

# Building stronger communities, naturally

Dr Steve Crawford  
Parks and Wildlife Service  
Department of Biodiversity, Conservation and Attractions

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# Key messages

- Park investments at scale can make a difference.
- Two case studies:
  - The Gap and Natural Bridge at Torndirrup National Park,
  - Kalbarri Skywalk at Kalbarri National Park.
- Product development creates market development opportunities.



# The Gap and Natural Bridge

Torndirrup National Park



# From this...



# Diminished visitor experience

**Natural Bridge**



**The Gap**



# Strategic choice

Like-for-like replacement

OR

Rejuvenate the entire site?



# Rejuvenation...



- Significant investment
- Lots of complexity (and risk)
- Community pay-off



# Rejuvenation

- Sensitive design



- Quality interpretation

## Welcome to Torgadirrup



The Mirning people are the traditional custodians of this country.  
We welcome you to this special place.  
Please respect and care for our land and sea.

## Torgadirrup Dreaming

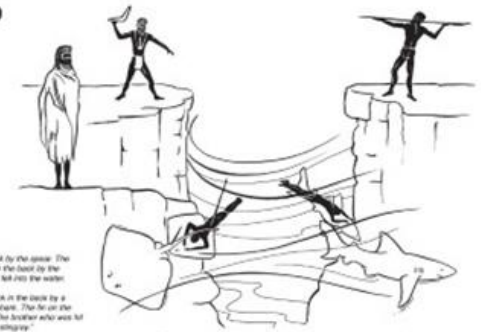
The Mirning people are descendants of an ancient culture in which storytelling is used to convey important knowledge, values and beliefs. Dreaming stories like the one told here, have been passed down through generations of Aboriginal people. These stories explain how the spirits of the ancestral beings were joined on to their descendants and confirm the deep spiritual connection our people have to this land and sea.

"Two Mirning brothers had their differences and were fighting over a young woman. The eldest became tired of their squabbling and sent them to a place near The Gap."

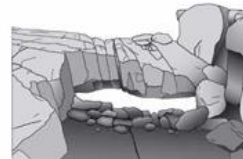
They made one stand on one side of The Gap and one on the other side. One brother was good at throwing spears, while the other was good at throwing boomerangs. As the first brother threw a boomerang, the second threw his spear.

The first brother was struck by the spear. The other brother was struck in the back by the boomerang. Both warriors fell into the water. The brother who was struck by the spear turned into a stingray.

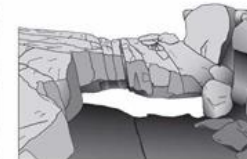
"This story was made available to the area of Mirning Torgadirrup in the local Aboriginal name for Torgadirrup."



The powerful natural forces of wind and waves have taken people's lives along the coast. They cannot be brought back as happened with the Mirning brothers in this story. So please take care and stay on the paths provided for a safe and enjoyable experience.



Over many thousands of years, the impact of waves caused blocks of gneiss to detach and fall into the sea, gradually sculpturing the sea cliffs to form the Natural Bridge and The Gap that we see today.



Wave action eventually removed the lowermost blocks to form the Natural Bridge.

