

# WTA - the past 10 years

Ronda Green, Chair  
2012

# The beginnings

“The Sustainable Wildlife Tourism Convention in Hobart, Australia in 2001, hosted jointly by Tourism Tasmania and STCRC, brought together a range of mainly Australian stakeholders to discuss diverse issues relating to sustainable development of wildlife tourism and its integration with conservation and generated recommendations. Planning began to create a national organisation to represent zoos, sanctuaries, wildlife parks and other wildlife operators around Australia to further the recommendations of the conference.”

(STCRC)

So, we started ....

So, we started ....

AWTAG



So, we started ....

Tonia Cochran

Ronda Green

Mark Edwards

Stuart Lennox

Karen Higginbottom

and admin officer Chelsea  
Northrope

AWTAG:  
Australian  
Wildlife  
Tourism  
Action  
Group



AWTAG



Wildlife Tourism  
Australia



AWTAG



Wildlife Tourism

Australia

Incorporated in 2012

- Nature-based tours

Ecotours

- Other tours

# Wildlife Tourism

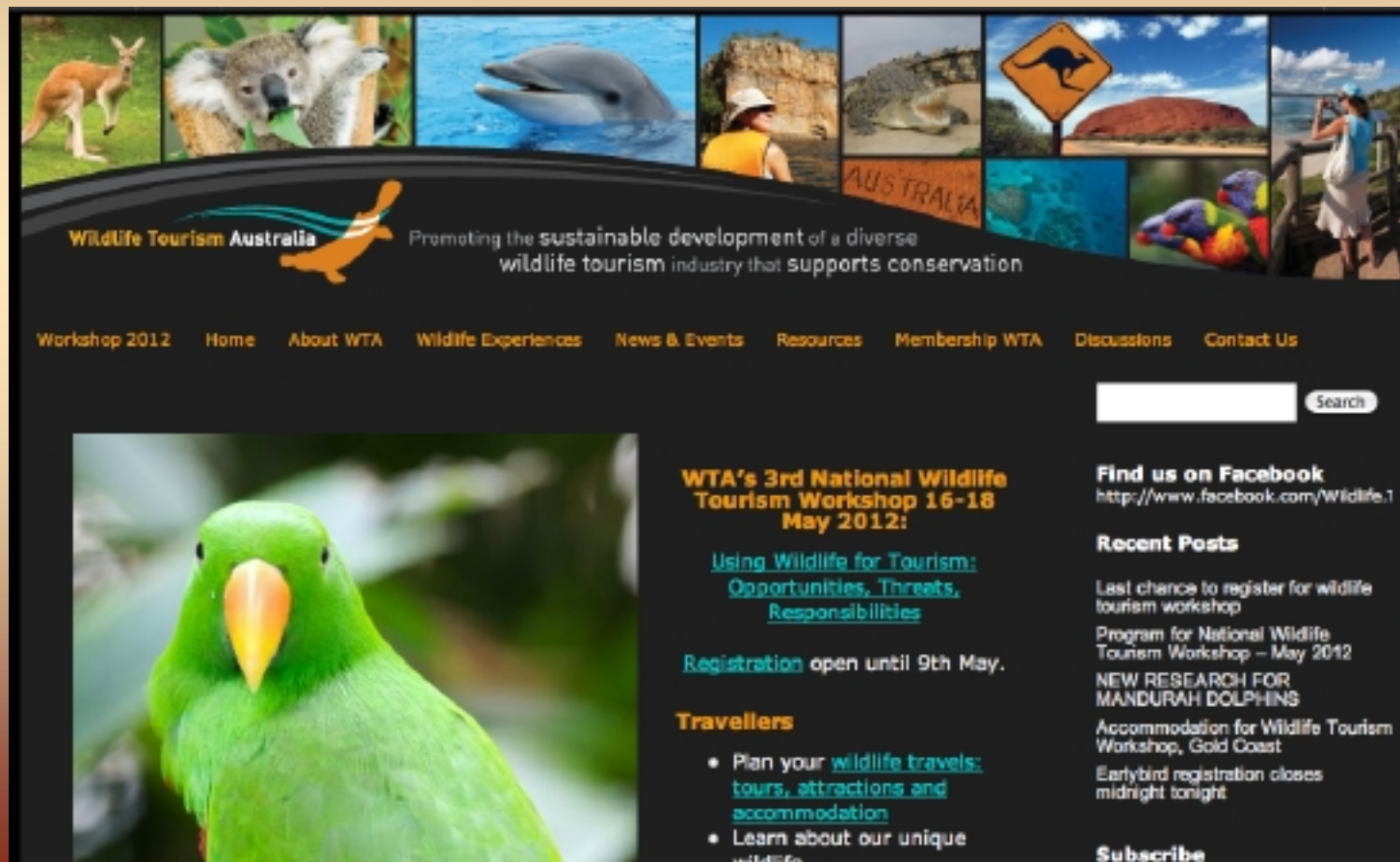
- Hunting and fishing
- Zoos and wildlife parks
- Eco-lodges

