic development of wildlife tourism
 - Identify potential products at national and regional
 - Form a national body to provide leadership on marketing and lobbying
 - Develop strategy with governments
 - Initiate national program similar to the US Watchable Wildlife Program

RESEARCH

- Provide and facilitate increased funding for research
 - Lobby CRC and government agencies
 - Form a wildlife tourism association which can then apply for funding – or support such applications
 - Ensure research is influential and relevant to industry

INDIGENOUS

- Increase role of Indigenous people and issues in wildlife tourism
 - Promote the advantages of employing Aboriginal people in wildlife tourism
 - Use cross cultural workshops to raise operator awareness of Aboriginal issues

GOAL – INDUSTRY PLANNING AND DEVELOPMENT

A strong diverse industry which supports biodiversity conservation

Strong = viable, effective proactive, economically viable

VOTING FOR OBJECTIVES

Objective	3 Votes	2 Votes	1 Vote	Total	Ranking
Accreditation prog		1	1	3	9
Indigenous		1	2	4	8
Marketing		5		10	6
Research	2	1	2	10	6
Wildlife Training	2		5	11	5
Govt Funding	3		4	13	4
Coordination		8	1	17	3
Communication	5	3	1	22	2
Business Development	7	1	4	27	1

3 Votes each with 1st worth 3 points, 2nd 2 and 3rd 1

2ND PRIORITY - COMMUNICATION AND COORDINATION

- Build communication channels between wildlife tourism stakeholders
 - Form a national wildlife tourism association,
 - ⇒ Lobbying, information exchange, industry focus, conservation
 - Need to review existing structure and assoc
 - Web site –
 - ⇒ nb ATC
 - ⇒ more than just marketing, film company information,
 - Identify potential products at national and regional
 - ⇒ Initiate coordination and strategic development of wildlife tourism

1ST PRIORITY - BUSINESS DEVELOPMENT

- Put in place mechanisms
 - to facilitate start up (3 years) of tourism businesses
 - to build industry capacity in general business and tourism skills
 - Through a forum of regional and State stakeholders

1.1.4 OUTCOMES

Goal

A strong diverse industry which supports biodiversity conservation

Objective 1

Build coordination and communication channels between wildlife tourism stakeholders

Mechanism

- Form national wildlife tourism association, not necessarily separate/new body (role: lobbying, information exchange, industry focus, conservation)
- Need to review existing structure and associations
- Website - nb ATC – need for more than this
 - more than just marketing, film company information, etc.
- Identify potential products at national and regional levels
 - initiate coordination and strategic development of wildlife tourism

Objective 2

Business Development

Mechanism

Put in place mechanisms (by whom??)

- to facilitate start up (3 years) of tourism businesses
- to build industry capacity in general businesses and tourism skills
- through a forum of regional and state stakeholders

1.2 Managing Environmental Impacts of Wildlife Tourism Workshop

Facilitators – Paul Eagles and Rob Alliston

Note taker – Skye Page

1.2.1 PROPOSED OBJECTIVES AND MECHANISMS

Objective	Possible Mechanisms
1. Increase industry knowledge of potential negative impacts and management techniques	<ul style="list-style-type: none">• Develop user-friendly manual to help identify likely impacts and choose suitable management techniques, and disseminate widely
2. Increase application of, and improve effectiveness of management	<ul style="list-style-type: none">• Develop user-friendly manual to help choose suitable management techniques, and disseminate widely• Increase government funding to conservation agencies• Promote use of management frameworks e.g. TOMM, LAC – through training, active promotion within conservation agencies• Promote and support increased operator involvement in management
3. Increase use of economic instruments to support conservation (but consider social equity issues too)	<ul style="list-style-type: none">• Greater adoption of user pays principle – especially ensure as much of market value is charged as possible• More return of revenue to protected area where generated
4. Increase use and quality of monitoring and evaluation	<ul style="list-style-type: none">• Develop user-friendly monitoring manual for operators and managers• Training• Promote and support increased operator involvement in monitoring
5. Ensure tourism is not developed in cases where there are significant risks to biodiversity and/or high degree of uncertainty regarding threatened species	<ul style="list-style-type: none">• Develop uniform guiding principles and promote adoption by governments
6. Ensure commercial operators adhere to adequate environmental standards	<ul style="list-style-type: none">• Incorporate environmental credentials into granting/ renewing of commercial activities licenses• Link NEAP etc to commercial activities licenses• Increase funding and political will for enforcement of regulations by government• Promote incorporation of environmental management considerations into business plans

7. Improve effectiveness of accreditation programs in minimising environmental impacts	<ul style="list-style-type: none"> • Improve accreditation standards • Further develop accreditation guidelines relating to wildlife • Improve linkages between accreditation schemes • Raise consumer awareness of accreditation schemes • Educate travel agents and operators re best practice and accreditation standards
8. Make regulation more operator-friendly while still achieving goals for high environmental standards	<ul style="list-style-type: none"> • Streamline licensing between and within States (currently underway in some States)
9. Improve education of visitors about potential impacts of their activities	<ul style="list-style-type: none"> • Increase funding to conservation agencies • Support improved minimal impact interpretation through training, provision of support materials • Develop further materials relating specifically to wildlife; coordinate between sites
10. Increase funding to management authorities (to support many of the above)	<ul style="list-style-type: none"> • Tourism industry lobby government • Demonstrate high economic value of protected areas/ wildlife
11. Increase constructive communication between tourism industry and conservation stakeholders, and within conservation agencies	<ul style="list-style-type: none"> • Strengthen existing mechanisms and form new ones where appropriate • Form a national wildlife tourism association • Initiate a national wildlife tourism strategy, adapted from the US Wildlife Watching Program

1.2.2 ATTENDEES

Name	Organisation
Greg Kirby	Flinders University
David Newell	Southern Cross University
Kate Rodger	Murdoch University
Bill Fritz	Australian Koala Foundation
Graeme Davis	Parks Victoria
Mike Prociv	Queensland Parks and Wildlife Service
Ross Constable	National Parks and Wildlife Service, New South Wales
David Moser	Australian Antarctic Division
Stephanie Pfennigwerth	Australian Antarctic Division
Belinda Harding	Australian Antarctic Division
Phillip Du Guesclin	Dept of Natural Resources and Environment, Victoria
Trevor Sofield	University of Tasmania
John Dickie	Bay Connections Cruises
Mick Ling	Launceston College
Skye Page	Griffith University

1.2.3 THE PROCESS

The group do not appear to have discussed a goal. They started by discussing the list of objectives provided, but no consensus could be reached about these, so on the basis of discussion Paul Eagles proposed a new list of 3 new key objectives that would make a real difference. The group was then split into 3 small groups to work on mechanisms for each of these objectives.

