



The Murchison GeoRegion Western Australia



Prof Ross Dowling AM
Wendy Dowling AM



Global ECO Conference
Margaret River
Wednesday 2 December 2020





Muscat, Oman, 2010



Zhejiang, China, 2014



Fish River Canyon, Namibia, 2017



Shakhrisabz, Uzbekistan, 2019

GeoRegions and Geoparks



1. GeoRegion



2. Aspiring Geopark



3. Australian Geopark



4. UNESCO Global Geopark

**GeoRegions and Geoparks
are powered by Geotourism**

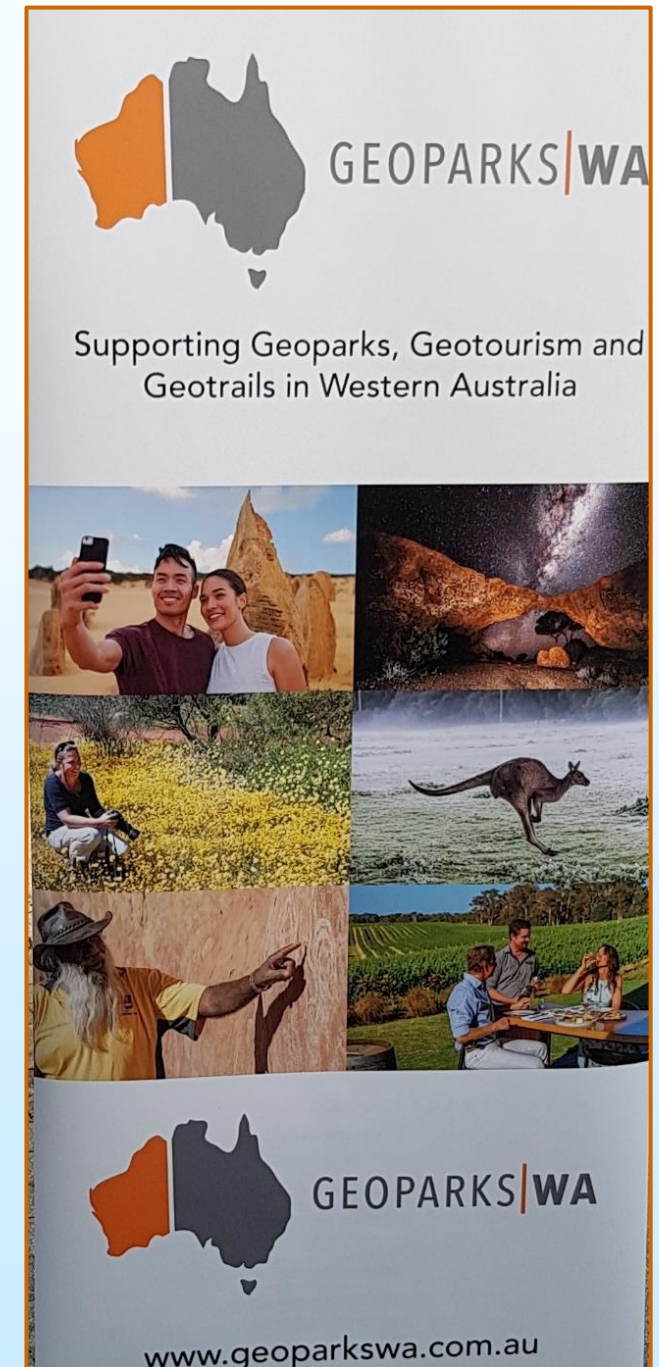
**Geotourism
is not Ecotourism
and it is not
Geological Tourism**

Geotourism's 'ABC'

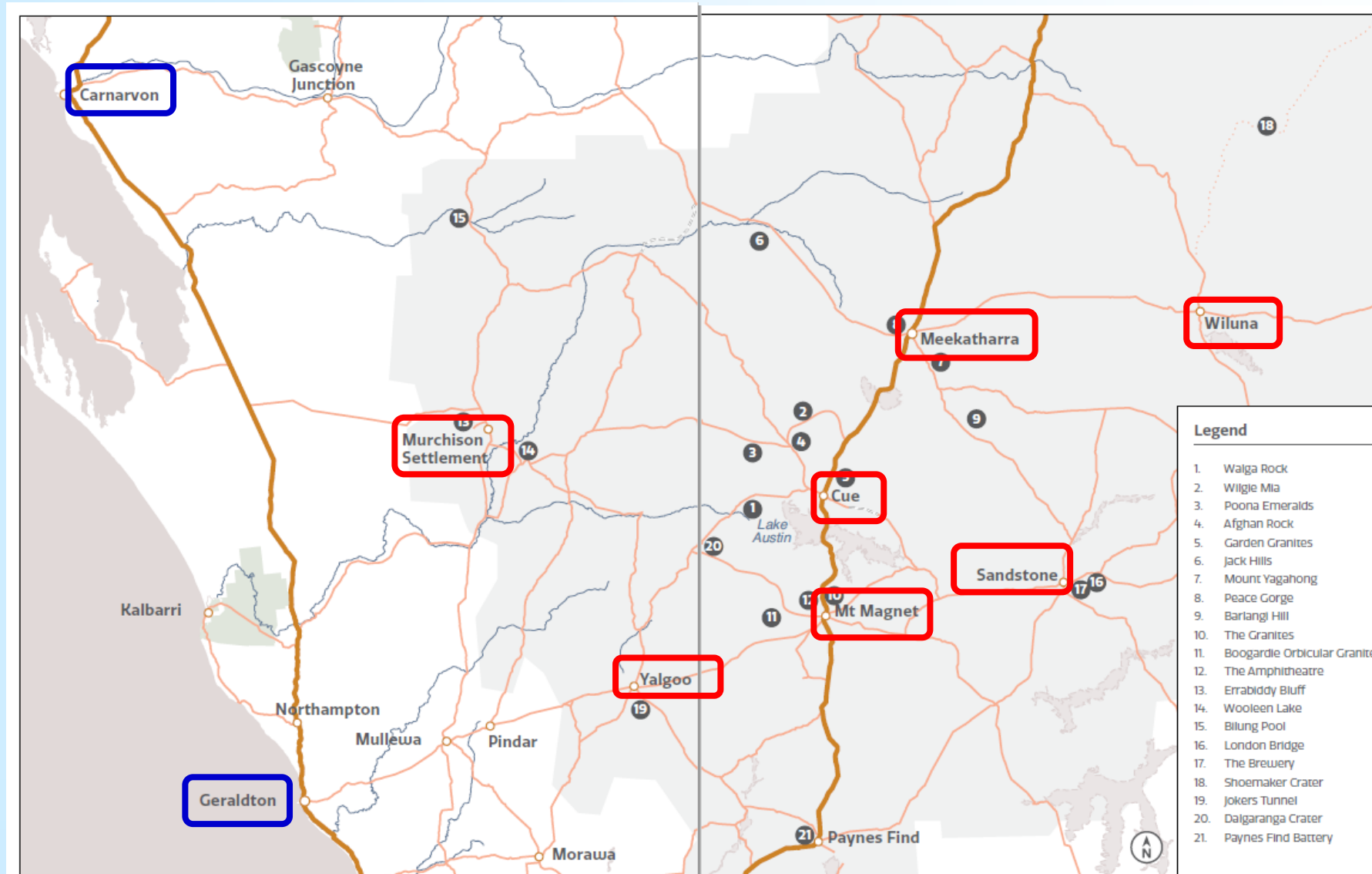
Abiotic – non living parts of the environment – earth **geology** (landscape & landforms) and **sky** (astrology & climate)

