

**Ecotourism Association of Australia**  
**AUSTRALIA'S PROGRAM FOR INTERNATIONAL YEAR OF ECOTOURISM 2002**

## **ITR GRANT – MILESTONE #1**

### ***1. Mechanism developed to encourage non-ecotourism operators to transform their product into ecotourism product***

TO DATE:

- Throughout IYE 2002 (and in the lead up in 2001) STOs/RTOs and organisations such as AITO and NSWCTA have been sent information on NEAP, its benefits and lead role
- STO Working Group members asked to highlight eco-tourism –and benefits of accreditation - at every opportunity. SATC and TQ excellent examples of sustained emphasis requested (e.g. SATC's subsidy for operators committing to NEAP, plus conducting of workshops to highlight ecotourism )
- Pending mail out to 2,970+ database of as yet unaccredited/non-EAA nature and ecotourism operators identified in GHD 'Ecotourism Snapshot'

PROPOSED:

- 'Nature and Ecotourism Guide to Australia' print and on-line versions of domestic travel trade and nationwide VIC networks resource. This is aimed to position accredited Ecotourism products above Nature Tourism counterparts in all sections; appropriate benefits – marketing strategy for newly-rebranded 'NEAP' should encourage 'crossover' trend.
- Rebranding / simplification of NEAP and first-ever comprehensive marketing strategy aimed at *industry* ( to stimulate expansion / accelerated take up ) and *consumers* ( to heighten recognition / stimulate requests for best-practice and recognised products ).  
*Please refer to **Addendum Item 15.c***

### ***2. Mechanism developed to encourage non-ecotourism registration at the Cairns IYE conference in October 2002***

The conference program has been developed to include:

- A workshop on 'mainstreaming the sustainability practices of ecotourism into the wider tourism industry'
- A significant discount to operators who have any approved accreditation/certification credentials
- Inclusion of speakers from sectors outside ecotourism to broaden the appeal of the conference
- The development of a database that includes a large number of non-ecotourism operators to encourage them to the event and into ecotourism
- The promotion of the conference in broader tourism industry publications
- The extensive promotion of the conference through STO and industry association newsletters/e-mail lists etc.

Targeted pre-event promotion for the conference to encourage non-ecotourism attendance has included:

- Special Ecotourism feature in Tourism & Hospitality Review
- Consecutive articles and features in Local Government Focus
- Comprehensive media campaign by TQ media unit aimed at allied / non-tourism sectors, including environmental groups / NGOs / LGAs and other governmental bodies
- Direct mail to ( predominantly Sydney-based ) GTOs/ NTOs inviting representatives to attend

### ***3. Production of IYE print collateral, including poster, colour brochure, 3 progressive versions program, briefing documents, production of press kit and distribution of school information kits***

- All items above produced to schedule and within budget ( note: reprint of IYE 2002 DL colour brochure necessitated, due to demand ). As advised, most of these items have been sent to ITR/IYE Partner Organisation reps as/when they have been produced, with accompanying Program Manager reports
- Comprehensive mail-outs to libraries, schools and LGAs completed by Dutch intern Annemarie Wijffels under minimum supervision

### ***4. National launch undertaken***

- Held in conjunction with Gold Sponsor SATC at The Coorong, outside Adelaide, SA on Tuesday, February 5<sup>th</sup>, 2002. Event attended by Minister Hockey, 3 IYE Patrons, SA Premier, VIPs, 100+ guests and national press.

### ***5. Design and construction of portable display unit and ancillary display panels***

- Multiple image ( showcasing outback, reef, rainforest and coastal environments ) 4-panel 'skins', end-sections and header board produced for display unit as described
- Additional 4 vertical 'pop up' /scroll banners also produced, highlighting the following:
  - International Ecotourism Standard ( used in Quebec and subsequent )
  - International Ecotourism Conference in Cairns ( as above )
  - ITR sponsorship and partnership with EAA for IYE 2002
  - Other IYE sponsoring organisations