Group discussion

- A major issue identified by the group was the need to have adequate legislation and management mechanisms in place to manage the environmental impacts of wildlife tourism.
- Different Acts in different states and also federal – require EIA's and risk assessments
- Legislation is already established
- Use of a business plan in conjunction with environmental planning
- There are a range of species, habitats and environments that require different management
- Need information on website about setting up a wildlife tourism business – legislation, etc.
- Some objectives appear to be subsets of others – could join all together into three; Education, Management and Monitoring, and Research
- Remove objective 5 – too academic
- Differences between states in terms of how funding is divided and where it goes – so need objectives prioritised different
- May be up to operators to collect base line data for monitoring, etc.
- Objective 6 – In Queensland, how can people adhere to standards if there are none?
- Objectives change depending on the circumstances of the tour, operator, etc.
- How can areas be managed for wildlife tourism when no one knows what is happening there? – perhaps operators should provide base line and ongoing monitoring data
- Who manages the resource that operators are working in? – If self-imposed, needs to be some incentive
- In Tasmania, co-management – operators wear two hats (ranger and operator) in remote settings – but difficult to establish
- NEAP standards not good enough – Queensland problems with the way operators behave and operate in areas (not necessarily on protected areas, so parks cannot control)

Discussion on final objectives

Paul Eagles proposed three new objectives:

1. Increasing education and information levels on legislation/conduct for managers, operators, visitors and the general public
2. Monitoring, education and research of the impacts of tourism on wildlife
3. Increased funding for management organisations. If only increased funding, then where does it exactly go – need to prioritise. Ensure adequate management resources – but no standards of what is “adequate”. An objective should be to ensure adequate funding of relevant authorities or interested parties to ensure (priority) management of acceptable environmental impacts (and identification of un-acceptable environmental impacts).

1.2.4 OUTCOMES

Funding Issue (presented by David Moser)

Objective 1

Ensure adequate funding of relevant authorities/ interested parties to ensure (priority) management of acceptable environmental impacts (and identification of unacceptable impacts)

Mechanisms

- Identify who is or will be managing an affected area or activity and the financial needs/ responsibilities of those authorities/ individuals
- Develop (funding) priorities based on specific criteria eg. level of activity or threat, presence of endangered species
- Identify potential/ responsible sources of funding
- Direct funding according to priorities (as above)
- Review funding mechanisms

Monitoring Issue (presented by Belinda Harding)

Objective 2

To identify, evaluate and monitor activities and environmental impacts associated with wildlife tourism on the environment

Mechanisms

- Develop standard guidelines, codes of practice, management plans, etc – through appropriate bodies, CRCs.

Education Issues (presented by Stephanie Pfennigwerth)

Objective 3

Improve awareness and understanding of domestic legislation and regulation; treaties and conventions; guidelines; standards; codes of conduct and ethics dealing with the environmental impacts of wildlife tourism

Mechanisms

A website and related information media could become a clearinghouse of information, providing links to key government departments and agencies, NGOs and research bodies, plus case studies and “best practice” examples in each state and territory.

1.3 Integrating Wildlife Tourism and Conservation Workshop

Facilitators – Tim Nevard and Daryl Moncrieff

Note taker – Narelle King

1.3.1 PROPOSED OBJECTIVES AND MECHANISMS

Objective	Possible Mechanisms
1. Increase use of economic instruments to support conservation (but consider social equity issues too)	<ul style="list-style-type: none"> • Greater adoption of user pays principle • More return of revenue to protected area where generated • Where appropriate raise charges to high profile wildlife attractions (along with increase in product quality where required) • Implement dual pricing: higher entry fees for international visitors
2. Develop new wildlife tourism attractions that will generate revenue for conservation	<ul style="list-style-type: none"> • Investigate potential for new wildlife tourism attractions (suitable sites and market demand)
3. Increase revenue from protected areas and government wildlife attractions through value adding	<ul style="list-style-type: none"> • Increase merchandising • Systematically examine other opportunities for value adding
4. Increase voluntary donations by operators and tourists	<ul style="list-style-type: none"> • Incentives to operators • Informal encouragement and cooperative ventures with conservation agencies • Promote through accreditation schemes • Encourage researchers and conservation agencies to consider ways to involve tourists • Creative use of adoption programs etc
5. Increase involvement of operators in conservation activities	
6. Increase involvement of tourists in conservation programs	
7. Increase involvement of operators in research on target species	
8. Improve conservation-related education	<ul style="list-style-type: none"> • Increase provision of interpretation in protected areas • Improve interpretation skills of commercial operators through training, links to guide accreditation schemes • Promote accreditation schemes that stress interpretation

9. Improve effectiveness of accreditation programs in maximising conservation benefits	<ul style="list-style-type: none"> • Link accreditation to preferential access to commercial activity licenses • Include conservation credentials in accreditation schemes (as NEAP) • Raise consumer awareness of accreditation schemes • Funding to support the above
10. Increase implementation of nature-based tourism on private land	<ul style="list-style-type: none"> • Provide user-friendly information and support to guide decision-making and establishment • Reduce legal and bureaucratic obstacles to restocking with native animal species • Financial incentives
11. Increase involvement by non-government and community-based organisations in tourism and conservation initiatives	<ul style="list-style-type: none"> • Increased liaison between government, private enterprise and community-based organisations re tourism and conservation initiatives
12. Increase funding to conservation agencies	<ul style="list-style-type: none"> • Lobby governments • Demonstrate high economic value of protected areas and wildlife
13. Strategically increase links between wildlife tourism and conservation	<ul style="list-style-type: none"> • Develop strategy with governments • Initiate national program similar to the US Watchable Wildlife Program • Initiate a national wildlife tourism association or build on existing organisations e.g. EAA • Develop package of incentives for private operators who do this • Increase government promotion of operators who do this

