

**“Evolving Ecotourism: New Directions, Embrace the Opportunities”**





## Homeward Bound – Women in STEMM





# Protect Antarctica Now

19 October 2020

## Coalition of women in STEMM call for Marine Protected Area

A team of female scientists, led by Australians, are urgently calling for a Marine Protected Area around the Antarctic Peninsula. One of the most diverse and wildlife-rich areas on the planet, the fate of the Peninsula's waters will be decided by a multinational government group today.

**Read the piece**

Nature commentary



**Sign a petition**

Protect marine life in Antarctica



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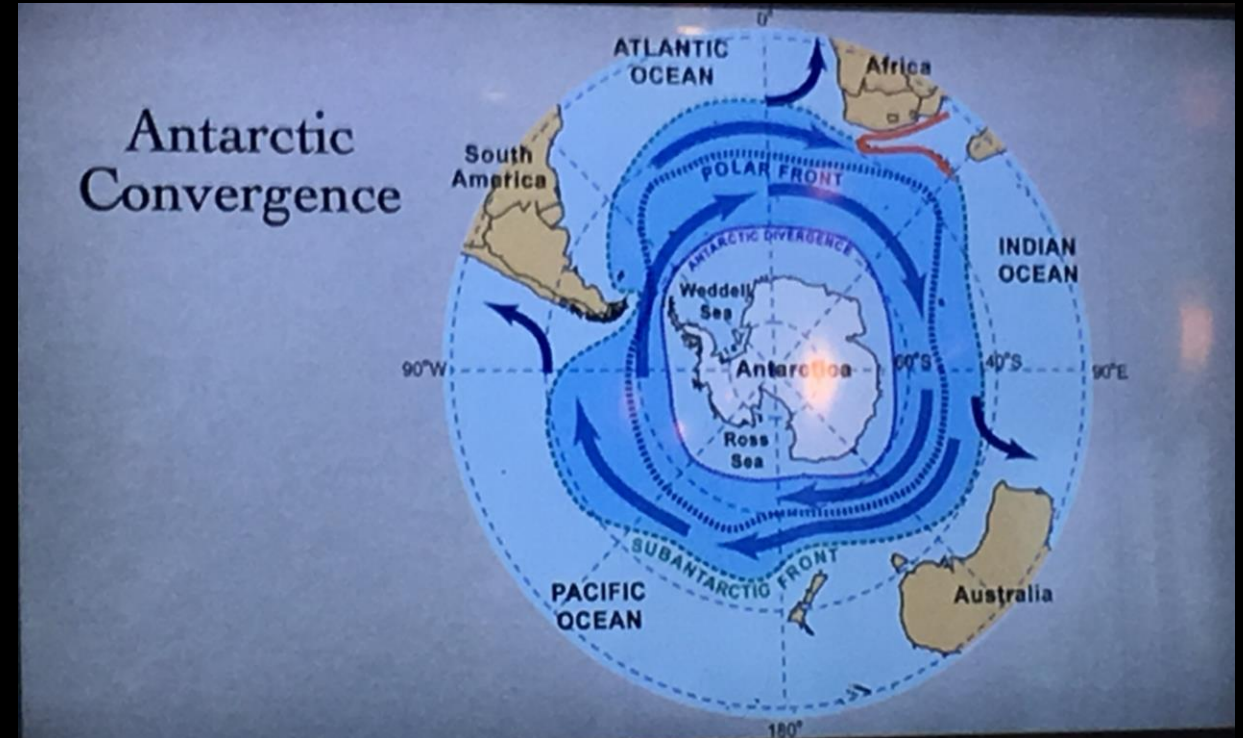
# Why Antarctica?



Why Antarctica?

What protects Antarctica?

Treaty; isolation from land; no permanent habitation and past inaccessibility



Antarctica is the last true wilderness  
90% of the world's ice  
70% of world's freshwater  
10% of earth's land.



