

## WTA Workshop Session Outcomes

### **CREATIVE WILDLIFE INTERPRETATION**

#### **Facilitator**

Nick Mooney, Department of Primary Industry, Water and Environment, Tasmania

#### **Main Points of Session:**

- Creative interpretation can make wildlife more accessible, easy to find (ie. Providing feeding station for viewing Tasmanian Devils)
- Creativity increases efficiency
- Ideas to be more creative were given such as – taking a box of gadgets, plaster to make footprints, skulls (eg. Tassie Devil skull and Wolverine skull to show comparisons), spare hats, sunscreen, torch, etc. for those who forget, etc.
- Good to create folklore, charisma and use it (as seen with Steve Irwin)
- Does not appear to much creativity out there at the moment

#### **Major Issues Discussed:**

##### Common but hard to see wildlife (ie. The Tasmanian Devil)

- Use creativity to overcome the problem – eg. Devil Restaurants. Do homework first, experiment with distances from the wildlife, monitoring, intercoms for sound, etc.
- Take a laptop and blank CDs so you can burn photos there and then
- The main point is that if you don't see any wildlife, there is the rest of the 'package' that makes the experience interesting.

##### Common but easy to see wildlife (ie. Fruit bats, wallabies)

- For such abundant wildlife, use creativity to focus on interesting feature, eg. Wallabies and biomass or fruit bats and seed distribution
- Make comparisons, eg. wildlife in Africa, size of babies compared to that of human

##### Overcoming Impediments to being Creative

- Keeping your enthusiasm up, saying different things every tour
- Allow staff to be individuals, provide staff development
- Change topics
- Change the route/area
- Staff swapping
- Layer product to give something for everyone

#### **Summary points discussed at end of session:**

- Use creativity to solve particular wildlife conservation problems
- Keep up the enthusiasm
- There are many impediments to creativity

- Demand for predictable businesses by wholesalers
- How do we deal with impediments?
  - Change topics/style (ie. Physical places)
  - Behavioural enrichment for staff
  - Allowing staff to be individuals
  - Good staff structure, to handle clients, layered approach
  - Flexibility