Biotic – the living parts of the environment - both **plants** (flora) and **animals** (fauna)

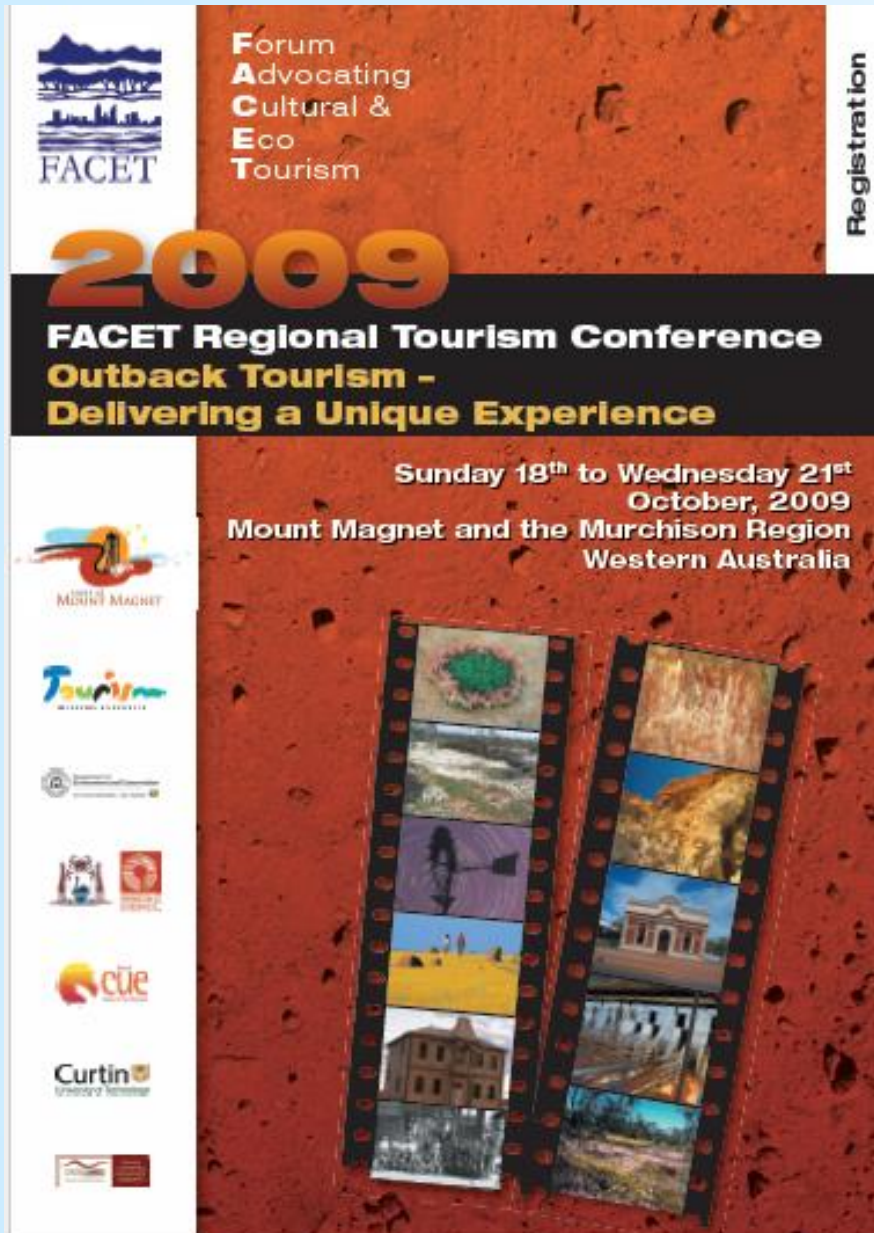
Culture –people **past** and **present**



The Murchison GeoRegion & Aspiring Geopark



2009 – FACET's Mount Magnet Conference



The poster features a red, textured background. At the top left is the FACET logo. To its right, the text reads: "Forum Advocating Cultural & Eco Tourism". On the far right, "Registration" is written vertically. The year "2009" is in large orange numbers. Below it, the title "FACET Regional Tourism Conference" is in white, followed by "Outback Tourism - Delivering a Unique Experience" in yellow. The dates "Sunday 18th to Wednesday 21st October, 2009" and location "Mount Magnet and the Murchison Region Western Australia" are in white. The bottom left shows logos for Mount Magnet, Tourism Murchison, and Curtin University. Two film strips with various landscape and building images are at the bottom.