# Did you know that in 2018/19 there were 78,500 tourists in Antarctica!

In 2017/18 it was 56,000

In 1992/93 with the IAATO already 6700 tourists went to Antarctica

Its predicted to ramp up.

In January 2020 ships were heading down there with 2000 berths.

In March 2020 MV Greg Mortimer Antarctic cruise 218/217 passengers got COVID in these superspreader environments and by April 2020 no cruises.



# AUSTRALIA BUSHFIRES MAP

Bushfires have torn through Australia,  
devastating much of the country



Now Australians have a lived experience of bushfires and COVID-19 but what are the learnings?



# Climate Change Cruise Ships and Conservation Heroes.

- TICTAC
- Thematic Inspiring Conservation messages that connect people head heart and hands with nature
- Take-Away Actionable Conservation outcomes



# What are the messages for the 2020s?

**Where this is a will there is a way – change is possible for the greater good**

**#climate change** – reduce emissions and go renewable and care for the planet – be sustainable and stop single use plastic and poor legacy actions – domestic travel, healthy ecosystems, climate emergency

**#staying apart** keeps us together/everyone safe – good hygiene, social distancing, quarantining if needed

**We have learnt :**

**We can change and our actions help others** - older people, higher risk to COVID

**Good leadership** makes a difference and we need **to listen to the science** not just economic arguments (highlights inequities of those who don't have a voice – minorities, powerless, poor and the **environment** - how we can help create equity/ be a voice

**We are linked to nature not separate** – how we act now affects us

**We care about our family, our health, our wellbeing including being in nature**

**We must be sustainable and care for our planet and each other ongoing if we want a safe future**



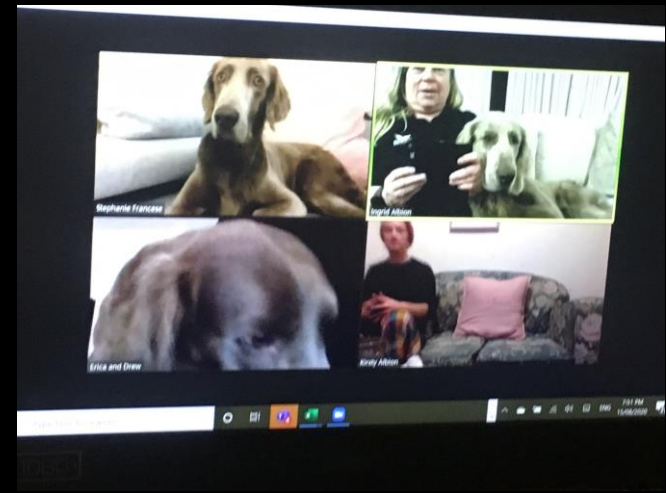
# Go virtual

We all went online, learnt to use zoom

We no longer need to drive to meetings or even work/school and we adapted! And the planet thrived – no cruise ships, planes, cars – our emissions dropped.

Discovery Rangers did online school talks and came up with activities for kids in the playground/at home/local neighborhood – virtual rockpool ramble, wildlife quizzes, armchair exploration of our national parks and reserves.

Use technology – remote wildlife viewing experience, create philanthropy.





Raptor refuge – no visitors, built the biggest aviary in the southern hemisphere. Did a podcast and also filmed a virtual visit. COVID safe plans ready for opening up again, single use plastic-free program, calendars.



A typical review; Raptor refuge! A truly magical place in Kettering where they rehabilitate injured raptors. This is a beautiful place to calm your soul. You can get so close to the raptors in a really special environment. Can't recommend highly enough. We did a private tour and were the only ones on the tour. It was magical. They have a wonderful display where you can touch feathers and talons and see the difference between male and females. There is 1 way glass into the very timid sea eagles and goshawks Avery. So special. We even got to keep some special feathers #raptorrefuge #privatetour #kettering #tasmania #boobook #wedgetailedeagle #seaeagle #maskedowlsoftasmania #goshawk @ Raptor Refuge







# Welcome back to our NP and to nature

People began to beg for nature experiences.