1.3.2 ATTENDEES

Name	Organisation
Pete Dingle	Latrobe University
Sally Wilson	International Fund for Animal Welfare
James Higham	University of Otago, New Zealand
Johannes Bauer	Charles Sturt University
Phillip Cameron	Zoological Parks Board of NSW
Adam Keniger	Currumbin Wildlife Sanctuary
Carole McCourtie	Parks and Wildlife Service, Tasmania
Janelle Lowry	Queensland Parks and Wildlife Service
Zoe Tanner	University of Tasmania
Mick Lipscombe	Adventure Tours Australia
Andrew Tribe	University of Queensland
Nicole Byrne	Australia Zoo
Sue Broad	University of Newcastle
Claire Ellis	University of Tasmania
Megan Johnston	Environment Australia
Ann Walton	National Parks and Wildlife Service, New South Wales
Michelle Whitmore	University of Tasmania
Pat Maber	Lincoln University
Steve Johnson	Parks and Wildlife Service, Tasmania
Ingrid Albion	Parks and Wildlife Service, Tasmania
Jeremy Robertson	Flinders University
Michelle Hocking	South Australian Tourism Commission

Hamish MacLennan	Parks Victoria
Robert Aitkenhead	Bronte Park Highland Village
Clevo Wilson	University of Queensland
Gayle Mayes	University of Sunshine Coast
Sandra Taylor	Adelaide University
Bruce Dickson	Tourism New South Wales
Betty Weiler	Monash University
Sam Ham	University of Idaho
Anne Hardy	University of Tasmania
Narelle King	Griffith University

1.3.3 THE PROCESS

The planned process (as outlined in the introductory section) was followed, using voting to determine priorities.

Group discussion on goal:

- Tim Nevard asked whether we need a bigger wildlife tourism sector
- People asked what the demand was for it
- Whole point of the wildlife tourism industry is for the wildlife
- Bigger is not necessarily better
- Objective is to integrate wildlife conservation and tourism
- If we haven't got community support then we are going nowhere
- Goal - More strategically integrated wildlife tourism sector
- Everyone in wildlife tourism involved in conservation, promoting conservation, seeing as outcome as well as making money
- Conservation agencies should get involved in helping tourism operators
- Clearer mutual understanding between regulators and operators of integrating strengths and weaknesses
- Need to define role of government organisations and tourism
- Need to redefine relationship between government and operators so government don't see operators and tourists as enemies, and operators don't just try to gain benefit for themselves
- Goal is to see bona fide leadership from tour operators – empowering and encouraging them to take the lead – change it so they're not always seen as the bad guys who need to be policed
- Departmental people often think operators are not as smart as themselves – need short term goals then long term goals
- Many operators care, but “the welcome mat's not out”
- Goal: Maximise the strengths of wildlife tourism and conservation

Discussion on objectives:

- Some of them are linked – involving tourism, industry and conservation
- Partnerships, not involvement (which is regulated)
- Want to join 5, 6 and 7 together, also 11 and 13
- 13 encompasses all others, want to replace 5, 6, 7 and 11 with 13
- Join 2 and 10 together
- At the moment, taxpayer gives government money and they pay us and national parks, money will dry up so have to get money from industry, but can't ask industry to pay to run national parks unless they RUN them
- Make sure what is decided is achievable
- Need to work towards economic sustainability for operators – can't happen unless they have power
- Keep 2 and 10 apart so we can target private land
- 3, 12 and 4 are part of 1
- This leaves 1, 2, 8, 9, 10 and 13
- 13 is the goal

- Leave it as we have to vote

Voting:

Objective 13 – 1st

Objective 8 – 2nd

Objective 1 – 3rd

Discussion continued:

- Objective 13 – already have an ecotourism association (EAA), why do we need a specific wildlife tourism association?
- It is part of nature-based tourism
- If we are talking about wildlife conservation, need to include habitat conservation also
- Zoological parks have enough organisations, don't need another one
- Best birdwatchers in country are not members of EAA as they are not interested
- Not happy with existing one but don't need a new one
- Ecotourism association said they were happy to include section, but won't include zoos because they don't consider them ecotourism
- Zoo organisations don't consider tourism side of things
- Watchable wildlife program gets people involved in conservation, helps them to feel they're involved
- Could encourage operators to do
- Nice to have consistency
- Who would develop incentives, have to be fiscal and no money
- Governments promoting operation could lead to competition
- Can produce lists though – only put licensed operators on them
- Don't quite know how to do it
- Joint training of regulators, land managers and operators
- Change incentives to initiatives, so if you want to be part of an initiative, allows you to be recommended
- Reduce legal and bureaucratic obstacles to wildlife tourism conservation
- If there is an opportunity for operators to be involved, they should be
- It is not just government and operators, but PUBLIC government and operators
- If looking to change, have to educate public about reasons for change
- Earth Sanctuaries Ltd (ESL) - why aren't they here? > went to another meeting/conference recently and couldn't afford to come to both
- Need to add public to joint training
- Substitute education for training
- Has to be JOINT
- Possible to educate operators and managers, public is more difficult
- This actually fits into objective 2
- Accreditation – need to be sustainable, NEAP accreditation EXPERIENCE but not policies
- Educate public through media
- Increase community awareness of how tourism is important
- Promote increased community awareness of the importance of wildlife tourism through schools, print and broadcast media and the internet
- Who is going to do it, who is going to pay? – volunteer, fits into people's job
- Reduce legal and bureaucratic obstacles to participation by tourism operators in conservation programs

1.3.4 THE OUTCOMES

Key Goal

Maximise the strengths of wildlife tourism and conservation (looked at both strengths and weaknesses, but through strengths would overcome weak)

Objective 1

Strategically increase links between wildlife tourism and conservation

Mechanisms

- Develop a package of incentives and initiatives for private operators
- Joint education of regulators, land managers and operators
- Develop joint strategies with government
- Reduce legal and bureaucratic obstacles to participation by tourism operators in conservation programs

Objective 2

Improve conservation-related education

Mechanisms

Promote increased community awareness of the importance of wildlife tourism through schools, print and broadcast media, and the internet

[Objective 3: Increased use of economic instruments]

1.4 Products and Markets Workshop

Facilitators – Rob Allan and Richard Grove

Note taker – Chelsea Northrope

1.4.1 PROPOSED OBJECTIVES AND MECHANISMS

This workshop was intended to focus at the level of individual operators, rather than industry wide (the latter is covered in another workshop), and deal principally with ways to make individual businesses more financially successful, and visitor experiences more satisfying.