FACET
Forum
Advocating
Cultural &
Eco
Tourism

2009
FACET Regional Tourism Conference
**Outback Tourism -
Delivering a Unique Experience**

Sunday 18th to Wednesday 21st
October, 2009
Mount Magnet and the Murchison Region
Western Australia

Logos: MOUNT MAGNET, Tourism MURCHISON, Curtin UNIVERSITY

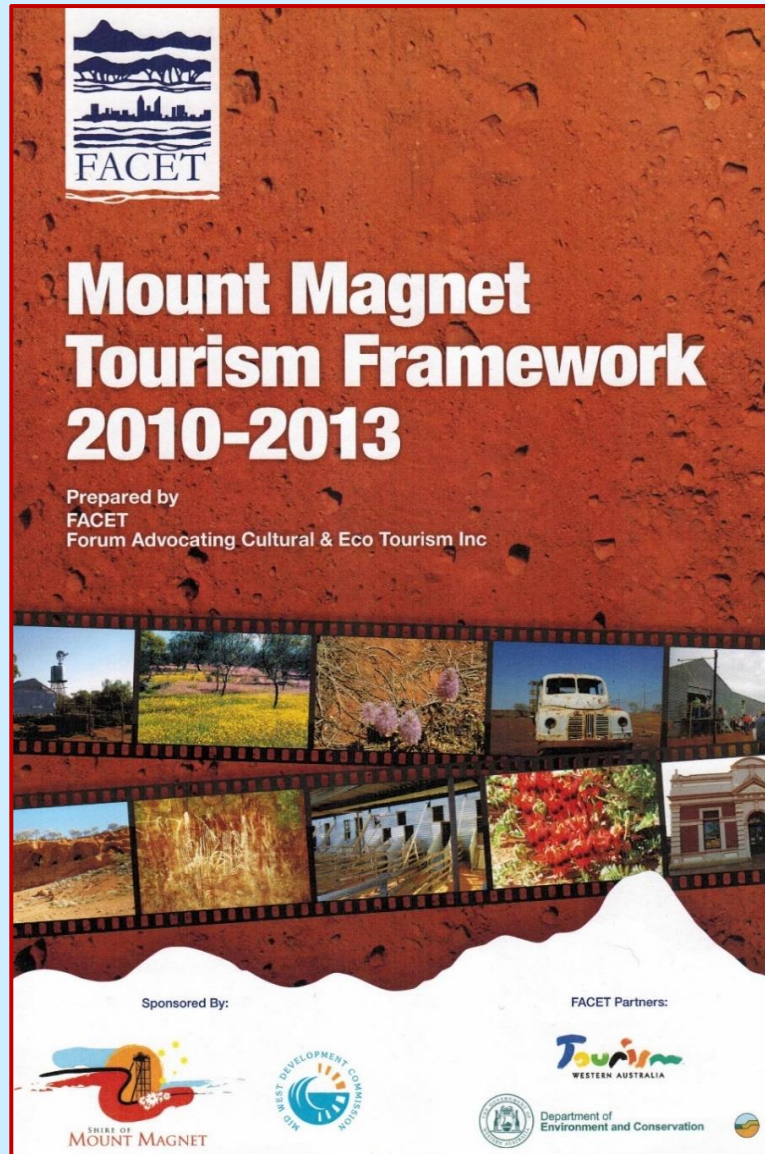


KEYNOTE SPEAKER

Patrick Maher is a senior geologist with CSA Global and has over 15 years experience working as a geologist and as a project leader for community geoheritage and geotourism groups in Ireland and Australia.



2010 – Mount Magnet Tourism Framework



Mount Magnet Tourism Framework 2010-2013				
FACET				
Framework Action Plan				
Section 2 - Industry Profitability				
Focal Points				
To seek a widespread distribution of economic and social benefits from tourism throughout Mount Magnet.				
Local Prosperity: To maximise the contribution of tourism to the prosperity of Mount Magnet and to increase proportion of visitor spending retained locally.				
Economic Viability: To ensure the viability and competitiveness of Mount Magnet's tourism products, to enable them to prosper and deliver benefits in the long term.				
Employment Quality: To strengthen the number and quality of local jobs created by tourism in Mount Magnet.				
Goal				
Returns in the tourism industry must allow for re-investment and growth.				
Objective 2a. To encourage longer stop-overs through cross promotion of Mount Magnet visitor services and attractions.	By Whom	Year 1 2010-11	Year 2 2011-12	Year 3 2012-13
Action 2a.1. Develop and promote an Outback Hospitality Trail.	TAC, Station Owners, Australia's Golden Outback, TWA/AGO, MWDC	✓	✓	✓
Action 2a.2. With a focus on Mount Magnet Mining Heritage develop and improve interpretation of sites along existing trails and in gold prospecting areas, and develop a promotional strategy for increased visitation.	Mount Magnet Mines Office, Shire Tourism Officer, TWA/AGO	✓		

2015 – Mid West Development Commission Blueprint



2017 - Murchison GeoRegion Workshop

Mount Magnet



2018 - Murchison Shire Meetings

2500 km in 5 days speaking to 7 Council meetings



Meekatharra



Sandstone



Murchison



Cue



Yalgoo



Mount Magnet



Wiluna

2019 - Murchison GeoRegion

Site Identification

CREATIVE SPACES



MURCHISON GEOREGION

Tourism Product Case Studies

Issued 1 May 2019

© Creative Spaces, 2019.
This publication and the content contained within, is subject to copyright.
Please seek permission before sharing this publication with a third party.

