



# ORIC Conference 2010



# Desktop versus mountaintop

A study by Zaradic et al (2009) found that an adult in their 30s will be more inclined to support conservation efforts and provide financial support to NGOs if they had active immersive experiences in the natural environment when they were younger.



# *Desktop versus mountaintop*



- a decline in support for conservation can be linked to a commensurate decline in pursuit of nature-based activities such as bushwalking.



# *Desktop versus mountaintop*



- The recent decline in pursuit of nature-based activities in youth was found to coincide with an increase in passive activities such as computer games (Pergams & Zaradic 2008).
- ✓ *Creatively packaged sustainable tourism in the form of adventure activities like bushwalking, kayaking, canyoning and snorkelling may play a role in re-engaging youth and recruiting a new generation of nature conservation supporters*

# What is Parks Eco Pass?



- Centralised system with dedicated coordinator to work with operators
- On-line application process
- Consistent fee structure throughout state (from July 2010)
- One licence for all activities across all parks
- Three licence terms (1, 3 and 10 years),
- Accreditation mandatory for 3 & 10 year terms
- Licence transfer permitted on sale of business

# The 2009 promises



- ✓ Information and application process now on line
- X A simple application process
- ✓ A coordinator to work with you and local NPWS staff
- X Guarantee of Service for your application - 8 Weeks
- ? Lots of promotional opportunities

# Lessons learnt



1. 14 regions equals 14 different ways to licence tour and activity operators. At a corporate level there had previously been no direct engagement and therefore only limited understanding of the needs of operators

# Lessons learnt



2. A fully responsive licensing system is a work in progress
3. NSW is ahead of the game and unique in its structure. This presents challenges
4. “Partnerships” is fraught with differing interpretation. 180 partnerships is hard work

# Meaningful statistics



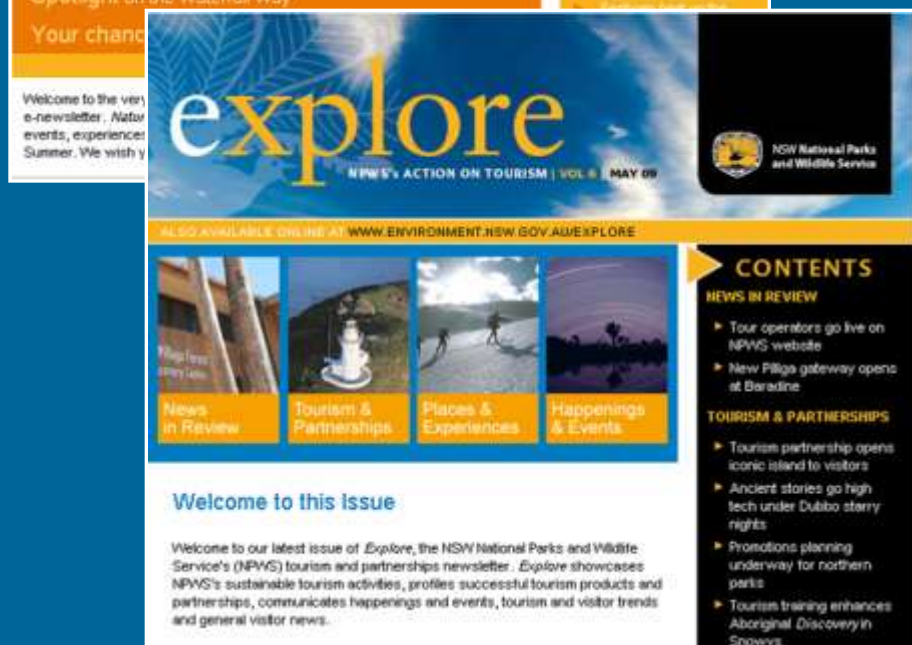
- Previous licensees: 172
- Returned licensees: 101
- Lapsed operators: 71
- New operators: 57
- Parks Eco pass holders: 158

# Key features



- Access to informative e newsletters (Explore and Naturescapes)
- Operator and vehicle identification tags
- Site specific conditions of operation
- Increased monitoring and surveillance
- Annual licence reviews

# Marketing assistance



- CTO's receive exposure through promotion on the NPWS website in two quarterly email newsletters – *Explore* (for stakeholders) and *Naturescapes* (for visitors)
- Accredited operators also qualify for selection for story profiles of their business in *Explore* and *Naturescapes*.



# Operations Manual

(13 > 12 > 7)



1. Business details, aims and objectives
2. Product description
3. Industry standards and accreditations
4. Cultural interpretation provided to clients
5. Minimal impact practices and environmental interpretation
6. Staff management and qualifications
7. Risk management and emergency response strategies

# Advice to new operators



- Discuss your proposal with the NPWS regional office staff to ascertain the permissibility of your activity in the reserve(s) in question. This will be contained in the Plan of Management, which is a statutory document.
- Discuss your proposal with the Parks Eco Pass Coordinator

# Aims and intentions



- Simplified application process
- Tour and product development in consultation with operators (Red gums reserves, big rains)
- Greater utilisation of existing NPWS accommodation facilities on park
- Increased compliance monitoring
- Cracking down on unlicensed operators

# Challenges ahead



- Wilderness provisions (October 2010)
- Database development 2010/2011
- Develop iconic walks
- Implement competitively allocated licences
- Encourage and motivate advocacy for conservation
- Reposition NSW National Parks & Wildlife Service as a contemporary and visitor-friendly conservation agency

# Amendments to NPW Act



- Improve the access and safety of visitors to wilderness areas by allowing people to go there with a paid licensed guide
- Allow the licensing of activities of a scientific or educational nature to occur in nature reserves
- Remove the prohibition on leasing and licensing in State conservation areas, regional parks and karst conservation reserves, including on Aboriginal owned SCAs and regional parks

# Amendments to NPW Act



- Four specific reserve re-categorisations:
  - Corramy State Conservation Area – Corramy Regional Park
  - Limeburners Creek Nature Reserve - LCNP
  - Sea Acres Nature Reserve - SANP
  - Macquarie Nature Reserve – Roto House Historic Site