Objective	Potential Mechanism
A. Raise business/ tourism skills of operators	<ul style="list-style-type: none">• Facilitate improved access to existing training and support materials by small operators• Promote accreditation schemes that encourage high business standards• Ensure advertising creates realistic expectations
B. Raise standards of wildlife product quality	<ul style="list-style-type: none">• Increase government support and incentives to operators who develop innovative and/or best practice products• Overseas study tour to gain ideas for new products• Systematic investigation of new areas and species suitable for wildlife tourism• Develop more specialised and sophisticated wildlife tourism products, making use of latest technology (following international trends)• Develop industry best practice codes to encourage high quality and authenticity of products• Provide information support/ training to operators in wildlife skills and knowledge• Promote further use of accreditation programs• Tighten up requirements of licensing of wildlife parks in some States• Enhance links between captive and free range experiences (following international trends)• Explore further links between conservation and tourism experiences (e.g. with government or university researchers)

C. Raise standards of interpretation	<ul style="list-style-type: none"> • Increase provision of interpretation in protected areas (requires increased funding for conservation agencies) • Improve interpretation skills of commercial operators through training, links to guide accreditation schemes • Promote accreditation schemes that stress interpretation • Develop interpretation programs that reflect Indigenous culture and issues
D. Improve effectiveness of accreditation in facilitating high product quality	<ul style="list-style-type: none"> • Raise operator and consumer awareness of accreditation schemes • Funding to support the above
E. Improve availability and standard of visitor facilities in protected areas	<ul style="list-style-type: none"> • Increased funding to conservation agencies
F. Improve product quality in wildlife parks	<ul style="list-style-type: none"> • Overcome bureaucratic constraints to displaying local species in wildlife parks • Stricter restrictions on licensing in some States
G. Make the tourism industry more compatible with wildlife tourism	<ul style="list-style-type: none"> • Change timing of package tours to facilitate nocturnal viewing • Educate market to increase length of viewing season

1.4.2 ATTENDEES

Name	Organisation
Phil Batty	Fernbank Wildlife Sanctuary
Mark Evans	Tahune Forest Airwalk
Irynes Skira	DPIWE, Tasmania
Peter Howard	Griffith University
Jenny Lunney	Currumbin Wildlife Sanctuary
Preston Cope	National Parks and Wildlife Service, New South Wales
Martin Scott	Tasmanian Tours and Travel
Jo Davies	Conservation Volunteers Australia
Hiroko Kobayashi	Promark Japan
Ruth Brozek	Tasman Nature Guiding
Jenni Dunbabin	Office of Post-Compulsory Education and Training
Jen Clingly	Under Down Under Tours, Tasmania
Andrew Delvecchio	Under Down Under Tours, Tasmania
Len Doherty	Mountain Valley Wilderness Holidays
Pat Doherty	Mountain Valley Wilderness Holidays
Alicia Boyle	Northern Territory University / CRCST
Carolyn Fausnaugh	Griffith University
Chelsea Northrope	Griffith University

1.4.3 THE PROCESS

The group developed an overall goal. The attendees were given 5-10 minutes to read through the proposed objectives, then asked if any more should be added. The objectives were reorganised under new headings, then the major groupings were discussed further including discussion of mechanisms. It is not clear whether any prioritisation or group consensus process was used (no feedback obtained from facilitators).

Suggested additions to objectives:

H) Government policy to support tour operators

I) Consumer research and target marketing

- It was then discussed that A, C, and D could all be incorporated into B – “Raising standards of wildlife product quality”.
- Peter Howard = consumer seeks experience whether or not standards are raised
- Rob Allan – Not enough focus on consumer research – “what they want”
- Need to add markets

[The objectives were split into two sections = products and markets. All other objectives (E onwards) were ignored after this, although the reason for this is unclear]

Product

Interpretation

- knowing standards/customer
- meeting expectations
- how to find out about operator interpretation (national accreditation?)
- credibility of national accreditation – conservation groups
- conservation/protecting the product

Market

- Ho to find out about range of customer expectations
- What questions so we ask? And at what level of niche market?
- What practical tool/s could be provided for operators
- Recognise wildlife tourism
- Importance of partnerships
- Product distribution networks

[Two objectives under product and one under markets were established with accompanying mechanisms]

[Comment by Len Doherty]:

The accreditation issue is like the chicken and the egg problem. Accreditation schemes need money from operators to be able to promote their logos and increase awareness of scheme. But operators won't join accreditation schemes if there is no recognition/awareness.

[Additional written comments left on paper by Peter Howard as follows]:

Objective

Recognise the importance of

- target markets
- quality interpretation
- and for competition...

Develop methods for the assessment of WBT products

Mechanism

Develop, or better coordinate accreditation schemes, which are uniform and recognised by the industry and consumers alike

1.4.4 THE OUTCOMES

Goal

Profit and product quality

Objective 1

Assess product quality (according to notetaker, this also implied improving product quality)

Mechanism

Improve uniform accreditation schemes

Objective 2

Develop excellent guides

Mechanism

Selection of good guides, training, guide accreditation, choosing guides with good knowledge

Objective 3

Knowing and meeting consumer expectations

Mechanism

Consumer research, tools for operators and distribution networks
(see Alicia Boyle for more details on what was intended here)

2.0 PLENARY SESSION

2.1 The Outcomes

[Karen Higginbottom provided introduction to the plenary session.]

[John Hepper outlined the structure of the session and invited presentations from the workshop facilitators.]