Local less known hidden gems under pressure

DR in different parks with welcome back messaging

Tourism Tasmania embraced this idea with their statewide campaign including Make Yourself at Home Travel vouchers.



## Tasmanian Wilderness World Heritage Area



# Explore your own backyard – all our parks are different

## What do we know? (Audience/Market)

**Locals** trapped in Tasmania during COVID-19 with no community transmission – new opportunities to create Conservation Heroes,  
Connect with new audiences who may have travelled interstate/overseas,  
Local communities with a new perspective on their own backyard's benefits to their mental health and wellbeing.

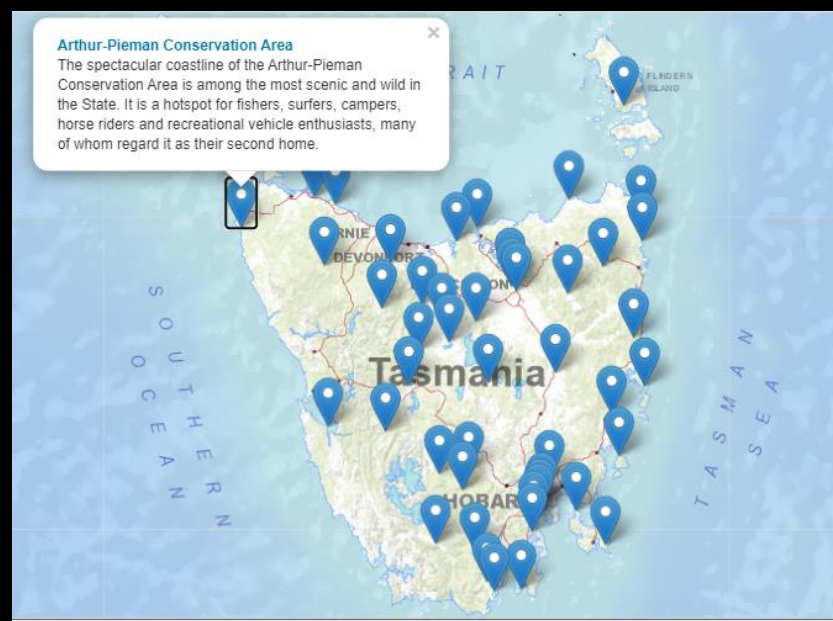
**Interstate travellers** who see Tasmania as a safer place/new place if can't go overseas.

## What do we have?

We have 19 NP in Tas - If you have seen one you haven't seen them all  
Amazing journeys of exploration – road-trips, family trips.

An opportunity to explore and learn and appreciate

Inspired operators with inspiring messages. (don't be afraid its controversial or confronting – aim for informed optimism.



### Arthur-Pieman Conservation Area

The spectacular coastline of the Arthur-Pieman Conservation Area is among the most scenic and wild in the State. It is a hotspot for fishers, surfers, campers, horse riders and recreational vehicle enthusiasts, many of whom regard it as their second home.



Tasmania is  
home to unique  
and special  
wildlife



Find fun ways to work on a message and explore the diversity in our different national parks and reserves





## Tasmanian Song of the Wilderness - Belle Miners









Isolated experiences, spread out regional



Lake Derby  
floating sauna



# Create repeat visitation.

- Pennicott tours create multiple opportunities – new boat tours to get repeat visitation.
- Repeat an activity and run it in multiple locations like the song of the wilderness
- Try new activities that are novel but at their core environmentally focussed – whale watching off Tasmania instead of Hervey Bay
- New technology – underwater cameras, remote viewing to augment another activity
- Raptor Refuge – behind the scenes special visits.



Have a legacy mindset – what we do today affects the next 10 generations.

How we travel (greenhouse gases, carbon footprint) – change pace

What we use/model on our trips (plastics, actions, messages)

Local engagement is key to sustainability. Invest in local produce, people and places.

Come immerse yourself in nature and then pay it forward.