

**REPORT TO ECOTOURISM AUSTRALIA :  
SOUTH AUSTRALIAN TOURISM COMMISSION INITIATIVES FOR IYE 2002**

1. Successful **national launch** of IYE 2002 undertaken in Coorong National Park. The media kit that was produced for the Australian launch has now generated more than \$300,000 worth of media exposure.
2. Two nature-based **operator forums** have been conducted in South Australia during IYE 2002. The first one at Cleland Wildlife Park and the second at Flinders University. Both very successful with a strong push to continue this type of forum on at least an annual basis.
3. The SATC in partnership with key stakeholders and industry have held a full-day workshop to develop a five-year **ecotourism strategy**. The SATC's previous strategy was a two-year strategy written in the year 2000.

A Coorong National Parks **operator 'cluster' group** has been formed. To date this cluster has developed a cooperative brochure and are currently working on an operator 'cluster' website.

NPWSA, Forestry SA, The Office of Recreation and Sport and the SATC cooperatively produced a **SA Trails website and book** incorporating bushwalking, horse riding, diving, cycling and canoeing. Visit [www.southaustraliantrails.com](http://www.southaustraliantrails.com) the publication is currently being printed.

NPWSA and the SATC have jointly produced a **publication** incorporating all visitor-ready national parks. This publication should be in the market place in early 2003.

4. A **workshop** was held on Kangaroo Island to evaluate the TOMM model. It was an overview of TOMM highlighting results and issues. All stakeholders including tourism marketing committees, operators, local government and state government find the TOMM model beneficial and worthwhile. More information can be sourced from the TOMM website; [kangarooisland.tomm@saugov.sa.gov.au](mailto:kangarooisland.tomm@saugov.sa.gov.au)
5. see above
6. The SATC developed a strategy to **increase** the number of **NEAP accredited operators** in SA. Operators were offered a 50% subsidy on their NEAP registration fee. This strategy more than doubled the amount of NEAP accredited operators in SA.
7. The Adelaide Convention and Tourism Authority (ACTA) assisted the SATC to prepare a **bid to host the National Ecotourism Conference in SA in 2003**. This bid was successful.
8. The SATC included a **link** to the EAA site for the IYE 2002
9. The **Bookmark Biosphere Reserve** and its **accredited guides** have formed a 'cluster' group to market the Bookmark experience in and around the national ecotourism conference in the Riverland in 2003.

10. Best practice **whale watching workshop** will be reviewed coming into the new whale season in 2003.

11. The SATC has developed a **liaison group** with representatives from NPWSA discussing issues and opportunities relating to infrastructure, policy, research and marketing. The group has met bi-monthly in the IYE and will continue this liaison into the future.

Meetings have been facilitated in the regions where operators have certain issues they wish to address with the SATC and NPWSA.

12. **NPWSA** and the **SATC** have **links** and refer visitors to each other's websites. The SATC where relevant refers visitors to the NPWSA website in all marketing collateral.

13. The SATC is a **gold sponsor** of the IYE2002, hosted the Australian launch, attended and guest lectured at the World Ecotourism Summit in **Quebec**, and also attended and hosted a **display** at the International Ecotourism Conference in **Cairns**. At the Cairns conference –*Ecotourism: a World of Difference*- there were four South Australian presentations. These were: the role of the SATC, the SA Whale Centre, Flinders University – Naracoorte Caves, plus Banrock Station Winery and Wetland.

14. The SATC has printed or cooperatively produced the following **nature based collateral** during IYE 2002;

- SA Nature
- "Get in Touch with the Untouched" brochure highlighting NEAP accredited operators
- Nature Media Kit
- SA Trails book and website
- SA National Parks publication

The SATC also encouraged SA regions to market nature based tourism through their regional publications including the IYE logo.

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