### ***6. Design and construction of Additional signage for launch / ATE / Cairns conference etc;***

- 4.6m x 2.8m purpose-designed banner and solid panel signage completed in time for launch and re-used subsequently at ATE etc.
- Stored at TQ, this signage will be resurrected at Cairns International Ecotourism Conference

## **7. Participation in Sydney and Melbourne 'Getaway' travel shows**

- Display unit and 2 x side panels described above featured in expanded booth ( floor space doubled at no extra cost in both venues by organisers as IYE assist )in both Melbourne and Sydney.
- Shows attended by 30,000+ in both cities.
- IYE 2002 / EAA stand featured product from 40+ national suppliers – another first
- IYE Patrons Sorrel Wilby ( MEL and SYD ) and John Morse (SYD) attended, to assist with publicity

## **8. Representing Australian ecotourism as guest speaker at UNESCO conference in Korea**

IYE 2002 Program Manager Australia invited to make presentations to this conference by UNESCO in Korea ( the organisation provided air travel and conference accommodation ) on the island of Jeju, 400k south of the mainland. The KEDSC conference was jointly organised by UNESCO and Professor Kim Seong-il ( Forestry Department, Seoul National University ), who has been commissioned by the Korean government to supply strategic plan for accelerated development of ecotourism in Korea. In brief:

- Gave 2 power point presentations ( translated into Korean ) with the assistance of interpreter Wendy Lee ( a Korean doctoral student from James Cook University in Townsville), on:
  - the history and role of the EAA, plus the history and process of the NEAP scheme
  - condensed overview of our IYE 2002 program ( including a strong 'plug' for the Cairns conference )
  - suggestions for progressing ecotourism in Korea, including the formation of a strategic development agency, an association based on the EAA, an accreditation system and product development / marketing ideas.
- Following on from PMA's visit:
  - all 190 delegates were sent the text of a 2-page Cairns Conference flyer (in Korean)
  - Korea sent a delegation to the World Ecotourism Summit in Quebec
  - Professor Kim visited Australia June 2-8 in schedule devised by PMA and had meetings with the EAA and protected area managers
  - PMA has prepared itin for 12 person study group from Gyonggi Province coming to Qld/NSW 25-29 September and will host Brisbane leg of trip.

## **9. Completion of web-site revamp plus maintenance**

PMA has worked closely with EAA executive officer and web-designers to rebrand existng EAA/NEAP/IYE2002 sites to reflect graphic 'house style' occasioned by IYE collateral and program. Designers up-date IYE site as / when required.

## **10. Coordination of IYE/EAA presence at ATE Brisbane, in partnership with ATC/Tourism Qld**

PMA completed following elements with the assistance of the ATC ( for the second consecutive year ) and TQ to heighten EAA presence at ATE 2002:

- IYE 2002 Ultralight display stand plus NEAP product on display in ATE Concourse
- IYE / EAA staff in attendance throughout both Eastern and Western Hemisphere sessions of event ( based in the ATC Centre adjacent to Registration )
- Production and dissemination of a new NEAP national Product Guide to international buyers. See separate **Addendum Item 15.a**
- Supply of 'tented' placards bearing the legend " Ecotourism in Australia –we're leading the world " plus IYE 2002 logo to **175** nature and ecotourism product sellers at ATE – 30 of whom were NEAP operators. ( Operators were also given IYE posters and print collateral ).
- Distribution of new EAA and NEAP membership brochures to ATE ecotourism product sellers present at ATE who were not yet signed up
- All accredited ecotourism sellers provided with ATC-generated NEAP perspex desk top displays
- 2 new large freestanding signs emphasising benefits of accreditation to buyers, positioned at show
- Trade show provided opportunity to distribute Cairns Conference A4 flyer to ecotourism sellers / other potential attendees.