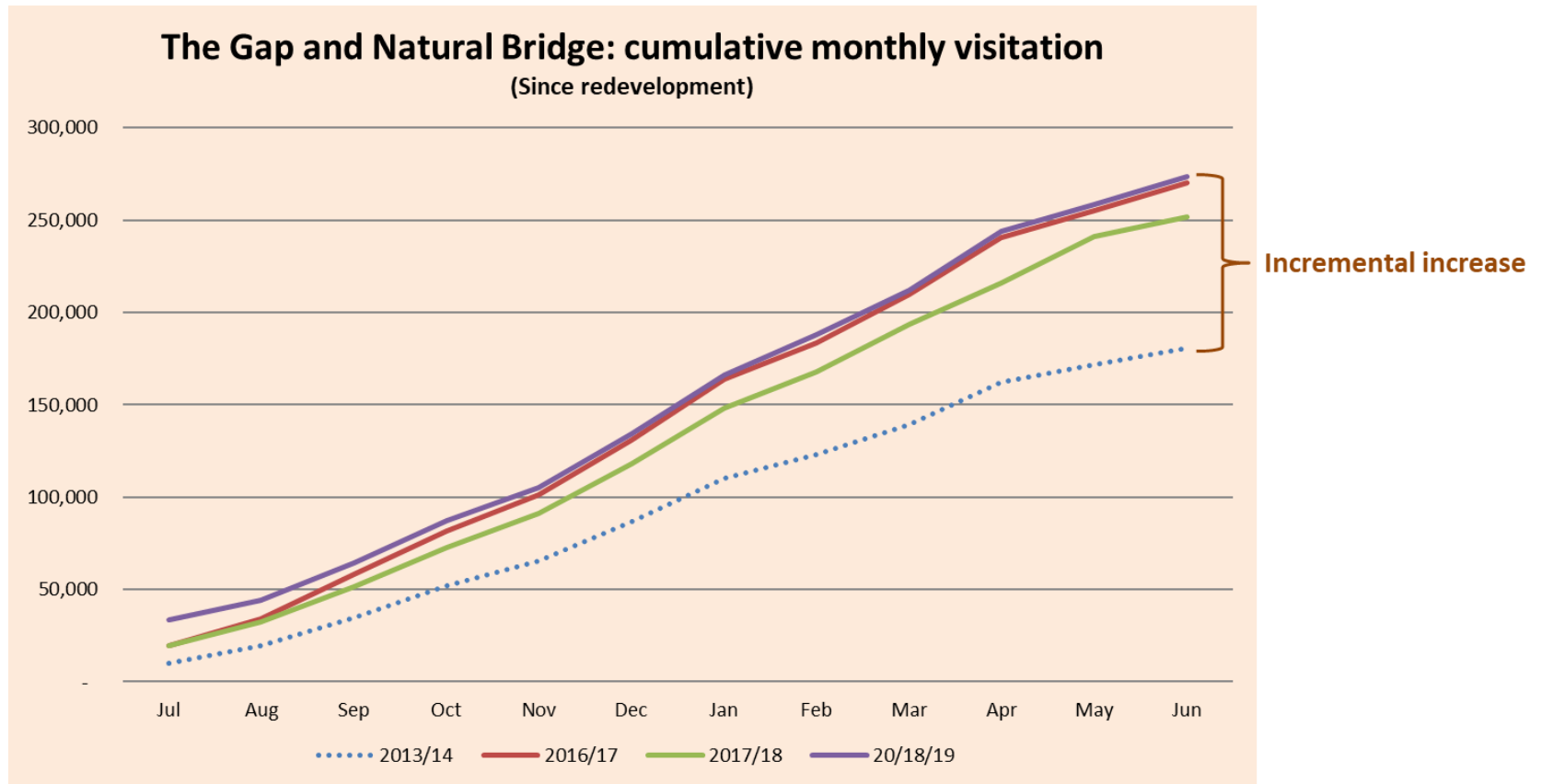


Continued weathering will cause the Natural Bridge to eventually collapse. For your safety please remain on pathways and lookouts at all times. Do not venture onto or beneath the Natural Bridge.

Can you see the fracture line in front of this sign that continues across the top of the Natural Bridge?



