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 ....

AWTAG: Australian Wildlife Tourism Action Group

Tonia Cochran
Ronda Green
Mark Edwards
Stuart Lennox
Karen Higginbottom
and admin officer Chelsea Northrope
AWTAG

Wildlife Tourism Australia
AWTAG

Wildlife Tourism Australia
Incorporated in 2012
Wildlife Tourism

- Nature-based tours
- Other tours
- Ecotours
- 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 |
Our current Facebook ‘likers’

<table>
<thead>
<tr>
<th>Country</th>
<th>Likes</th>
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<tr>
<td>Australia</td>
<td>242</td>
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<tr>
<td>India</td>
<td>150</td>
</tr>
<tr>
<td>United States of America</td>
<td>118</td>
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Our current Facebook ‘likers’

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…cont.
Our current Facebook ‘likers’

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<td>Denmark</td>
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Last week’s Facebook reach

Viral Reach

The number of unique people who saw a story published by a friend about your Page from 4/13/12 to 5/10/12. Use the drop-down to see data for a specific story type. Each point represents the number of unique people reached in the 7-day period ending with that day.
Other Social Online Media
And now ....

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

Wildlife Tourism Australia’s 3rd National Workshop
Currumbin Wildlife Sanctuary 16-18 May 2012