Among fairly immediate outcomes were:

- PMA met with 47 Eastern, 66 Western Hemisphere buyers face to face, distributed at least 1 copy of NEAP product guide to majority of buyers, organised coverage of ecotourism product in daily ATE colour newspaper, had interviews with foreign travel press and has completed post-ATE mail out
- Following on from the event, PMA asked to assist Kintetsu Australia in assembling ecotourism tours in World Heritage Areas using NEAP operators
- PMA has had sustained contact with /fielded enquiries from ITOs /overseas product buyers
- Successful distribution of NEAP national product guide produced specifically for ATE 2002

## **11. Planning and execution of high-profile Australian presence at World Ecotourism Summit in Quebec, including logistics, design of displays, coordination of VIP function and promotional activities focussed on Cairns conference**

An EAA-coordinated Australian presence at the World Ecotourism Summit achieved its 2 main objectives with great success. These were to (i) launch the ( Draft ) International Ecotourism Standard, and (ii) heighten awareness of the EAA International Ecotourism Conference, Cairns, October 21-25. In addition, it was aimed to increase Australia's overall profile as a leading exponent of best practice ecotourism. Elements completed included:

- PMA organised design and production of EAA/Australian booth at 'Eco-Rendezvous' linked to 'Summit, plus print collateral displayed on same (and distributed by EAA personnel), including:
  - 2x vertical free-standing banners promoting Cairns Conference and International Ecotourism Standard ( NEAP/CRC Sustainable Tourism/Green Globe 21 initiative launched in Quebec )

- A4 2-sided colour flyer for Cairns conference ( 1,000 to Quebec, 1500 remain here for use pre-conference )
- A4 flyers for IEC/NEAP/Green Globe and AHC 'ECOTOURISM AUSTRALIA-WIDE' project
- In addition, organised breakfast reception including sponsorship coordination at Quebec Hilton for launch of IES and promotion of Cairns Conference, including:
  - design/production of electronic and hard copy invitations
  - (Australian) national media release, plus reception media release for distribution at Summit
  - liaison with Australian High Commission to Canada /Tourisme Quebec/ EcoTour Conseils/other sponsors and Summit organizations in lead up to event
  - freight and coordination required to achieve productive results.

Other outcomes as a direct result of strong Australian presence:

- significant progress made through meetings held at Quebec and follow up in-depth meetings held with WTO, UNEP and UNESCO at their offices in Madrid and Paris immediately following on from World Ecotourism Summit
- successful dissemination of information to the Quebec delegates through 'ECO Rendezvous' trade display, networking opportunities etc, available at Quebec
- Other highlights in Quebec included:
  - EAA president Peter O'Reilly addressed all 1250 delegates at the start of the event
  - Cairns conference convenor Tony Charters and his invitation to come downunder ( plus TQ-generated conference video ) was literally last message to full plenary
  - 750 'gecko' badges inviting delegates to Cairns –complete with battery-operated flashing eye lights – became the summit 'hot ticket item'
  - Drizabone and Akubra-kitted Australian delegation had an incredibly high profile, which augers well for Cairns.
  - Successful presentation by G. Worboys / A. Crabtree / P O'Reilly re I.E.S.
  - all print collateral utilised
  - 'sold out' attendance ( including media ) at VIP breakfast briefing

## **12. Coordination of IYE presence at launch of 'Longitude 131' in June**

Input limited to IYE Patron John Morse representing program: print collateral supplied. Launch – immediately post-ATE – carried out by Voyages Hotels and Resorts.

## **13. Planning and execution of 'Ecotourism Australia-Wide' national on-line forum in partnership with Australia Heritage Commission**

The EAA entered a formal partnership with AHC for the life of this project and provided:

- detailed planning from conception to execution and post-event review
- participation of PMA and executive officer throughout
- assistance with theming, scope and content of conference
- assistance with securing moderators / other 'speakers'
- pre-event publicity, networking and supply of target lists

#### **14. International Ecotourism Conference planning completed and conference announced**

Conference planning highlights include:

- The final Conference Program brochure was mailed out in August to over 9,000 people world-wide
- Follow up emails were sent out to approx 6,000 people world-wide
- The conference program is completely filled and there are wait-listed paper proposals
- All venues have been contracted and deposits paid
- Conference insurance has been secured
- Specialised workshops are all in place and final preparations are being carried out
- AusAID, through its International Seminar Support Scheme (ISSS) is processing up to 16 individuals from countries covered by the scheme, ( from a list assembled via consultation with international partners UNEP, WTO, Conservation International and T.I.E.S. ) to bring them to Cairns and provide accommodation and per diem expenses, but not registration
- Conservation International is assisting in a similar manner with one international delegate
- A wide range of field trips and ancillary functions has been assembled
- A team of 25 uni/TAFE tourism students will assist conference organisers
- Two IYE Patrons –Sorrel Wilby and John Morse – are able to attend, and to speak
- Trade/sponsor/other special interest groups will have opportunity to exhibit in planned ECO Chamber ( Qld-only) and ECO Lounge ( world/rest of Australia ) similar to Quebec ECO Rendezvous, within Cairns conference centre
- Comprehensive media strategy is being undertaken by TQ
- The Cairns Charter is progressing and an international review committee has been appointed to oversee the work on this project
- The conference has received 650+ expressions of interest in registering, to date: a record.

---

#### **ADDENDUM:**

***Extra milestones not originally listed – either completed or in train as at 15<sup>th</sup> Sept 2002***

#### **15.a National NEAP product guide**

This item was produced in time for ATE 2002 and represents the first-ever compendium of NEAP product assembled on a national basis – aimed at international buyers to meet one specific criteria for IYE 2002 – *assembling/packaging ecotourism product on national basis for international/domestic travel trade*. Key points:

- 120+ operators across Australia provided information requested to assemble 16 page NEAP Product Guide in time for distribution as described at ATE 2002 and beyond.
- A4 format, colour cover contains:
  - succinct description of NEAP criteria and process
  - clear definitions of Nature and Ecotourism plus overview of industry in Australia
  - brief summary of IYE and our global leading role
  - explanation of information displayed
- Product guide proved successful at ATE, has led to requests for reprint ( and subsequent demand for 'domestic' version, as described ).

### **15.b Re-naming and re-branding / expanded role of Ecotourism Association of Australia**

The EAA –henceforth to be known as *Ecotourism Australia* – agreed at its August meeting to:

- adopt *Ecotourism Australia* as its new operations/trading entity
- proceed with a new look logotype and other branding elements
- encourage members to utilise new membership logo as widely as possible
- adopt a motion that the organisation ‘move to include Nature Tourism in a complimentary fit with Ecotourism’

with the rebranding –and a detailed briefing – to be launched at the conference in Cairns, Oct 21<sup>st</sup> – 25<sup>th</sup>. More information about this item can be supplied as required.

### **15.c Eventual rebranding and simplification of NEAP, plus marketing strategy**

The NEAP / I.E.S. working party has endorsed proposed changes to the existing NEAP scheme, which include:

- reworking the multiple logos currently in use to a more simple approach
- utilising the term CERTIFIED in the new branding in line with global useage /trends
- producing a single version of the logo for public education / consumer marketing
- supplying a design for the International NEAP version which will link qualifying Australian products and operators to the I.E.S.

It has been agreed that the proposed re-branding ( full details of which can be supplied as required ) should be launched formally in conjunction with NEAP Edition #3, commencing Jan 2003. In the interim, a process of consultation and education is proceeding, including:

- questionnaire based on briefing material sent to operators September 16<sup>th</sup> 2002
- supply of first-ever NEAP strategic marketing plan aimed at consumers and industry
- strategies to assist operators with ‘transition’ period when existing logos will be phased out as new brand is presented to the public, media and industry.

Stephen Nelson  
Program Manager Australia  
IYE 2002

**Ecotourism Australia**  
**AUSTRALIA'S PROGRAM FOR INTERNATIONAL YEAR OF ECOTOURISM 2002**

## **ITR GRANT – MILESTONE # 2**

### **1. Conference undertaken successfully**

Please refer to the centre page overview of the October 21-25 Cairns Conference within the November 2002 issue of Ecotourism Australia's 'ECO NEWS'. In addition please find attached copies of all preliminary and final conference print collateral, including official program.