# Attractions must have drawing power



# Return to the local economy

## **100,000 additional visitors**

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2013/14 gross visitor expenditure	\$72 million
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2016/17 gross visitor expenditure	\$108 million
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Incremental expenditure	\$36 million
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Nature-based attributable expenditure	\$7.4 million
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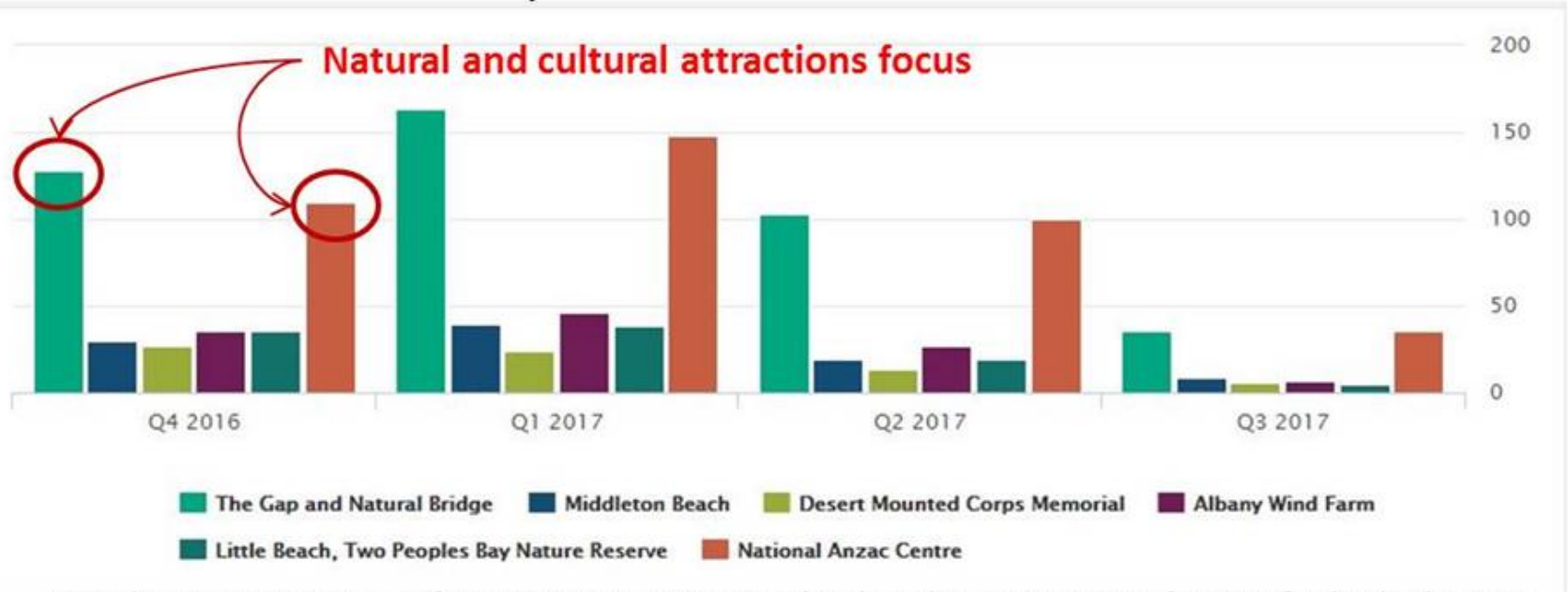
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Project cost	\$6.1 million
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# New opportunities created

TripAdvisor Reviews 2016-2017



TripAdvisor review counts for Q4 2016 to Q3 2017 clearly indicate visitor preference for both The Gap (a natural attraction) and the National Anzac Centre (a cultural attraction).

# New opportunities



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Product packaging



# Local opportunity



# Marketing collaboration

Integrated marketing communications across a wide number of platforms, both online and offline, multiple stakeholders, consumers, trade and peer-to-peer and collaboration with Australia's South West.





