

# APPENDIX ONE GEOTOURISM ACTION PLAN

GEOTOURISM GOAL	OBJECTIVE	ACTION	Whose Responsibility?	PRIORITY High Medium On-going
<p><b>1. To develop a stronger and more distinctive brand for the Flinders Ranges</b></p>	<p>1.1 Collaborate with SATC and FROSAT to create a defining regional brand that distils the natural, cultural and social attributes of the Flinders Ranges.</p>	<p>1.1.1 Geotourism Working Group to workshop branding ideas with FROSAT and SATC.</p>	<p>FRTOA, FROSAT, SATC</p>	<p>Medium</p>
		<p>1.1.2 Explore funding opportunities to develop regional branding (purchase expertise).</p>	<p>FRTOA, SATC</p>	<p>High</p>
	<p>1.2 Explore State and Commonwealth branding initiatives such as <i>National Landscapes</i> to optimise new marketing opportunities.</p>	<p>1.2.1 Further explore the <i>National Landscapes</i> initiative to determine whether the Flinders Ranges should be nominated.</p>	<p>FRTOA, SATC With community input</p>	<p>Medium</p>
	<p>1.3 Develop a regional GeoRoute with a dedicated logo as the framework for geotourism in the Flinders Ranges.</p>	<p>1.3.1 Geotourism Working Group to workshop notion of GeoRoute with SATC and FROSAT</p>	<p>FRTOA, FROSAT, SATC</p>	<p>High</p>
<p><b>2. To generate new and sustainable economic opportunities for the Flinders Ranges community</b></p>	<p>1.4 Incorporate stronger branding in all regional tourism initiatives.</p>	<p>1.3.2 Development of logo to be included in branding process (see 1.1.1 and 1.1.2)</p>	<p>FRTOA, FROSAT, SATC</p>	<p>Medium</p>
		<p>1.4.1 FRTOA, FROSAT and SATC to use reinvigorated branding when developed</p>	<p>FRTOA, FROSAT, SATC</p>	<p>On-gong</p>
	<p>2.1 Create a vibrant business environment that will encourage investment in the region's geotourism.</p>	<p>2.1.1 FRTOA, and SATC to work with NRDB to explore opportunities for new geotourism products in the region</p>	<p>FRTOA, SATC, NRDB</p>	<p>On-going</p>

	<p>2.2 Create opportunities for youth to contribute to the development and delivery of geotourism.</p>	<p>2.1.2 FRTOA, and SATC to work with NRDB to explore opportunities for funding geotourism pilot projects in the region</p>	<p>FRTOA, SATC, NRDB</p>	<p>High</p>
		<p>2.2.1 Explore funding options to support initiatives in schools such as the Leigh Creek Area School fossil replicas project</p>	<p>NRBD, SAM, Education Dept, SATC</p>	<p>High</p>
		<p>2.2.2 Explore funding options to provide training opportunities for school students – eg. tour guiding, interpretation techniques</p>	<p>Education Dept, FRTOA, NRDB</p>	<p>Medium</p>
		<p>2.2.3 Involve key agencies in extension activities in the region’s schools to raise the profile of tourism opportunities</p>	<p>DEH, SAM, SATC, FROSAT</p>	<p>On-going</p>
		<p>2.2.4 Encourage regional businesses to create additional work experience placements for school students</p>	<p>FRTOA, NRDB, OAT, local councils</p>	<p>Medium</p>
		<p>2.2.5 Develop a mentoring program for students</p>	<p>SAM, interested locals</p>	<p>On-going</p>
	<p>2.3 Improve community knowledge of the region’s geoassets through mentoring and training.</p>	<p>2.3.1 Explore funding options to provide training opportunities for local residents – eg. tour guiding, interpretation techniques</p>	<p>FRTOA, SATC</p>	<p>High</p>
		<p>2.3.2 Explore funding options to engage experts to work with district communities on local stories</p>	<p>FRTOA, SATC</p>	<p>High</p>
		<p>2.3.3 Explore funding options to engage experts to provide 1:1 training for landholders with existing or potential geotourism products</p>	<p>FRTOA, SATC</p>	<p>High</p>
		<p>2.3.4 Encourage mentoring by cultivating on-going relationships with experts</p>	<p>Tourist operators</p>	<p>On-going</p>