2020 - Informed the Community



**murchison
georegion**
WESTERN AUSTRALIA

*Ancient lands
Brilliant skies*

Murchison community update
June 2020

The Murchison GeoRegion is Australia's first major geotourism development

The Murchison GeoRegion harnesses the subregion's incredible geology, natural landscapes, biodiversity (flora and fauna) as well as culture (Aboriginal and non Aboriginal) to offer unique experiences to a growing national and international geotourism market worth millions of dollars.

The GeoRegion connects 21 key geological sites across the seven Murchison local government areas to draw people into each community, providing new markets and opportunities for local people (particularly Aboriginal people), businesses, schools and community groups.

The concept was first identified at a FACET (tourism) conference in Mount Magnet (2009) and was formalised in 2014 / 15 via the MidWest Regional Blueprint and Mid West Tourism Development Strategy. Through engagement and consultation throughout the Murchison, geotourism was confirmed by local people as a significant future economic development opportunity.

The seven Murchison local governments drove this project collaboratively, with support from external agencies and stakeholders. All seven Councils have endorsed the Murchison GeoRegion, that is the Shires of Cue, Meekatharra, Mount Magnet, Murchison, Sandstone, Wiluna and Yalgoo. Organisations and residents across the Murchison region have shared their expertise and materials.

Through 2019 and 2020, stage 1 of the Murchison GeoRegion project was developed. This comprises consistent branding and designs, site research, brochures, an app and a website. These will be released once inter-regional borders are relaxed, following the lift of COVID-19 restrictions.

With regional and intrastate tourism expected to see significant growth in the near future, this presents a wonderful opportunity for Murchison businesses to leverage off something new and unique, which is now ready for launch. Once interstate and international borders are relaxed, Murchison businesses could be well positioned to continue that growth.

An opportunity and challenge now exists for businesses to develop new ideas, attractions and tourist packages (tours etc) based on geotourism. Having a plan for recovery, built on new product offerings and markets, makes a lot of sense for all regional businesses.

Future stages of the project are expected to include the following.

- Signage and visitor infrastructure at each site
- Marketing and promotional activity / materials (advertising, merchandise etc)
- Digital media including virtual / augmented reality, enhanced digital storytelling
- Tourism product development and business development support
- Progress towards hosting Australia's first UNESCO Global Geopark in the Murchison. There are 147 UNESCO Global Geoparks in 41 countries, but none in Australia so a Murchison geopark would be a unique global addition

For more information, please contact your local government or visit www.murchisongeoregion.com



Official Launch

Friday 18 September 2020



COMMUNITY WORKSHOP

Geoparks - A Powerful New Tool for Regional Development

Friday 18th September 2020

Mount Magnet ANZAC Hall 6.00pm - 8.00pm

- 6.00pm: Welcome and Introductions
Dr Kelvin Matthews, CEO Shire of Mount Magnet and
Cr Karen Morrissey OAM, Facilitator Murchison GeoRegion Launch
- 6.10pm: Geoparks
Professor Ross Dowling AM, Vice President, Geoparks WA
- 6.25pm: Case Study 1: The San'in Kaigan UNESCO Global Geopark, Japan
Dr Kelvin Matthews
- 6.40pm: Case Study 2: The English Riviera UNESCO Global Geopark, UK
Dr Alan Briggs, President Geoparks WA
- 6.50pm: Case Study 3: The Waitaki Whitestone Aspiring UNESCO Global Geopark, NZ - Cr Karen Morrissey
- 7.00pm: Creating an Aspiring Geopark in the Murchison GeoRegion
Dr Kelvin Matthews and Cr Karen Morrissey
- 7.10pm: Q & A: Questions and Discussion
- 7.30pm: Enjoyment of Astronomy through astrophotography, art music and literature: The Romanian Astrofest Experience - Dr John Goldsmith
- 7.50pm: Where to from Here
- 8.00pm: Workshop Close
Astrophotography at The Granites: see separate flyer



Contact: Kelvin Matthews - 9963 3000

Astrophotography field visit to "The Granites" Mount Magnet.

Friday, 18 September 2020
8pm – 10pm

Hosted by Dr John Goldsmith / www.celestialvisions.com.au
Sponsored by Shire of Mount Magnet

Important event information and RSVP details (see next page)
Evening field trip, meet 8pm, 18 September 2020, at ANZAC HALL, Mount Magnet.
Self drive departure (in convoy) approx. 8.15pm to The Granites, Mount Magnet.
Field astrophotography from approx. 8.30pm to 10pm.

Astrophotographer Dr John Goldsmith will host an evening of introductory astrophotography. Participants will be briefed on the fundamentals of astrophotography, including camera equipment, manual control of cameras, lenses, tripods and photography techniques. The field visit will take place on the evening of Friday 18 September 2020, departing ANZAC Hall Mount Magnet, and self-drive to "The Granites" Mount Magnet. Places are limited, RSVP is essential.

The Granites is an ancient landscape located approximately 9km north of Mount Magnet, accessed from the Great Northern Highway. This site provides an excellent location for night-time landscape astrophotography. Participants are invited to bring your own camera / tripod, for a practical field session of night photography. Please be prepared for cold conditions. This event is suitable for beginners and for those with some experience in astrophotography.

See next page for important event information and RSVP details.

Photo © Dr John Goldsmith at "The Amphitheatre" Mount Magnet, 2019.

