

MASTER REEF GUIDE



GREAT BARRIER REEF



Australian Government
Great Barrier Reef
Marine Park Authority

TOURISM
& EVENTS
Queensland

AMPTO

Association of Marine Park Tourism Operators

www.gbmpa.gov.au



Great Barrier Reef Marine Park



AUSTRALIA

AREA

344,400 km²

LENGTH

2300 km long

70 million
football fields

Roughly the
same area as...



ITALY



JAPAN



GERMANY



MALAYSIA

3000



coral reefs

600



continental islands

1625



types of fish

133



varieties of
sharks and rays

600



types of soft
and hard corals

The Great Barrier Reef World Heritage Area

Sites judged as important to the collective interests of humanity.

The Great Barrier Reef World Heritage Area was recognised under all four natural criteria:
geological, biodiversity, ecological and cultural.

The first coral reef property and remains the largest on earth..





Australian Government
Great Barrier Reef
Marine Park Authority

Big, beautiful, diverse

Tourism presenting the Reef's outstanding values



www.gbrmpa.gov.au



www.gbrmpa.gov.au



Total contribution to Australia

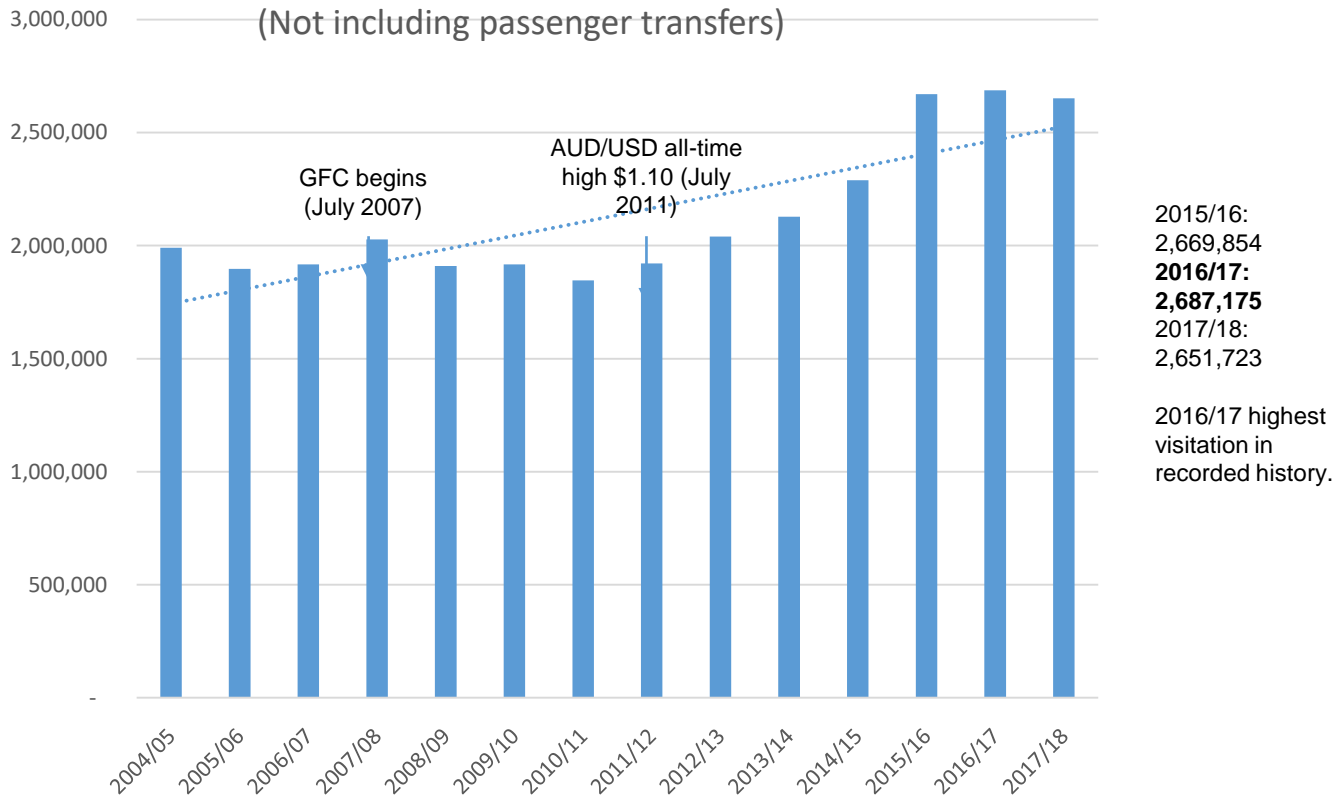
\$6.4B and 64,000 jobs

\$3.9B and 33,000 jobs
within Queensland

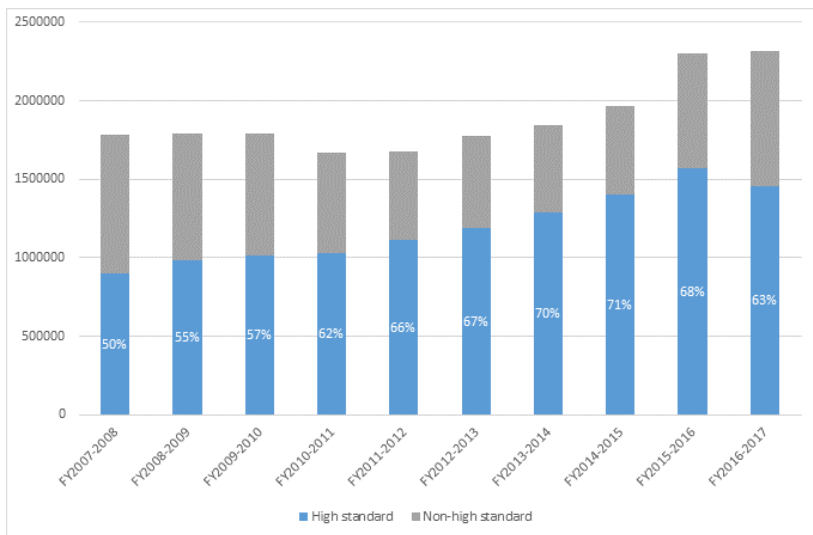
\$2.9B and 24,000 jobs
within Great Barrier Reef regions



Great Barrier Reef Marine Park (Including scenic flights and coral viewing) (Not including passenger transfers)



Certified high standard tourism operations take over 1.47 million people to the Reef annually



Guests Benefit
World-class experiences

The Reef Benefits
Ecologically sustainable operations protect the Reef

Tourism Operators Benefits
A healthy tourism industry relies on a healthy Reef

The Great Barrier Reef visitor of today

Research shows that international travelers want distinctive, authentic and unique experiences.

They want to know the story behind the experience.

World heritage attracts cultural tourists; cultural tourists spend more, stay longer and care about sustainability, world heritage and the host culture.



Interpretation Audit

Conducted secret shopper audits on Great Barrier Reef tourism products to assess the effectiveness of interpretation being delivered to visitors.

The results indicated that whilst visitors were satisfied with their experiences, the Reef was effectively being undersold.