[The workshop outcomes as listed in section 1 were presented]

2.2 Summary of Workshop Outcomes

[Karen wrote the following summary of the outcomes on the whiteboard]

Workshop	Key Recommendations
Industry Planning and Development	<ul style="list-style-type: none"> • Build communication and coordination • Business development mechanisms
Managing Environmental Impacts of Wildlife Tourism	<ul style="list-style-type: none"> • Ensure funding for managing environmental impacts • Develop mechanisms to identify, monitor and evaluate impacts • Mechanisms to improve awareness of environmental regulations, guidelines, etc
Integrating Wildlife Tourism and Conservation	<ul style="list-style-type: none"> • Strategically increase wildlife tourism conservation links • Improve conservation education (Including wildlife tourism)
Products and Markets	<ul style="list-style-type: none"> • Improve (uniform) accreditation, re. product quality • Mechanisms to develop excellent interpretive guides • Meeting consumer expectations through 'tools for operators' and distribution networks

2.3 Group Discussion

[John Hepper asked if people were willing to pursue these ideas, and if so to be willing to put their name down next to each point]

[Didn't seem to be much reaction from audience to doing this]

Audience discussion/comments

- Rob Alliston = Suggest forming a national wildlife tourism association
- Bruce Dickson = Replied saying that a national program is too difficult and we shouldn't be looking at the government all time
- Karen Higginbottom = Said that we will collate workshops and resolutions and make available the outcomes of the conference through the CRC to management agencies, Environment Australia, divisions of tourism, etc.
- Bruce Dickson = Said that operators only have enough time to liaise with regional associations and management authorities
- Unknown = Said that can have communication with a working group and emails

[John asked for a show of hands in support of each recommendation group]

- Industry Planning and Development = Yes, majority of audience
- Managing Environmental Impacts of Wildlife Tourism = Yes, majority of audience
- Integrating Wildlife Tourism and Conservation = Yes, majority of audience
- Products and Markets = Yes, majority of audience

[John asked if there were any extra points or concerns?]

- John Hepper = Management strategies – there is a cost for operators. But tourism is a less intrusive alternative
- Consumptive forms of wildlife tourism – links with conservation?
- Rob Alliston = Is there any guide training by institutions?
- Karen Higginbottom = There is NEAP connected guide accreditation
- Sam Ham = There are criteria available
- Need people to facilitate network groups – see Michael Paxton
- Trevor Sofield = Another form different to calling it Wildlife Tourism, invisible tourism? Issue of residents who don't want guides, interpreters, etc. in their area

2.4 Summary By Karen Higginbottom

[Karen asked the group about future of conference:]

- Is there interest in another Wildlife Tourism Conference? = Yes, majority of audience
- Annually? = No/little response
- Every 2 years? = Yes, majority of audience
- Every 3 years? = No/little response

Has the Conference Achieved its Objectives?

1. Build networks and communication channels – informal and formal = Yes
2. Promote broad participation in development of sustainable wildlife tourism (though preliminary) = Yes
 - Full list of objectives and mechanisms agreed to in workshops to be distributed to government agencies (including commonwealth)
 - Resolutions to action – all to get a copy via email

3. Increase stakeholder understanding of sustainable wildlife tourism = Yes
4. Increase recognition of role of operators in wildlife conservation = Yes
5. Identify opportunities to increase diversity and distribution of products = Yes

- So, we have achieved the key objectives for the conference.
- For the next conference there should be no clashes with other conferences; should be in between years of other conferences, maybe a Wildlife Tourism component of EAA conference or at a different time of year from the EAA conference
- Based on outcomes of this conference, we will develop recommendations for government and industry bodies
- A working group will refine the wording and format of the output, and on furthering these recommendations in practical ways
- Presentations will be available on the CRC website soon, see web address in the conferences handbook on page 5. Please say now if you do not want your presentation shown on the web, especially not your pictures
- Approximately half of the presentations will be published as papers, you will be emailed soon with details for publication

2.5 Wrap Up By Stuart Lennox

"I said I was excited at the start of the conference – the quality of the people and the presentations. Paul Eagles said "Gee there is a lot of talent in this room"."

Winner of the holiday to Kangaroo Island – Steve Johnson

CONFERENCE CLOSE

2.6 Wildlife Tourism Working Group

After the close of the conference, the following attendees nominated themselves to be part of a Wildlife Tourism working group:

First Name	Surname	Organisation
Ingrid	Albion	Parks and Wildlife Service Tasmania
Rob	Allen	Queensland Parks & Wildlife Service
Sue	Bell	Tourism Tasmania
Alicia	Boyle	Northern Territory University
John	Dickie	Bay Connections Cruises
Len	Doherty	Mountain Valley Wilderness Holidays
Conny	Elton	Huon Valley Horse Trekking
Mark	Evans	Forestry Tasmania
Michelle	Foale	Burnie Wildlife Interpretation Project
Richard	Grove	Coate's Wildlife Tours
Belinda	Harding	Australian Antarctic Division
John	Hepper	Inspiring Place Pty Ltd
Karen	Higginbottom	Griffith University
Kathryn	Hodgkinson	Wild By Nature
Androo	Kelly	Trowunna Wildlife Park
David	Moser	Australian Antarctic Division
Tim	Nevard	Mareeba Wetland Foundation
David	Newell	Southern Cross University
Chelsea	Northrope	Griffith University
Michael	Paxton	Eco Island

Harold	Richins	University Of Sunshine Coast
Jeremy	Robertson	Flinders University Of SA
Kate	Rodger	Murdoch University
Noel	Scott	Griffith University
Andrew	Tribe	University Of Queensland
George	Wilson	Australian Wildlife Conservation Services
Sally	Wilson	International Fund For Animal Welfare

2.7 Actions

- Karen Higginbottom to contact speakers with regards to the inclusion of their presentation on the CRC website.
- Karen Higginbottom to contact speakers with regards to the publication of papers from the conference in the journals of Tourism Management and Human Dimensions of Wildlife.
- Karen Higginbottom to make contact with the working group to work on furthering the conference recommendations and consider planning of the next conference.
- Conference recommendations to be sent to all conference participants by email.
- Full list of objectives and mechanisms agreed to in workshops to be distributed to government agencies (including commonwealth).
- Karen Higginbottom and Chelsea Northrope to organise presentation of conference information on CRC website.