Jorgen Jensen

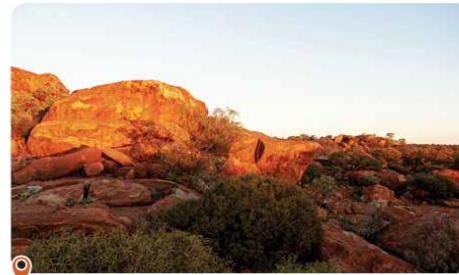
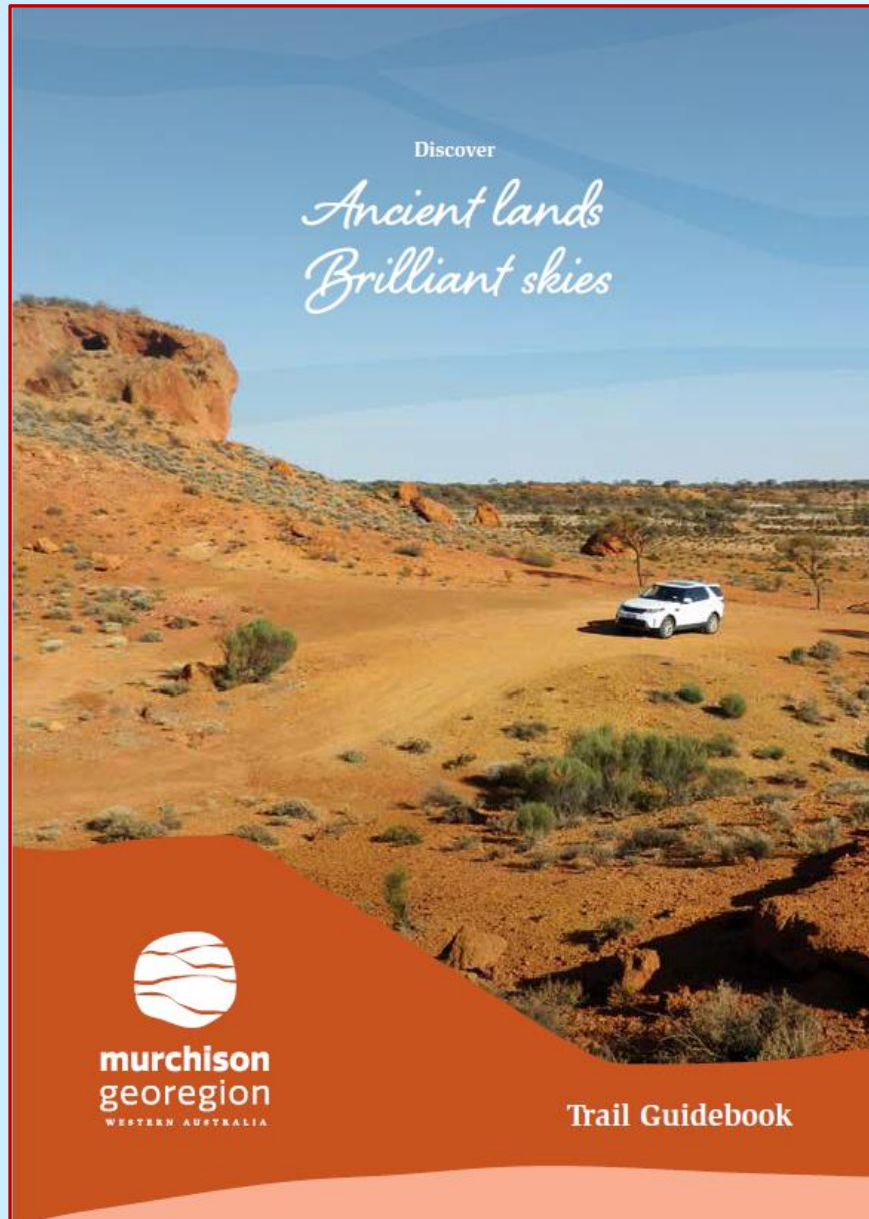
President, Shire of Mount Magnet



Dr Alan Briggs – President, Geoparks WA



The Murchison GeoRegion Trail Guidebook



Landor-Meekatharra Rd, 3km west of Meekatharra | Latitude: -26.582863 | Longitude: 118.477214

8. Peace Gorge

Peace Gorge's scattered piles of golden granite boulders have made it a special place for locals and visitors alike.

Once called the Devil's Playground, these stunning rock formations and large boulders were chosen as the site of a picnic that celebrated the end of World War One. Since then it has been known as Peace Gorge.

It's not just a popular spot for visitors but also for birds such as honeyeaters, thornbills and emus, as well as geckos, lizards and kangaroos. They are drawn here for the food and shelter available from a wide variety of acacia and eremophila, but you'll be drawn to the tranquil surroundings and the stunning view, particularly at sunset.



Mount Magnet Tourist Drive, 8km north of Mount Magnet | Latitude: -27.998972 | Longitude: 117.81547

12. The Amphitheatre

This beautiful ridge of granite soars above the surrounding landscape and is particularly beautiful in the glow of sunset.

Weather and erosion have worn parts of the granite rock away to create the caverns and caves. These shelters have provided a safe haven for countless animals over thousands of years including ones that have become extinct such as the Lesser Stick-nest Rat.

There is evidence to suggest the amphitheatre was the site of an ancient waterfall. The unusual 'dip' in front of the rock face is not seen at other eroding breakaways, suggesting the presence of large volumes of water over time.



Twin Peaks-Wooleen Rd, 30km south-east of Murchison Settlement | Latitude: -27.086957 | Longitude: 116.16235

14. Wooleen Lake

Stand on the shores of one of Australia's few inland freshwater lakes.

The release of geological stress along the Mount Narryer fault some 60,000 years ago altered the flow of the Murchison, Roderick and Sanford Rivers, leading to the creation of Wooleen Lake. This 5,500-hectare land system receives water on average only once every four years, fills once every 10 years and overfills once every 30 years.

Over 140 bird, 60 reptile, 14 mammal, four fish and six frog species are known to visit Wooleen Station and Wooleen Lake for food, water, shelter and breeding. The lake is also sacred to the Wajarri Yamatji and it is part of a songline, which also includes the Murchison River, Errabiddy Bluff and Budara Rock.