Products lacked strategic interpretation programs and presentations were either delivered as fact dumps or identification tours. Thematic interpretation and storytelling were not being used.

Information presented was inconsistent and at times inaccurate.

World Heritage was rarely identified and never discussed.



Opportunity

Interpretation and secret shopper audits identified the need for:

- better access to timely and [accurate information](#).
- upskilling in presentation, storytelling, [interpretation](#) planning and [guiding](#).



Why?

GBRMPA – to present the World Heritage values of the Great Barrier Reef to the world in meaningful and impactful ways, raise awareness of the management of the Reef and the role everyone can play in its future, enhance best practice visitor behavior.

TEQ – to raise the bar on the quality of tourism experiences offered through quality interpretation and storytelling.

AMPTO – to enhance guest experience by raising the standard of interpretation delivered, provide a career pathway, develop future industry leaders.



How?

Discussions and Options Paper

John Courtenay - *Probe Tourism Design
Planning & Management*

Recommended two-tiered approach:

Online training course

Reef Discovery Course

Guiding program

Master Reef Guides



Reef Discovery Course

OBJECTIVES

Access to the best available knowledge

Interpretation based

Multi-audience scope
(‘Surface Skimmers’ to ‘Deep Divers’)

Reference tool



Reef Discovery Course

Module 1 – The World Heritage Great Barrier Reef

Module 2 – Biodiversity of plant life on the Great Barrier Reef

Module 3 – Foundation of the Great Barrier Reef - Corals

Module 4 – Dominant life on the Great Barrier Reef - Invertebrates

Module 5 – Vertebrates of the Great Barrier Reef

Module 6 – Cultural Heritage

Module 7 – The Great Barrier Reef Marine Park

Module 8 – Threats and Actions

Module 9 – Responsible Reef Practices

Module 10 - The Power of Interpretation and Storytelling

Master Reef Guides

'Master Reef Guides will be recognised as the world's leading reef guides, interpreters and storytellers sharing the wonders of the Great Barrier Reef World Heritage Area through engaging, entertaining and educational experiences that exceed visitor expectations'.