	<p>2.4 Develop a local business culture that actively sells regional products.</p>	<p>2.4.1 Promote product awareness through operator associations</p> <p>2.4.2 Encourage operators to actively experience each other's products by offering discounted rates and complimentary packages</p>	<p>FRTOA</p> <p>FRTOA</p>	<p>On-going</p> <p>On-going</p>
	<p>2.5 Increase the range of geotourism products within the region and in particular high yield products.</p>	<p>2.5.1 Explore funding options to provide training opportunities for local residents to develop geotourism knowledge, confidence and interpretation skills.</p> <p>2.5.2 FRTOA, and SATC to work with NRDB to explore opportunities for funding geotourism pilot projects in the region</p>	<p>FRTOA, SATC, DEH, NRDB</p> <p>FRTOA, NRDB, SATC</p>	<p>High</p> <p>High</p>
	<p>2.6 Improve access to all districts through collaboration with local government, NRDB, the Outback Areas Trust (OAT), and key agencies including SATC, Transport SA (TSA), the South Australian Arid Lands Natural Resource Management Group (SAAL NRM) and the Flinders Ranges Area Consultative Committee (FRACC).</p>	<p>2.6.1 Initiate a whole-of-government discussion about access, public transport and infrastructure issues across the region</p>	<p>FRTOA, SATC, NRDB, OAT, TSA, SAAL NRM, FRACC</p>	<p>High</p>
	<p>2.7 Identify and explore potential special interest markets such as education, astronomy, soft-adventure and spiritual tourism.</p>	<p>2.7.1 Explore funding options to develop a geotourism marketing plan for the region</p> <p>2.7.2 Individual operators to investigate new market options</p> <p>2.7.3 FRTOA to provide new market options information through its forum process</p>	<p>FRTOA, SATC, NRDB</p> <p>Individual businesses</p> <p>FRTOA, SATC</p>	<p>High</p> <p>High</p> <p>High</p>

	<p>2.8 Resolve all legal and liability impediments to sustainable tourism in the Flinders Ranges tourism region.</p> <p>2.9 Develop a regional business culture committed to continuous improvement through accreditation and training.</p>	<p>2.8.1 Explore funding options to secure legal advice and services to resolve liability issues associated with access</p> <p>2.9.1 FRTOA to promote the notion of continuous improvement through its forum process</p> <p>2.9.2 Delivery of regular accreditation information and training events, especially for new businesses</p>	<p>FRTOA, SATC, NRDB, OAT</p> <p>FRTOA</p> <p>FRTOA, SATC, NRDB, DEH</p>	<p>High</p> <p>On-going</p> <p>Medium</p>
<p><b>3. To create a strong sense of regional identity and connectivity between all districts</b></p>	<p>3.1 Create innovative and defining interpretation throughout the Flinders Ranges.</p> <p>3.2 Develop and maintain partnerships between Aboriginal and non-Aboriginal communities.</p>	<p>3.1.1 Explore funding options to develop a regional geotourism interpretation plan.</p> <p>3.1.2 Deliver annual training in interpretation techniques and principles for regional guides, tour operators and other community members.</p> <p>3.1.3 Explore funding options to provide 1:1 interpretive training for landholders interested in developing their geotourism assets.</p> <p>3.1.4 Deliver interpretation and guiding training to school students and create opportunities in schools for children to collaborate on interpretive projects.</p> <p>3.2.1 Explore funding options to engage geologists and palaeontologists to conduct workshops and site visits with Aboriginal communities.</p> <p>3.2.2 Regional tourism operator associations to seek active membership from Aboriginal cultural tourism businesses.</p> <p>3.2.3 Develop a regional business culture that directs visitors to Aboriginal cultural tourism providers.</p>	<p>FRTOA, SATC, SAM, DEH</p> <p>DEH, NRDB, FRTOA</p> <p>FRTOA, SATC, SAM</p> <p>SAM, Education Dept, DEH, SATC</p> <p>FRTOA, SATC, SAM</p> <p>FRTOA, FROSAT</p> <p>Local businesses, FRTOA</p>	<p>High</p> <p>On-going</p> <p>High</p> <p>Medium</p> <p>High</p> <p>High</p> <p>On-going</p>

		3.2.4 Develop regional and district networks that support and promote Aboriginal product.	Local businesses, District Associations, FRTOA, NRDB	On-going
		3.2.5 Develop collaborative interpretative precincts and products.	SATC, FRTOA, SAM, DEH	High
	3.3 Avoid duplication by developing strongly linked districts with unique local products and stories.	3.3.1 Explore funding options to provide district communities with expert advice about local geoassets and their stories.	FRTOA, SATC	High
		3.3.2 Provide support for businesses seeking to develop unique local products.	NRDB, SATC	High
		3.3.3 Actively share district aspirations through industry associations.	FRTOA	On-going
	3.4 Drive dispersal and maximise yield through strong product differentiation across the region.	3.4.1 Explore funding opportunities to engage experts to work with district communities to develop unique local stories.	FRTOA, SATC, FROSAT	High
		3.4.2 Develop a regional Interpretation Plan that integrates district plans.	FRTOA, SATC	High
		3.4.3 Create a 'journey experience' through the development of a GeoRoute.	FRTOA, SATC	High
	3.5 Collaborate with the Southern Flinders district to increase the range of geotourism products in the Flinders Ranges tourism region.	3.5.1 Invite the Southern Flinders Tourism Association to a FRTOA meeting to present the Geotourism Strategy.	FRTOA, SATC	High
		3.5.2 Provide a FRTOA contact to network with the Southern Flinders Tourism Association.	FRTOA	On-going
		3.5.3 Explore the notion of a GeoRoute with the Southern Flinders Tourism Association.	FRTOA, SATC	High