Agnew-Sandstone Rd, 6km south-east of Sandstone | Latitude: -28.011586 | Longitude: 119.313728

16. London Bridge

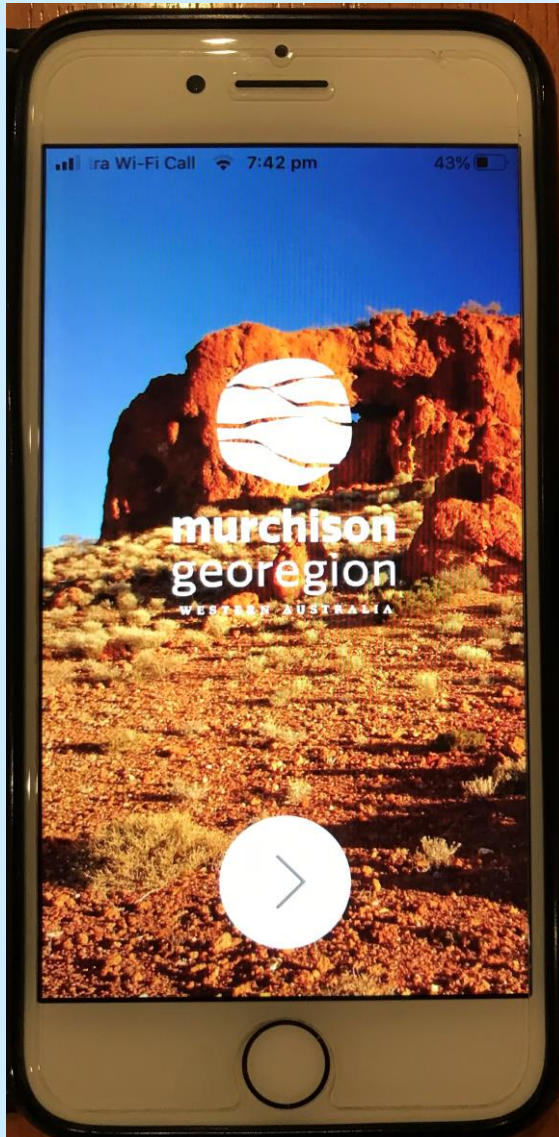
Come see this spectacular natural stone bridge - before it falls down.

London Bridge has been a popular destination for more than 100 years as visitors come to admire its unique shape. Back in the early days of Sandstone's founding, the bridge was wide enough for a horse and buggy to cross. However, erosion and weathering continue to wear away the laterite and eventually the bridge will tumble.

London Bridge is part of a larger rock formation that stretches for about 800m that varies in height from 3-10m.



The Murchison GeoRegion App



Geological Attractions - London Bridge



Walga Rock



Orbicular Granite



Peace Gorge



The Launch Fieldtrip – Badamia Country



The Granites, Badamia Country





THE GRANITES

200 m

Little Martin Way >

Juumbi Breakaway
Picnic Area



< George Road



Jiddinbardi
Picnic Area



Bilygwy
Walking Trail



Wynmadgee
Picnic Area



Exit

To Great Northern Hwy







Photo: Richard Manser

Two Page Spread in *The West Australian* 6 September 2020

[illegible]

10 from thewest.com.au

The West Australia
Saturday, September 26, 2003

Dr Michael Vengryshew collecting grains at Boudgarden Station. Picture: Stephen Scahillfield

FROM PAGE 9

But it helps to find Patrick, founder of The Future Advancing Cultural and Socio-Tech (FACTS) to formally launch the Marchione Geologists. FACTS is at the root of the idea, and funded the inaugural Global Geologists Conference in 2004.

Professor Dougan observed by fact is "the besting heart of this thing", emphasising "FA" should not go overboard. "He has been involved in taking the idea to Malaysia, Oman, China, Namibia and Indonesia."

Right in our thinking, the Marchione Geologists project has worked with Indigenous groups, and factored in Western Mining companies as to The Geologists and at Boudgarden. Warm words about local place and minerals. A letter from Mt Magnet's World Bureau Art Centre contributed to artwork used in the project. The topic was not suitable for Aboriginal artists from Mt Magnet, John, Mervyn, and

The signage at Geologists sites is a challenge.

The challenge for the Marchione Geologists is to make the UNESCO World Geopark status fact, the name, the sites, the sites and all the technical side involved should apply this moment of hard-won self-awareness and world-view (not just). They have created something which will bring Western Australians, and eventually international and international, closer to the essence of the story of this place.

They have worked together to bring new life and strength to their communities. Geoparks, they are focused on keeping their history alive and vibrant, not adding to their fabric.

For us, as travellers, they have provided a tool in our ongoing education about WA. They have opened a doorway into the story of the very foundations of this ancient place.

And they are all rock stars.

HOW TO DO IT

The 21 Sites

CIR

- 1 Purple Rock has the biggest galaxy of Indigenous rock art.
- 2 Mt Magnet is the world's oldest continuously used mine, as Indigenous people have collected silver here for 30,000 years.
- 3 Purple is the name of WA minerals.
- 4 Purple Rock was visited by gold rush miners.
- 5 Purple Rock is the site of gold rush miners' graves.

INDUSTRIAL

- 6 Mt Magnet, north-east of Perth, is home to the world's oldest known industrial mine.
- 7 Mt Magnet has the world's oldest mine.
- 8 Purple Rock has a mine of gold.
- 9 Purple Rock has a mine of gold.
- 10 Purple Rock has a mine of gold.

MT MAGNET

- 11 The mine has been visited by the British since 1800.
- 12 The mine has been visited by the British since 1800.
- 13 The mine has been visited by the British since 1800.
- 14 The mine has been visited by the British since 1800.
- 15 The mine has been visited by the British since 1800.