*Summary of conference highlights, in brief:*

- 392 delegates attended: a record number. 25% international attendance (reflecting global networking and promotion, including Australian presence at Quebec 'Summit) with delegates from 37 countries
- Conference program included over 100 presentations of very high standard, with speakers' presentations matching conference themes very effectively and in commensurate proportions
- Impressive list of Keynote Speakers helped generate strong media interest and contributed to quality of event.
- Presence of international partners –WTO/UNEP/TIES/Conservation International /Rainforest Alliance - evidence of integral role Australian ecotourism now has in governmental/NGO alliances shaping global policies
- Strong emphasis on indigenous issues won approval of delegates and general (and specific tourism) indigenous organisations
- AusAID and Conservation International assisted delegates from developing countries to Cairns
- Inaugural EcoGuide award was presented
- NEAP-based 'International Ecotourism Standard' (produced via the partnership involving Ecotourism Australia, CRC Sustainable Tourism and Green Globe 21 Asia Pacific) was launched
- Workshops, presentations and networking events exceptionally well attended
- Well-organised field trip options providing delegates opportunities to experience best practice NEAP ecotourism products similarly well-patronised
- Most significant IYE 2002 outcome – Draft Cairns Charter on Partnerships for Ecotourism – was adopted at the conference. The Cairns Charter has been posted on the UNEP and EA websites, responses to it are being collated and the final document is likely to be formally ratified early in 2003.

## **2. Sustained publicity / PR to end of year (including dissemination of Cairns outcomes)**

Please refer to the attached 'International Ecotourism Conference 2002 Media Coverage Report' and the accompanying 'clippings' file on CD-Rom. Media coverage for the conference has been valued by Tourism Queensland at approximately r \$250 000

### *Summary of IYE Program publicity:*

- Provided text and images for special features on ecotourism, responsible travel and sustainable tourism in Australian Geographic, 'Out There' (SEE Australia publication) and Ethical Investor Magazine
- Supplied general media releases covering conference, new EA branding, 10 year plan
- Continued to field media enquiries re IYE / ecotourism issues
- Wrote columns for Tourism & Hospitality Review and other industry publications
- Coordinated publicity and logistics for consumer and trade events including Songlines Festival in Blue Mountains NSW and Adventure and Backpacker Industry Conference, as well as Australian presence at PECC Ecotourism Forum in Quito, Ecuador
- Gave radio interviews as required

### *Summary of Cairns Conference publicity*

- 11 regional, 2 metro Brisbane radio interviews and news stories
- 6 regional, 1 metro Brisbane and 1 national news stories
- A number of the above were syndicated to more than 75 rural and regional areas nationally
- *Radio and television coverage valued at \$130,000*
- 6 regional, 4 national newspaper/magazine articles ( including BRW and The Australian)  
1 metro Melbourne article
- *Newspaper/magazine coverage valued at \$119,000*

## **3. Coordination / logistics of IYE presence at Cairns conference**

The Program Manager Australia was seconded to the Cairns Conference Organising Committee to ensure that the national IYE profile would be prominent. Elements contributing to this aim included:

- Design, production and installation of conference banners and signage featuring IYE 2002 branding and sponsors ( including solus position for ITR )
- Dissemination of IYE collateral
- Formal and informal meetings / briefings with international IYE partners and sustained networking with wide range of delegates, including operators
- Supply and staffing of IYE display booth (shared with Green Globe 21)
- Arranging participation and presentations by 2 IYE Patrons – John Morse and Sorrel Wilby
- Keynote presentation to Plenary Session: review of Australian program for IYE2002 and outline of legacies

#### **4. Approved purposes**

##### *IYE LOGISTICS AND COMMUNICATION: 'THE PROGRAM'*

Items 1,2,3 (Display stands and educative collateral, Communications strategy collateral and IYE 2002 Website) and their detailed components have all been produced. Please note that only 1 poster for national distribution was produced. Within the calendar year, permission for two variations to this section of the budget were sought and approved: an adjustment to reflect increased freight and any unexpended program funds to be assigned to the proposed 'Nature and Ecotourism Guide to Australia' – an IYE 2002 legacy. Please find attached budget report for the IYE Logistics and Communication portion (\$65,000 total ) of the grant.

##### *CONFERENCE OUTCOMES*

ITEMS 1,2,3 (Travel logistics, Conference coordination and management, plus Conference outcomes) will be supplied under separate cover.