	<p>3.6 Develop geotourism linkages with Outback communities such as Lyndhurst, Marree, William Creek, Coober Pedy, Oodnadatta and Innamincka.</p> <p>3.7 Develop geotourism linkages with neighbouring regions including Outback NSW, Qld Outback and Eyre Peninsula.</p>	<p>3.6.1 Introduce the notion of GeoRoute linkages with Outback SA communities through the 'Across the Outback' magazine.</p> <p>3.6.2 Explore the notion of GeoRoute linkages with Outback communities through Outback operator associations.</p> <p>3.7.1 Explore the notion of GeoRoute linkages with Outback communities in the Gawler Ranges, Broken Hill and Birdsville through their tourism industry associations.</p>	<p>FRTOA</p> <p>NRBD, FROSAT, FRTOA, OAT</p> <p>NRBD, FROSAT, FRTOA, OAT</p>	<p>Medium</p> <p>Medium</p> <p>Medium</p>
<p><b>4. To protect the unique natural and cultural assets of the Flinders Ranges</b></p>	<p>4.1 Investigate systems for the protection of natural and cultural assets.</p> <p>4.2 Develop in visitors and tourism providers a culture of respect for the environment.</p> <p>4.3 Increase opportunities for environmentally responsible tourism and environmental education.</p>	<p>4.1.1 FRTOA to seek clarification from DEH &amp; SAM about the progress of draft Fossil Protection legislation (SA).</p> <p>4.1.2 FRTOA to lobby Members and Ministers to resolve the Fossil Protection legislation debate.</p> <p>4.2.1 Include Codes of Conduct in regional tourism publications like the 'Secrets Guide' and council guides.</p> <p>4.2.2 Reinforce Codes of Conduct in caravan parks (Eg. on toilet doors).</p> <p>4.2.3 Develop interpretation with strong behavioural messages.</p> <p>4.2.4 Provide on-going training opportunities for tourism providers to cater for staff movements.</p> <p>4.3.1 FRTOA to actively promote the benefits of eco-accreditation.</p> <p>4.3.2 Develop interpretation with strong environmental messages.</p>	<p>FRTOA, DEH, SAM</p> <p>FRTOA</p> <p>FROSAT, FRTOA, SATC</p> <p>Operators</p> <p>FRTOA, SATC, DEH</p> <p>NRDB, SATC, DEH</p> <p>FRTOA</p> <p>FRTOA, SATC, DEH, SAM</p>	<p>Medium</p> <p>Medium</p> <p>High</p> <p>High</p> <p>High</p> <p>On-going</p> <p>On-going</p> <p>High</p>

		4.3.3 Investigate opportunities to hold annual / bi-annual workshops and residential schools in environmental education with input from experts (like Savannah Guides NT).	SATC, DEH, NRDB, FRTOA, SAM, Universities	Medium
	4.4 Identify sensitive sites and implement management strategies prior to any development.	4.4.1 Raise community awareness of important sites and develop a culture of voluntary surveillance.	SAM, DEH, FRTOA, Local businesses, District Associations	High
		4.4.2 Develop a 'Rural Watch' type program with signage to signal that there are 'eyes in the landscape'.	Local government, OAT, SAAL NRM Group, FRTOA	Medium
		4.4.3 Cultivate communication channels across districts to identify 'repeat offender' operators who access areas without permission and use industry associations to apply pressure for changed behaviours.	District Associations, FRTOA, Local government, DEH	On-going
		4.4.4 Landholders and FRTOA to develop access policies for private land, with restricted access or no unaccompanied access to sensitive sites.	FRTOA, Landholders	High
	4.5 Maintain strong and inclusive community consultation.	4.5.1 FRTOA to conduct regular community forums.	FRTOA	On-going
		4.5.2 FRTOA to contribute articles to community newspapers and newsletters to inform the broader community of its activities.	FRTOA	On-going
		4.5.3 Retain strong community ownership of tourism development programs.	FRTOA	On-going
	4.6 Increase the number of Eco-tourism accredited businesses within the region .	4.6.1 Encourage collaboration between eco-accredited businesses.	Local businesses, FRTOA	On-going
		4.6.2 Industry associations to actively promote eco-accreditation.	FRTOA, SATC, FROSAT	On-gong
		4.6.3 Promote 'success stories' within the Districts and region.	FRTOA, District Associations	On-going

	<p>4.7 Link sustainability messages to all marketing activities.</p> <p>4.8 Encourage strong regional dispersal as a means of minimising tourism impacts.</p>	<p>4.7.1 Include sustainability messages in all regional promotions and publications.</p> <p>4.7.2 Include sustainability messages in all product literature.</p> <p>4.7.3 FRTOA to consider developing a sustainability slogan as part of its branding.</p> <p>4.8.1 Promote the notion of 'journey' in promotional literature.</p> <p>4.8.2 Regional businesses to actively promote and on-sell other products.</p> <p>4.8.3 Districts and tourism providers to identify their strongly differentiated products in all promotional materials.</p>	<p>FROSAT, DEH, FRTOA, Local government</p> <p>Individual businesses</p> <p>FRTOA</p> <p>FROSAT, SATC, Local government, District Associations</p> <p>Individual businesses</p> <p>Individual businesses and District Associations</p>	<p>High</p> <p>High</p> <p>Medium</p> <p>High</p> <p>On-going</p> <p>On-going</p>
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