MARCHIONE SETTLEMENT

- 16 The mine has been visited by the British since 1800.
- 17 The mine has been visited by the British since 1800.
- 18 The mine has been visited by the British since 1800.
- 19 The mine has been visited by the British since 1800.
- 20 The mine has been visited by the British since 1800.

SANDSTONE

- 21 The mine has been visited by the British since 1800.
- 22 The mine has been visited by the British since 1800.
- 23 The mine has been visited by the British since 1800.
- 24 The mine has been visited by the British since 1800.
- 25 The mine has been visited by the British since 1800.

WILSON

- 26 The mine has been visited by the British since 1800.
- 27 The mine has been visited by the British since 1800.
- 28 The mine has been visited by the British since 1800.
- 29 The mine has been visited by the British since 1800.
- 30 The mine has been visited by the British since 1800.

WILSON

- 31 The mine has been visited by the British since 1800.
- 32 The mine has been visited by the British since 1800.
- 33 The mine has been visited by the British since 1800.
- 34 The mine has been visited by the British since 1800.
- 35 The mine has been visited by the British since 1800.

PAVED ROAD

- 36 The mine has been visited by the British since 1800.
- 37 The mine has been visited by the British since 1800.
- 38 The mine has been visited by the British since 1800.
- 39 The mine has been visited by the British since 1800.
- 40 The mine has been visited by the British since 1800.

world, could be shared down the Marchione Geologists site or geoparks and set off on a road trip to see all 21 sites.

While some rock legends may be just that, for most travellers, it'll be thinking about the Marchione Geologists in clusters and groups and maps.

CLUSTERS

The clusters of sites, for example, around Mt Magnet, can and should be seen under these places in particular north targeting.

Either stop off in any of these for at least a couple of days while heading north or south via Great Northern Highway.

Or set out to target one, for example, travellers who leave the Perth CBD at 10 am, drive to Mt Magnet by mid to late afternoon, with plenty of time to visit 12 in 12 hours.

On the way north or south, stop at the campsite at the Perth CBD.

STOPPING

On the way north or south, stop at the campsite at the Perth CBD.

GROUPS

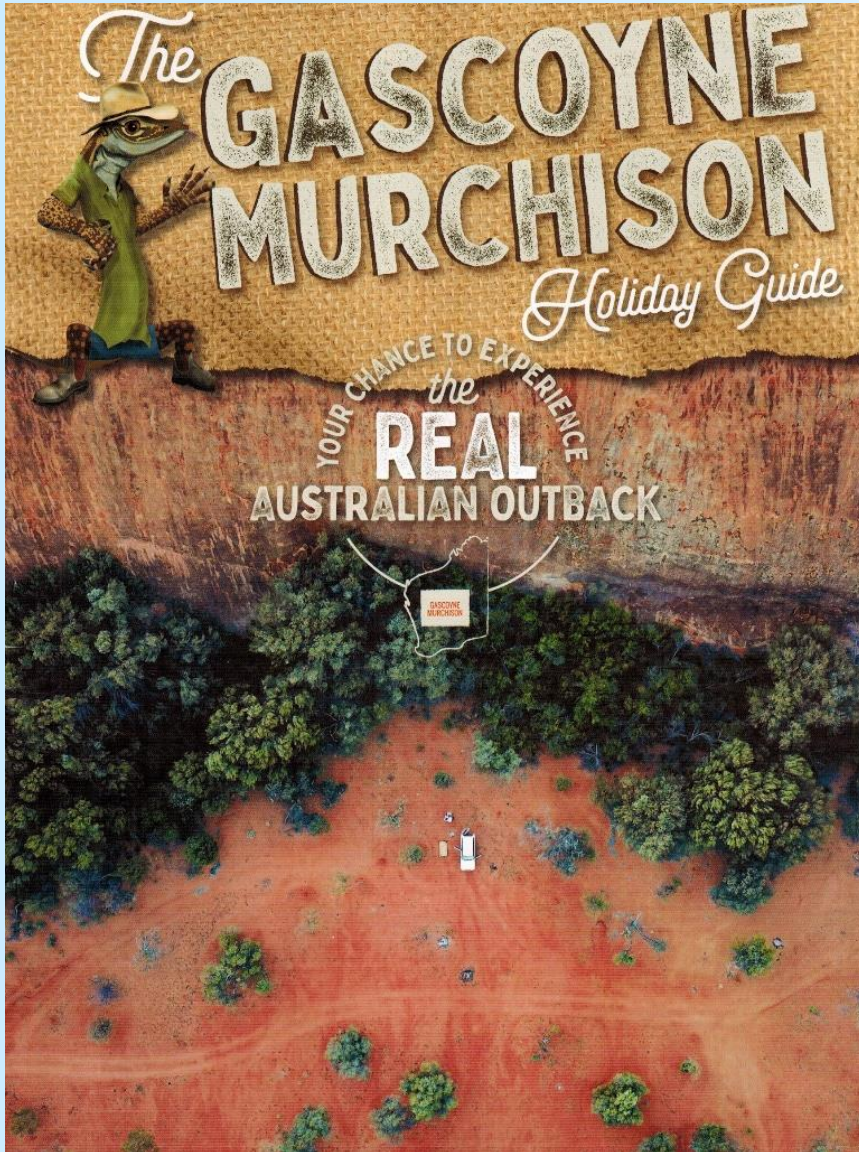
Work out how to target to visit the sites. For example, Mt Magnet and Purple Rock are on the same trip. Can, then, visit both sites in one trip.