A sample of activities since then

**DEVELOPMENT OF GUIDELINES, POLICIES  
AND BEST PRACTICE**

# A sample of activities since then

## WEBSITE AND NEW LOGO



A sample of activities since then

**2003 WILDLIFE TOURISM AUSTRALIA  
INAUGURAL WORKSHOP**

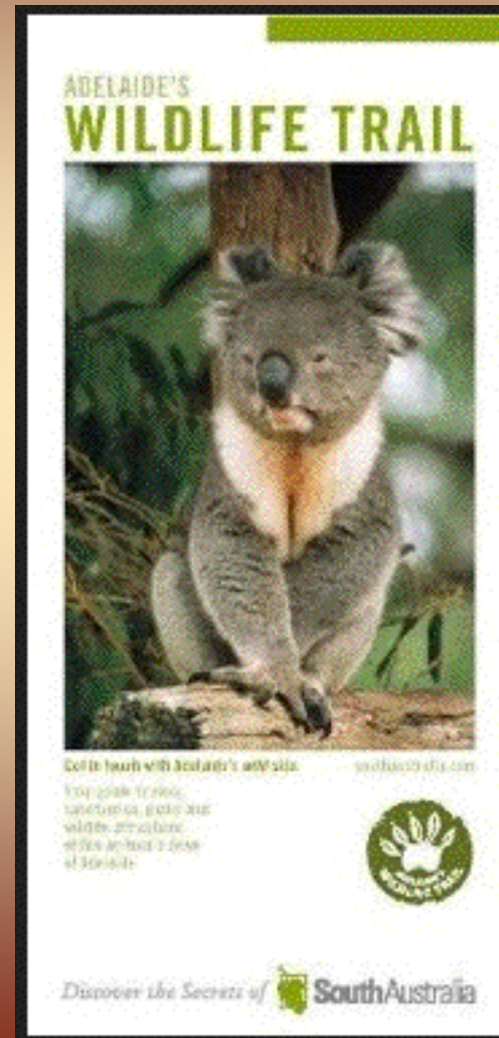
NOVEMBER 8-9, 2003

Hosted by:

Warrawong Earth Sanctuary and Cleland Wildlife  
Park, Adelaide Hills, South Australia

A sample of activities since then

# LAUNCH OF ADELAIDE'S WILDLIFE TRAIL





A sample of activities since then

**2nd NATIONAL WORKSHOP**

**WILDLIFE TOURISM AND CONSERVATION:  
THE PERFECT MARRIAGE?**

APRIL 17-19, 2005

Hosted by:

**Binna Burra Mountain Lodge and  
OíReillyís Rainforest Guesthouse**  
Southern Queensland

A sample of activities since then

**LAUNCH OF THE  
SOUTHERN QLD WILDLIFE  
TRAIL**



# A sample of activities since then

## LAUNCH OF TASMANIA'S WILDLIFE TRAIL



A sample of activities since then

*The 2nd Australian Wildlife Tourism Conference*

**GETTING REAL ABOUT WILDLIFE TOURISM**

*Fremantle, Western Australia on 13-15 August 2006.*

*Hosted by Wildlife Tourism Australia (WTA) and  
Facet (Forum Advocating Cultural and Eco-Tourism)*

# A sample of activities since then

## **BEAUDESERT WORKSHOP SERIES**

A series of Wildlife Workshops were held in 2008, organised by:

- Wildlife Tourism Australia
- Logan and Albert Conservation Association (LACA)

Funded by:

- Beaudesert Shire Council, Queensland

A sample of activities since then

### **BEAUDESERT WORKSHOP SERIES**

A series of Wildlife Workshops were held in 2008, including:

- **Amateur Naturalists**
- **Wildlife Tourism**
- **Wildlife on Private Lands**

A sample of activities since then

**SEPTEMBER 2008**

***The first Wildlife Festival of its kind in Australia***

**A month-long celebration of our wildlife  
including two full days of Wildlife Expo.**

**Organized and run by:**

**Wildlife Tourism Australia**

**Logan and Albert Conservation Association**

# Our current Facebook 'likers'

Australia	242
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Australia	242
India	150
United States of America	118

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Australia	242
India	150
USA	118
Mexico	109
New Zealand	104
Argentina	46
Indonesia	34
Malaysia	31
Brazil	31
Canada	30

...cont.

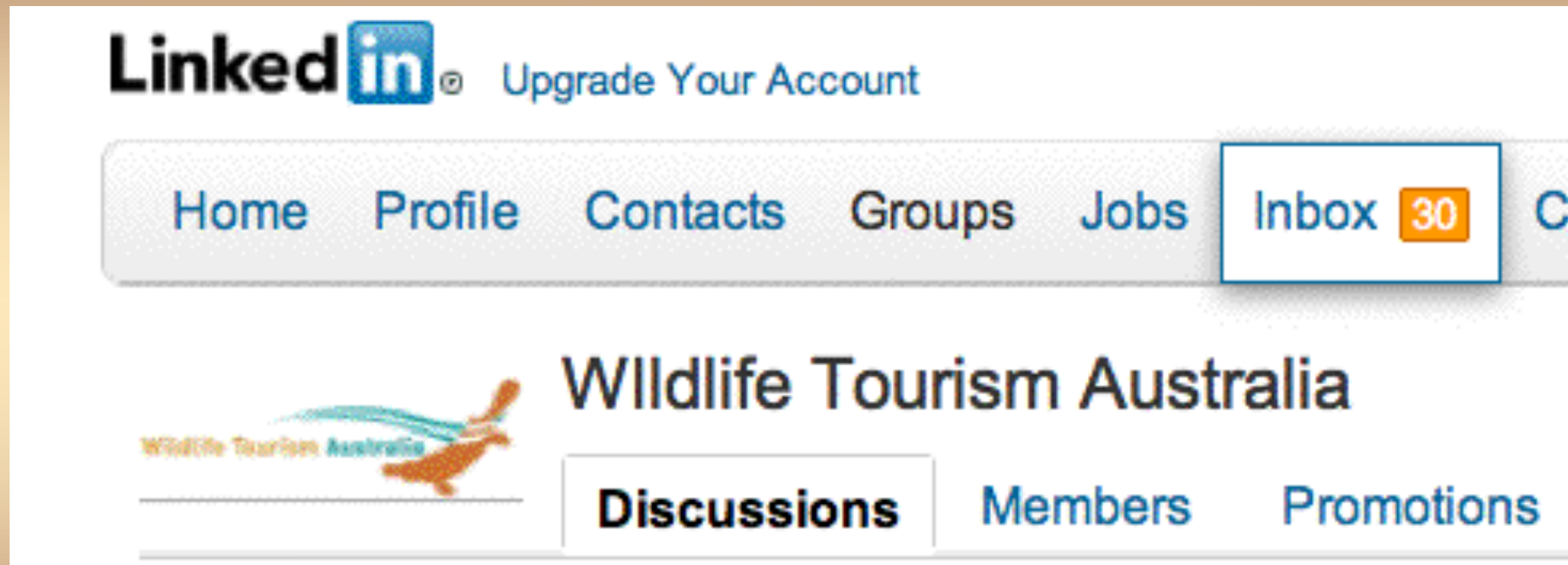
# Our current Facebook 'likers'

Ecuador	30
Costa Rica	22
United Kingdom	18
Chile	17
Taiwan	15
Italy	9
France	8
Germany	7
South Africa	5
Denmark	4

# Last week's Facebook reach



# Other Social Online Media



And now ....

# Using **Wildlife** for **Tourism**: Opportunities, threats, responsibilities



Wildlife Tourism Australia's 3<sup>rd</sup> National Workshop  
Currumbin Wildlife Sanctuary 16-18 May 2012