ATTACHMENT A

CONTACT DETAILS OF DELEGATES

First Name	Surname	Organisation	State	Phone	Fax	Email
Robert	Aitkenhead	Bronte Park Highland Village	TAS	03 6289 1126		bronte@netspace.net.au
Ingrid	Albion	Parks & Wildlife Service Tasmania	TAS	6233 3807	6224 0884	ingrid.albion@dpiwe.tas.gov.au
Rob	Allan	Queensland Parks & Wildlife Service	QLD	07 3227 8492	07 3227 7676	Rob.Allan@env.qld.gov.au
Rod	Alliston	Three Hummock Island Escape	TAS	03 452 1554	03 6452 1554	3hummock@tassie.net.au
Claire	Baker	University Of Queensland	QLD		07 3365 1655	c.baker1@mailbox.uq.edu.au
Ian	Balmer	Roaring 40s Ocean Kayaking	TAS	03 6267 5000		rfok@ozemail.com.au
Phil	Batty	Fernbank Wildlife Sanctuary	VIC	03 5952 2504		
Johannes	Bauer	Charles Sturt University	NSW			jbauer@csu.edu.au
Sue	Bell	Tourism Tasmania	TAS	6230 8285	6230 8353	
Mark	Bennett	University Of Tasmania	TAS	03 6226 2458	03 6226 7809	Mark.Bennett@utas.edu.au
Belinda	Blake	Field & Game Australia	VIC	03 5799 0960	03 5799 0961	vfga@mcmedia.com.au
Wayne	Bolton	Cradle Coast Tourism	TAS	6431 6285	6431 8116	wayne.bolton@tourism.tas.gov.au
Alicia	Boyle	Northern Territory University	NT	08 8946 6777		a_boyle@business.ntu.edu.au
Richard	Braithwaite	Centre For Regional Tourism Research	NSW	02 6626 9178	02 6620 3565	dbraithw@scu.edu.au
Sue	Broad	University Of Newcastle	NSW	02 4921 5552	02 4921 7402	sbroad@mail.newcastle.edu.au
Ruth	Brozek	Tasman Nature Guiding	TAS	62503268		brozek@southern.com.au
Sally	Bryant	Dept Of Primary Industries, Water & Environment	TAS	03 6233 2863	03 6233 3477	Sally.Bryant@dpiwe.tas.gov.au
Leah	Burns	Griffith University	QLD	07 3875 3649	07 3875 7459	Leah.Burns@mailbox.gu.edu.au
Nicole	Byrne	Australia Zoo	QLD	0414 512076		spida_ryda@bigpond.com
Phil	Cameron	Charles Sturt University	NSW			jbauer@csu.edu.au
David	Carter	Sporting Shooters Association Of Australia	ACT	02 6274 2335		dcarter@webone.com.au
Graeme	Chambers	Canberra Toursim & Events Corporation	ACT	02 6205 0787	02 6205 0496	graeme.chambers@act.gov.au
Narelle	Clegg	A Q I S	NSW	02 6272 5484		Narelle.Clegg@aqis.gov.au
Jennifer	Clingly	The Under Down Under Tour Company	TAS	63695555	63695433	udutours@yahoo.com

Tonia	Cochran	Inala-Bruny Island Pty Ltd	TAS			inala@inalabruny.com.au
Ross	Constable	NSW National Parks & Wildlife Service	NSW	02 4476 0824	02 4476 7717	ross.constable@npws.nsw.gov.au
Preston	Cope	NSW National Parks & Wildlife Service	NSW	02 4476 0824	02 4476 7717	preston.cope@npws.nsw.gov.au
Brad	Cox	CRC For Sustainable Tourism	QLD	07 5552 8172	07 5552 8171	b.cox@mailbox.gu.edu.au
Peter	Dann	Phillip Island Nature Park	VIC	5951 2839	5656 8394	pdann@penguins.org.au
Joanne	Davies	Conservation Volunteers Australia	VIC	5333 1483	5333 2166	jdavies@conservationvolunteers.com.au
Graeme	Davis	Parks Victoria	VIC	03 5683 9008	03 5682 2235	gdavis@parks.vic.gov.au
Terry	De Lacy	CRC For Sustainable Tourism	QLD	07 5552 8532	07 5552 8171	t.delacy@mailbox.gu.edu.au
John	Dickie	Bay Connections Cruises	VIC	03 59523501	03 59525583	
Bruce	Dickson	Tourism New South Wales	NSW	02 9931 1479	02 9931 1424	bruce.dickson@tourism.nsw.gov.au
Pete	Dingle	Latrobe University	VIC	03 5444 7486	03 5444 7848	
Len	Doherty	Mountain Valley Wilderness Holidays	TAS	6429 1394	6429 1229	mountainvalley@microtech.com.au
Pat	Doherty	Mountain Valley Wilderness Holidays	TAS	6429 1394	6429 1229	mountainvalley@microtech.com.au
Peta	Dowell-Hentall	Forestry Tasmania	TAS	6233 8154	6233 8263	peta.dowell-hentall@forestry.tas.gov.au
Michael	Driessen	D P I W E	TAS	6233 6372	6233 3477	michael.driessen@dpiwe.tas.gov.au
Philip	Du Guesclin	Dept Natural Resources & Environment	VIC		03 5232 1791	philip.duguesclin@nre.vic.gov.au
Jenni	Dunbabin	Office Of Post-Compulsory Education & Training	TAS	6233 7960	62346806	
Paul	Eagles	University Of Waterloo	CANADA	+ 519 888 4567	+ 519 746 6776	eagles@healthy.uwaterloo.ca
Claire	Ellis	University Of Tasmania	TAS	03 6226 2463	03 6226 2989	cfellis@postoffice.utas.edu.au
Conny	Elton	Huon Valley Horse Trekking	TAS	03 6266 0343		
Bruce	Englefield	East Coast Natureworld	TAS	03 6375 1311		benglefi@tassie.net.au
Mark	Evans	Forestry Tasmania	TAS	6297 0012	6297 0042	mark.evans@forestrytas.com.au
Bill	Faulkner	Griffith University	QLD	07 5594 8532	07 5594 8171	
Carolyn	Fausnaugh	Griffith University	QLD	07 5552 8317	07 5552 8085	C.Fausnaugh@mailbox.gu.edu.au
Michelle	Foale	Burnie Wildlife Interpretation Project	TAS	03 6430 5794		mfoale@burnie.net
Bill	Fritz	Save The Koala Tours	QLD	07 32297233	07 32210337	
Ben	Galbraith	Office Of Antarctic Affairs	TAS	03 6233 5672		
Anne	Galletly	James Cook University	QLD	07 4781 5890	07 4781 4019	anne.galletly1@jcu.edu.au
Melissa	Giese	University Of Melbourne	VIC	03 8344 4845	03 8344 7909	m.giese@unimelb.edu.au
Ronda	Green	Griffith University	QLD	07 3875 7689	07 3875 7459	ensgreen@mailbox.gu.edu.au