3 October 2020

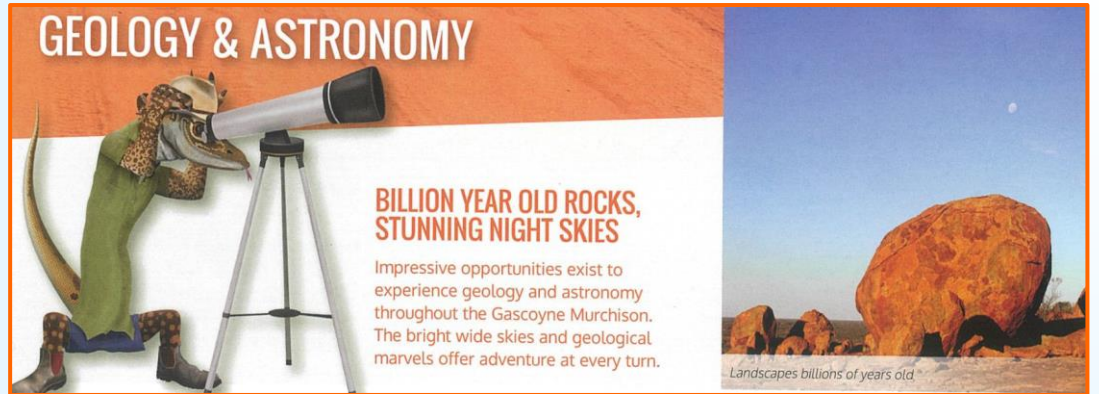


Promoting the 'ABC' of the Murchison

Abiotic



Biotic



Cultural



[A] - Rocks



The Murchison GeoRegion's 'ABC'

[B] - Wildflowers



[C] - Art



2021 MOUNT MAGNET ASTRO ROCKS FEST!

ASTRO FEST FRIDAY 17TH SEPTEMBER
ROCKS FEST SATURDAY 18TH SUNDAY 19TH

CELEBRATING AWESOME NIGHT SKY AND ANCIENT ROCKS IN THE MURCHISON GEO REGION OF WESTERN AUSTRALIA

A WEEKEND OF ASTRO & GEO ROCKS PRESENTATIONS, SCIART, CANVAS AND QUILT EXHIBITIONS, MARKETS, FIELD TRIPS, TOURS, WORKSHOPS, DEMONSTRATIONS, BLESSING OF THE ROADS CAR PARADE.

Astro Rocks Fest events are free entry and strictly no alcohol
www.mtmagnet-astorocks.com • www.mtmagnet.wa.gov.au • f@mtmagnet-astorocks

Events



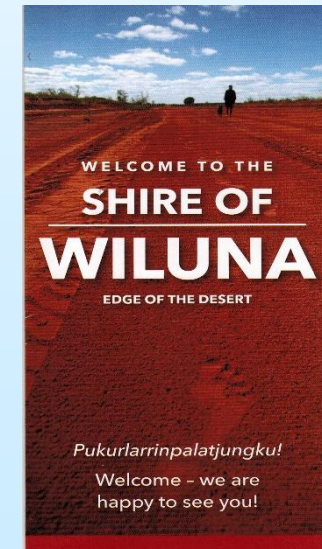
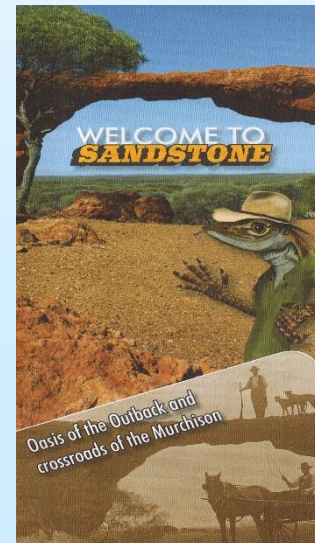
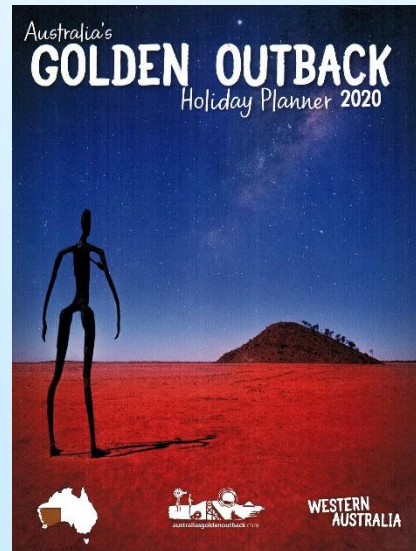
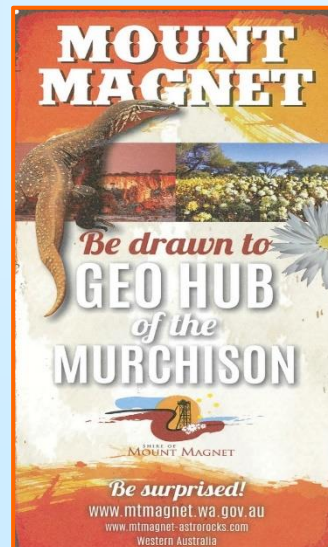
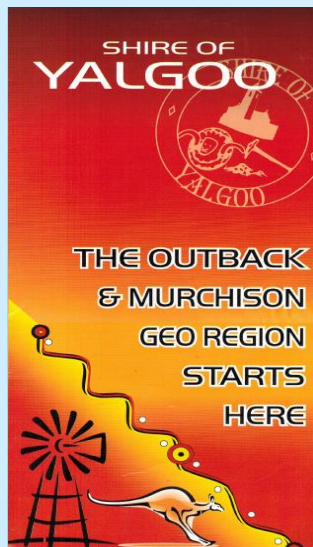
Banner at Visitor Centre

GeoRegion Merchandise



The Murchison Aspiring Geopark

1. The Murchison GeoRegion is now established
2. It is the start of a regional development journey
3. The end point will be the creation of a UNESCO Global Geopark





The Murchison GeoRegion, Western Australia

THE END



Please keep in touch about this project
Ross Dowling - r.dowling@ecu.edu.au
Wendy Dowling - dowling.w@outlook.com