##### **Travel Logistics**

Grant funds enabled EA to support keynote speakers in travel costs associated with attending the Cairns Conference. Speakers assisted in this way included:

Mr Oliver Hillel (UNESCO - Paris); and

Ms Martha Honey (Institute of Policy Studies – Washington DC)

Grant funds also enabled the Conference Co-ordinator Ms Clare McFarlane to attend the Quebec Summit in order to meet with key delegates and to market the Cairns event. The Quebec Summit provided an opportunity to mount a display about the Australian ecotourism industry and the Cairns Conference. A special industry breakfast was held to promote the Conference and other initiatives such as the International Ecotourism Standard being developed by Australia. A range of innovative promotional materials were produced to ensure that the Cairns Conference came to the attention of Summit delegates, these included:

- The Australian delegation wearing RM Williams and Drizabone uniforms – this made a very significant impact and created a great deal of discussion;
- The production of a lapel badge featuring the EA gecko with flashing red eyes – each Summit Delegate was presented with one of these when they came to the Australian booth;
- Australian souvenirs to present to VIP's and key contacts – these included Drizabone coats, hats, leather goods etc.

##### **Conference co-ordination and management**

Due to the scale of the Cairns Conference and its international focus, the level of administration and co-ordination required to orchestrate the event was well beyond anything previously undertaken by EA. The complexity of negotiating the endorsement of international bodies, and then the involvement of these bodies in plenary sessions, launches, workshops etc was extraordinary. Additionally the concept of the Cairns Charter was developed, an initiative in itself which required Tony Charters to draft the document bring together an international steering committee of some 20 people and negotiate over several teleconferences and informal meetings a draft Charter to present to the conference delegation. Traditionally international events of this magnitude have fulltime conference secretariats and conference organisers working up to two years or more prior to an international event. The Cairns Conference was conceived, organised and implemented over a period of just 18 months. It was completed

largely by volunteer efforts, and by all accounts – through formal and informal feedback, was highly successful.

External conference and marketing expertise was well beyond the resources of EA. An agreement was entered into with Conference Convenor, Mr Tony Charters and Conference Co-ordinator, Ms Clare McFarlane to undertake the entire development, marketing and co-ordination function for an honorarium, which equated to a combined total of 45.5 days. This represented a very small proportion of the total time required to complete the task.

### **Conference outcomes and report**

There are several components within this section of the grant. A feedback survey was administered at the Cairns Conference to obtain the views of delegates on all aspects of the conference – this report has been attached to this report. A CD ROM is currently in production and will be mailed to all delegates who attended the conference together with a number of key agencies who supported the event. The Cairns Charter will also be distributed to the EA database. Copies will be forwarded to the Commonwealth upon completion of these publications.

### **Detailed performance indicators**

#### ***1. Profile of Ecotourism in Australia is raised both domestically and internationally***

Attached summary reports by STOs/ATC helps document increased level of activities, projects and media coverage nationally and internationally during 2002. Additional 'consciousness-raising' by (unsolicited) articles on growth / effects of ecotourism in quality print media matched by more populist messages and stories on commercial television ('Getaway' and 'SEE Australia', for example –which can reach up to 1.3 million consumers at a time).

There was an undoubted boost to Australia's reputation overseas by participation at World Ecotourism Summit in Quebec, plus meetings with world ecotourism bodies in Europe / Canada / USA and South East Asia. Ecotourism in Australia was accorded a new level of respect and invitation to participate more closely with WTO. IYE 2002 international partners have similarly encouraged more engagement and see Ecotourism Australia as credible leader in Oceania region. Importance of the role of EA in relation to NEAP and the International Ecotourism Standard cannot be underestimated.

Cairns conference has played a pivotal role in consolidating Australia's reputation internationally. International partner organisations were impressed at demonstration of organisational skill, quality of speakers, depth of content, relevance to IYE themes and primary outcome – the Cairns Charter on Partnerships for Ecotourism.