Richard	Grove	Coate's Wildlife Tours	WA	08 94556611	08 94556621	coates@inet.net.au
Emma	Gyuris	James Cook University	QLD	07 4781 5476	07 4781 4020	Emma.Gyuris@jcu.edu.au
Graham	Hall	Department Of Primary Industries, Water And Environment	TAS	03 6336 5396	03 6344 8109	Graham.Hall@dpiwe.tas.gov.au
Sam	Ham	University Of Idaho	USA	+ 208 882 5128	+208 885 6226	sham2@turbonet.com
Belinda	Harding	Australian Antarctic Division	TAS	6232 3510	6232 3357	belinda.harding@aad.gov.au
Anne	Hardy	University Of Tasmania	TAS	03 6226 2361	03 6326 2279	Anne.Hardy@utas.edu.au
Karen	Higginbottom	Griffith University	QLD	07 5552 8059	07 5552 8067	K.Higginbottom@mailbox.gu.edu.au
James	Higham	University Of Otago	NEW ZEALAND	+64 3 479 8500	+64 3 479 9034	JHigham@commerce.otago.ac.nz
Isabel	Hill	South Carolina Department Of Tourism	USA	803 734 1741		ihill@scprt.com
Michelle	Hocking	South Australian Tourism Commission	SA	08 8463 4500	08 8363 4534	hocking.michelle@saugov.sa.gov.au
Kathryn	Hodgkinson	Wild By Nature	NSW			wildearth_friends@hotmail.com
Mark	Holdsworth	Nature Conservation	TAS	03 6233 6033	03 6233 3477	markh@dpiwe.tas.gov.au
John	Holmes	Parks & Wildlife Service	TAS	03 6233 2184	03 6224 0884	john.holmes@dpiwe.tas.gov.au
Hank	Horton	Jahadi Indigenous Experience	TAS	63636172	63636172	jahadi@microtech.com.au
Peter	Howard	Griffith University	QLD			P.Howard@mailbox.gu.edu.au
Colin	Ingram	Department Of Conservation And Land Management	WA	08 9334 0576	08 9334 0253	colini@calm.wa.gov.au
Steve	Johnson	Parks And Wildlife Service	TAS	6233 2156		steve.johnson@dpiwe.tas.gov.au
Megan	Johnstone	Environment Australia	ACT	02 6274 1704	02 6274 1921	megan.johnstone@ea.gov.au
Bridget	Joscelyne	Tourism Tasmania	TAS	6230 8358	6230 8353	
Androo	Kelly	Trowunna Wildlife Park	TAS	03 6363 6162	03 6367 6213	androo@trowunna.com.au
Adam	Keniger	Currumbin Wildlife Sanctuary	QLD	07 55341266	07 55349660	
Anne	Kerr	La Trobe University	TAS	6223 6155	6253 5359	akerr@wlf.com.au
Narelle	King	Griffith University	QLD	07 55528638	07 5552 8067	n.king@mailbox.gu.edu.au
Greg	Kirby	Flinders University Of SA	SA	08 8201 2176	08 8201 3015	Greg.Kirby@flinders.edu.au
Hiroko	Kobayashi	Promark Japan	QLD	07 3371 9309	07 3371 7775	hiroko@promarkj.com
Lorne	Kriwoken	University Of Tasmania	TAS	03 6226 2458	03 6226 2989	L.K.Kriwoken@utas.edu.au
Stuart	Lennox	Tourism Tasmania	TAS	03 6230 8154	03 6230 8353	Stuart.Lennox@tourism.tas.gov.au
Mick	Ling	Launceston College	TAS	6336 2800	6336 2779	
Mick	Lipscombe	Adventure Tours Australia	TAS	03 6273 0800		micklipscombe@yahoo.com
Janelle	Lowry	Environmental Pro	QLD	07 4936 0569		janelle.lowry@env.qld.gov.au
Jenny	Lunney	Currumbin Wildlife Sanctuary	QLD	07 55341266	07 55210210	
Hamish	Maclennan	Parks Victoria	VIC	5761 1601	5761 1620	nmaclenn@parks.vic.gov.au