The Plan

KNOWLEDGE

World Heritage Values
Cultural Heritage & Awareness
Protection & Management
Communicating Science
Best Practice Behaviour

STORYTELLING

Powerful Interpreters and Storytellers
Enhance Visitor Experience
Provoke Thought & Lasting Memories
Increase Awareness & Appreciation

COMMUNITY

Proud Guiding Culture
Professional Network
Unique Identity & Recognition
Community of Best Practice
Knowledge Sharing & Exchange

LEADERSHIP

Best Environmental Practitioners
Voice of the Great Barrier Reef
Mentors and Change Agents
Recognised Experts & Industry Leaders

OUTCOMES

Global Awareness of the GBRWHA

Increased Visitor Satisfaction

World-class Guiding Organisation

High Quality Low Impact Visitor Experiences

Finding the best

SELECTION PROCESS

Called for nominations from High Standard Tourism Operators for the best of the best amongst their staff

Over 50 nominations received

Shortlisted based on experience level, qualifications, impact value and geographical spread

Interviewed shortlisted candidates and ranked



Introducing the first Master Reef Guides



Kasey Barnes
Wavelength



Jessica Blackmore
Lady Elliot Island



Dr Glen Burns
Quicksilver



Pablo Cogollos
Sunlover Cruises



Gary Hawkes
AMPTO



Russell Hosp
Passions of
Paradise



Terry Kemp
Cumberland
Charter Yachts

Introducing the first Master Reef Guides



Crystal Lacey
Cruise Whitsundays



Peter Gash
Lady Elliot Island



Louisa Payne
Sailaway



Natalie Lobartolo
Lady Musgrave Experience



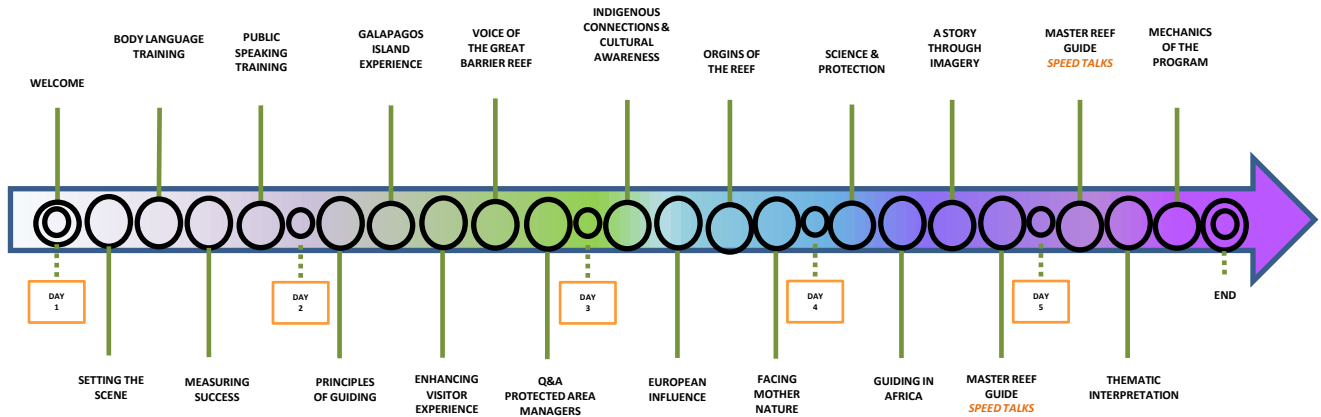
Gareth Phillips
Reef Teach



Kiana Saltarelli
Mike Ball Dive
Expeditions

Inaugural Field School

November 2018



Inaugural Field School



"I am humbled and proud to be included in this group of incredibly passionate and inspirational people. What an experience I've had during our field school. There's been laughter and tears and friendships formed and I know that I've come out a different person on the other side".
Jessica Blackmore

Inaugural Field School



"Today I embark on the greatest journey of my career: by the end of the week I will be an inaugural member of the Great Barrier Reef's "Master Reef Guides". I feel very privileged to be a part of the first cohort.

Gareth Phillips

Inaugural Field School



"The time spent with the Master Reef Guides team has lit a thousand fires within me. I am thrilled that there are bodies in our government and industry who truly care; who are invested in creating educated and passionate voices for the World Heritage site we are so privileged to call home".
Kiana Saltarelli

Inaugural Field School



Yes, I am just one person, but as one of the Master Reef Guides, I'm part of a small group with a BIG potential for impact and that's how one person can make a difference. Empowered with tools, knowledge, support and encouragement, we're set to educate, enthuse and excite people about this magical place.
Natalie Lobartolo

MASTER REEF GUIDE



GREAT BARRIER REEF



Australian Government
Great Barrier Reef
Marine Park Authority

TOURISM
& EVENTS
Queensland

AMPTO

Association of Marine Park Tourism Operators

www.gbmpa.gov.au



Visit the Reef

#LoveTheReef