# Kalbarri Skywalk

Kalbarri National Park





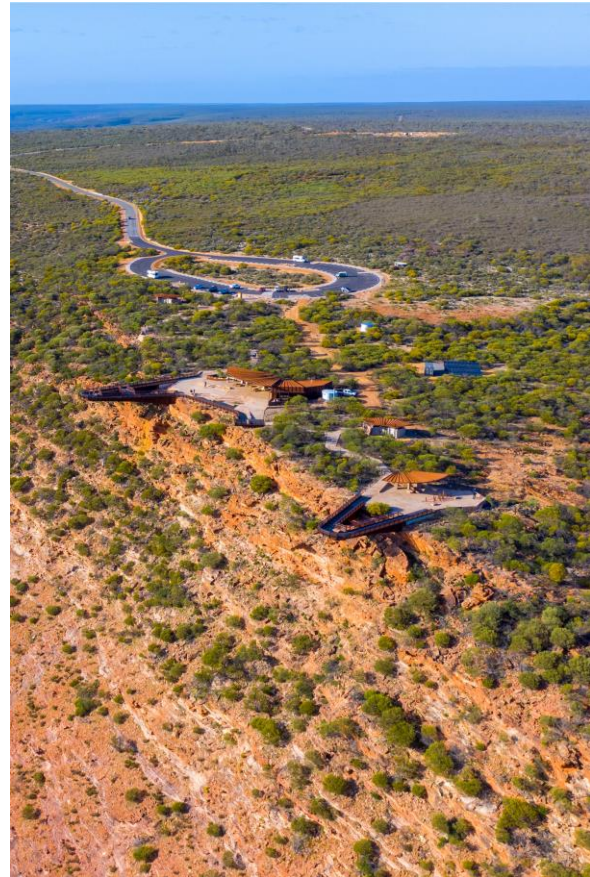


# New and existing attractions

**Natures Window**



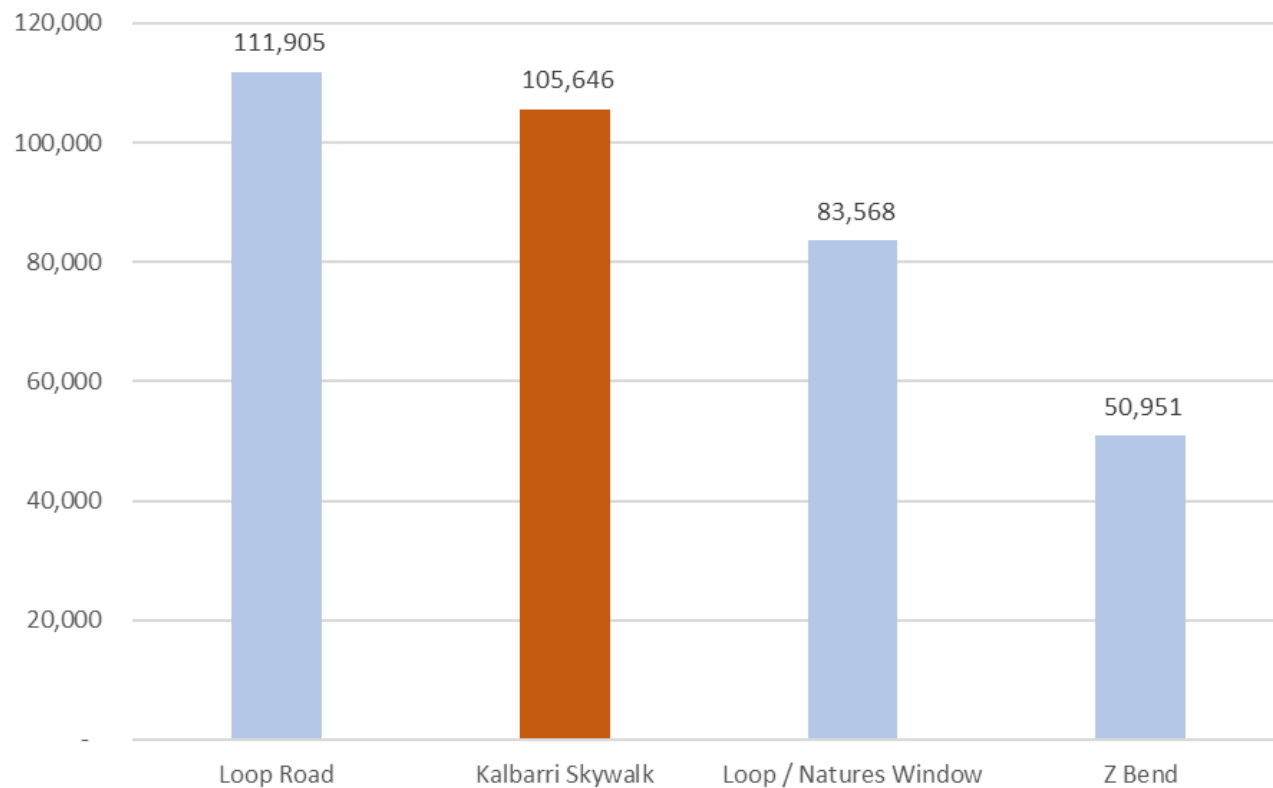
**Kalbarri Skywalk**







Visitation to selected sites: Kalbarri NP  
Q1 2020/21  
(Visits)





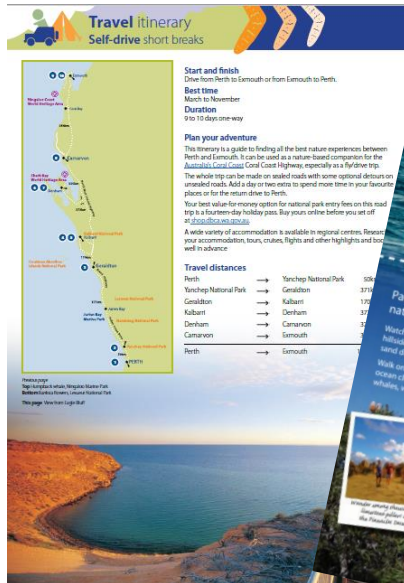
## Kaju Yatika



# Nhanda Yamiji engagement



# Tourism opportunities



- Collaboration with Australia's Coral Coast
- Self drive itinerary development
- New commercial tour operators

# Key points

- National parks act as the “big attractor”.
- Nature based tourism developments at scale can make a difference
- Sensitivities mean long lead times
- Always look out for new marketing opportunities