Pat	Maher	Lincoln University	NEW ZEALAND			maherp@lincoln.ac.nz
Jeremy	Mallinson	Durrell Wildlife Conservation Trust	UNITED KINGDOM	+44 0 1534 860000	+44 0 1534 860001	jmallinson@durrell.org
Mark	Manteit	Currumbin Wildlife Sanctuary	QLD	07 55341266	07 55347427	mmanteit@currumbin-sanctuary.org.au
Gayle	Mayes	University Of The Sunshine Coast	QLD	07 5430 2894	07 5479 5240	GMayes@usc.edu.au
Carole	McCourtie	Parks And Wildlife Service	TAS	6233 2115		carole.mccourtie@dpiwe.tas.gov.au
Trish	McCullough	Office Of Post-Compulsory Education & Training	TAS	6233 7960	6234 6806	
Neil	McGarry	Broken Hill City Council	NSW	08 8087 6077	08 8088 5209	tourist@pcpro.net.au
Mick	McIntyre	International Fund For Animal Welfare	NSW	02 9288 4926	02 9288 4901	mmcintyre@ifaw.org
Wayne	McMahon	Par Avion (Freycinet Air)	TAS			flights@paravion.com.au
Ian	McPhail	Queensland Parks & Wildlife Service	QLD	07 3227 6398	07 3227 7031	Lesley.Wilson@env.qld.gov.au
Trish	Melinz	University Of Tasmania	TAS	6278 2964		tmelinz@hotmail.com
David	Merritt	University Of Queensland	QLD	07 3365 3478	07 3365 1655	dmerritt@zen.uq.edu.au
Kelly	Miller	RMIT University	VIC	03 9925 1858		kelly.miller@rmit.edu.au
Daryl	Moncrieff	Dept. Of Conservation & Land Management	WA	08 9334 0406	08 9334 0253	DarylM@calm.wa.gov.au
Nick	Mooney	Department Primary Industry, Water & Environment	TAS	03 6233 3083	03 6233 3477	Nick.Mooney@dpiwe.tas.gov.au
David	Morgans	Tourism Queensland	QLD	07 35355449		david.morgans@tq.com.au
David	Moser	Australian Antaarctic Division	TAS	62323506	62323357	david.moser@aad.gov.au
Gary	Myors	Eaglehawk Dive Centre	TAS	03 6250 3566		gary@eaglehawkdive.com.au
Tim	Nevard	Mareeba Wetland Foundation	TAS	6223 1800	6223 1299	tnevard@hob.pittsh.com.au
David	Newell	Southern Cross University	NSW			dnewell0@scu.edu.au
David	Newsome	Murdoch University	WA	08 9360 2614	08 9360 6787	dnewsome@essun1.murdoch.edu.au
Brad	Norman	Ecocean	ACT			ecocean@ozemail.com.au
Chelsea	Northrope	Griffith University	QLD	07 5552 8514	07 5552 8067	c.northrope@mailbox.gu.edu.au
Skye	Page	Griffith University	QLD		07 5552 8067	s.page@mailbox.gu.edu.au
Michael	Paxton	Eco Island	TAS	0427 344 575		
Stephanie	Pfennigwerth	Institute Of Antarctic & Southern Ocean Studies	TAS	6231 6471		stephpf@ozemail.com.au
Ian	Pritchard	CRC For Sustainable Tourism	QLD			
Michael	Prociv	Quennsland Parks & Wildlife Service	QLD	07 4046 6641	07 4046 6643	mike.prociv@env.qld.gov.au
Kelley	Rann	Southern Cross University	NSW	02 6620 3920	02 6626 9155	krann@scu.edu.au

Harold	Richins	University Of Sunshine Coast	QLD	07 5459 4477	07 5430 1210	hrichins@usc.edu.au
Peter	Roberts		QLD	07 3224 8542		robertsp@ihug.com.au
Jeremy	Robertson	Flinders University Of SA	SA	08 8201 2030	08 8201 3015	Jeremy.Robertson@flinders.edu.au
Kate	Rodger	Murdoch University	WA	08 9430 4052		k.rodger@student.murdoch.edu.au
Rebecca	Saltzer	James Cook University	QLD	07 4781 4100	07 4781 4019	Rebecca.Saltzer1@jcu.edu.au
Eric	Sargent	Craclair Tours	TAS	03 6424 7833		craclair@southcom.com.au
Jenny	Scott	University Of Tasmania	TAS	03 6226 2463	03 6226 2989	jenny.scott@utas.edu.au
Martin	Scott	Tasmanian Tours & Travel	TAS	6272 6611	6272 7555	info@tigerline.com.au
Michelle	Scott	Central Queensland University	VIC	03 9244 8085		scottharrison@ozemail.com.au
Noel	Scott	Griffith University	QLD	07 3870 8821	07 3700 9320	noelscott@optushome.com.au
Denis	Simond	Odyssey Travel	NSW	02 4224 7011	02 4226 2521	d.simond@odysseytravel.com.au
Irynej	Skira	D P I W E	TAS	6233 6372	6233 3477	irynej.skira@dpiwe.tas.gov.au
Trevor	Sofield	University Of Tasmania	TAS	03 6324 3578	03 6324 3652	trevor.sofield@utas.edu.au
Tracey	Squire	Alpine Shire Council	VIC	5755 0555	5755 0525	traceys@alpineshire.vic.gov.au
Tony	Stokes	Great Barrier Reef Marine Park Authority	QLD	07 4750 0700	07 4772 6093	t.stokes@gbrmpa.gov.au
Alison	Stubbs	Freycinet Adventures	TAS	03 6257 0500		alison@freycinetadventures.com
Deborah	Tabart	Australian Koala Foundation	QLD	07 3229 7233	07 3221 0337	dtabart@savethekoala.com
Zoe	Tanner	University Of Tasmania	TAS	03 6233 2801	03 6233 3477	zctanner@utas.edu.au
Sandra	Taylor	Mawson Graduate Centre For Environmental Studies	SA	08 83034490	08 83034383	sandra.taylor@adelaide.edu.au
Pascal	Tremblay	Northern Territory University	NT	08 8946 6772	08 8946 6777	pascal@business.ntu.edu.au
Andrew	Tribe	University Of Queensland	QLD			a.tribe@mailbox.uq.edu.au
Ann	Walton	National Parks And Wildlife Service	NSW	02 6652 0908	02 6651 9525	ann.walton@npws.nsw.gov.au
Betty	Weiler	Monash University (Berwick Campus)	VIC	03 9904 7104	03 9904 7130	Betty.Weiler@buseco.monash.edu.au
Malcolm	Wells	Tourism Tasmania	TAS	03 6230 8154	03 6230 8353	malcolm.wells@tourism.tas.gov.au
Michelle	Whitmore	University Of Tasmania	TAS	03 6224 0862		mwhitmore@postoffice.utas.edu.au
Craig	Williams	Pepper Bush Peaks 4WD Adventure Tours	TAS	03 6352 2263		pepper@microtech.com.au
Clevo	Wilson	The University Of Queensland	QLD	07 3365 6645	07 3365 7299	clevo.wilson@mailbox.uq.edu.au
George	Wilson	Australian Wildlife Conservation Services	ACT	02 6281 2160	02 6285 1195	george.wilson@awt.com.au
Jane	Wilson	Jane Wilson & Associates	QLD	0408 170 629		jkins@ozemail.com.au
Sally	Wilson	International Fund For Animal Welfare	NSW	02 9288 4944	02 9288 4901	swilson@ifaw.org

ATTACHMENT B

TALLY OF ATTENDEE SECTORS

Sector	Tally	Percentage
Tourism Operators	31	22%
• Free-range terrestrial (18)	-	-
• Captive (8)	-	-
• Marine (5)	-	-
Conservation Agencies	31	22%
Tourism Agencies (state)	9	6%
Tourism Other	5	4%
Academic (including students and educational institutions)	55	39%
Other	10	7%
TOTAL	141	100%