## **2. EAA to develop and implement a mechanism to attract ecotourism operators to IYE Australian Conference**

In addition to utilising existing EA and established Conference databases (revised by student interns at EA under conference convenor's supervision) for postal and e-mail direct marketing, proactive STOs and RTO networks were requested to publicise the conference to operators via newsletters and e-bulletins. This resulted in operators representing an attendance share of 21% of delegates at the conference. Additionally operators with NEAP and other recognised accreditation were entitled to significant discounts on registration ensuring that the event was affordable to operators. Also, In co-operation with Tourism Queensland a special full colour NEAP booklet was produced promoting all Queensland accredited operators to delegates.

## **3. EAA to develop and implement a mechanism to attract non-ecotourism operators to IYE Australian Conference**

EA developed a 12,500 name database that contained very comprehensive listings of : Tourism bodies, operators, researchers, academics, consultants, NGOs, environmental agencies, students, all three tiers of government, planning and policy makers. Additionally operators with other recognised forms of accreditation were provided with significant discounts to attend the conference.

Special effort made to attract LGA / regional development representatives to Cairns –reflection of increasing levels of enquiry by Shires/Councils seeking to encourage / provide planning guidelines for ecotourism. Consecutive advertisements and articles in Local Government Focus; copy supplied to like publications. A special briefing meeting was provided to the Regional Organisation of Councils in far north Queensland and the Mayors of Cairns and Douglas Shire were also briefed personally by the Convenor and Conference Co-ordinator.

All of the above domestic and international segments sent 3 mailings and targeted e-mail 'reminders / call to action' to encourage registration. Eventual delegate breakdown reflects success of these efforts.

State Tourism Organisations, with Tourism Queensland to the fore as the host State, promoted the conference. Those with overseas branch offices did likewise and ATC publicised the event via international offices.

Considerable effort was placed into building the credibility of the conference as an international event to ensure good international representation amongst the speakers and delegates. This involved extensive contact with key bodies such as WTO, UNEP, UNESCO, Conservation International and the Rainforest Alliance. Given that Australia is not a member of WTO a considerable amount of effort was required to gain their support and endorsement of the event. Through the combined support of the Commonwealth and Tourism Queensland the Conference Co-ordinator and the Conference Convenor were able to use the Quebec Summit very effectively to meet key people from international organisations and to promote the Australian Conference and more importantly source key speakers. Additionally, immediately post the Quebec Summit it was possible to meet with the key organisations (WTO, UNEP, UNESCO) at their offices to discuss in detail possible involvement in the Australian conference including workshop ideas, co-operative marketing, speakers etc.

The Quebec Summit together with the follow up meetings with key organisation in Madrid and Paris provided a real turning point for the Australian Conference. Through key contacts and meetings that were made on this trip the Australian Conference was immediately elevated to a very significant event on the IYE calendar internationally. UNEP and WTO placed conference details on their websites and WTO mailed out several thousand conference brochures to WTO members and contacts. The international linkages and marketing efforts resulted in 25% of delegates coming from 37 countries outside Australia, as noted.

**4. *EAA to establish partnerships with Tourism Task Force, ATC, ATEC and national tourism alliance to promote the 2002 conference and enhance attendance***

Formal alliance created in lead-up to IYE 2002 – the IYE Partner Organisations – used effectively to this end, and set to continue as legacy. (Please see attached document.) ATEC and TTF were provided with briefings about the conference and considerable effort was made to involve both organisations in the Cairns event. Conference media releases were sent to ATEC and TTF in order for them to promote the conference to their individual members. Significant media initiatives were also undertaken with travel trade publications to ensure broad coverage to the tourism industry was achieved.

**5. *EAA to develop mechanism specifically targeted at non-ecotourism businesses to encourage them to transform current product into ecotourism product, with intention of announcing such method at conference***

Ecotourism Australia adopted as formal policy the recommendation to encompass and expand Nature Tourism sector, completed direct mailing to 3,000 predominantly Nature tourism operators on 'Ecotourism 2001 Snapshot' database, produced outline of co-op marketing strategy for operators and announced planned 'Nature and Ecotourism Guide to Australia' at conference. (See attached sample).

Stephen Nelson  
Program Manager Australia  
IYE 2002