



Australian Government
Parks Australia



Parks Australia | Sally Barnes



Our three goals

Resilient Places and ecosystems

- World Heritage Values
- Threatened species projects
- Yellow Crazy Ants
- Cat eradication and rat control
- Seed collection and the importance of botanical collections

Multiple benefits for traditional owners

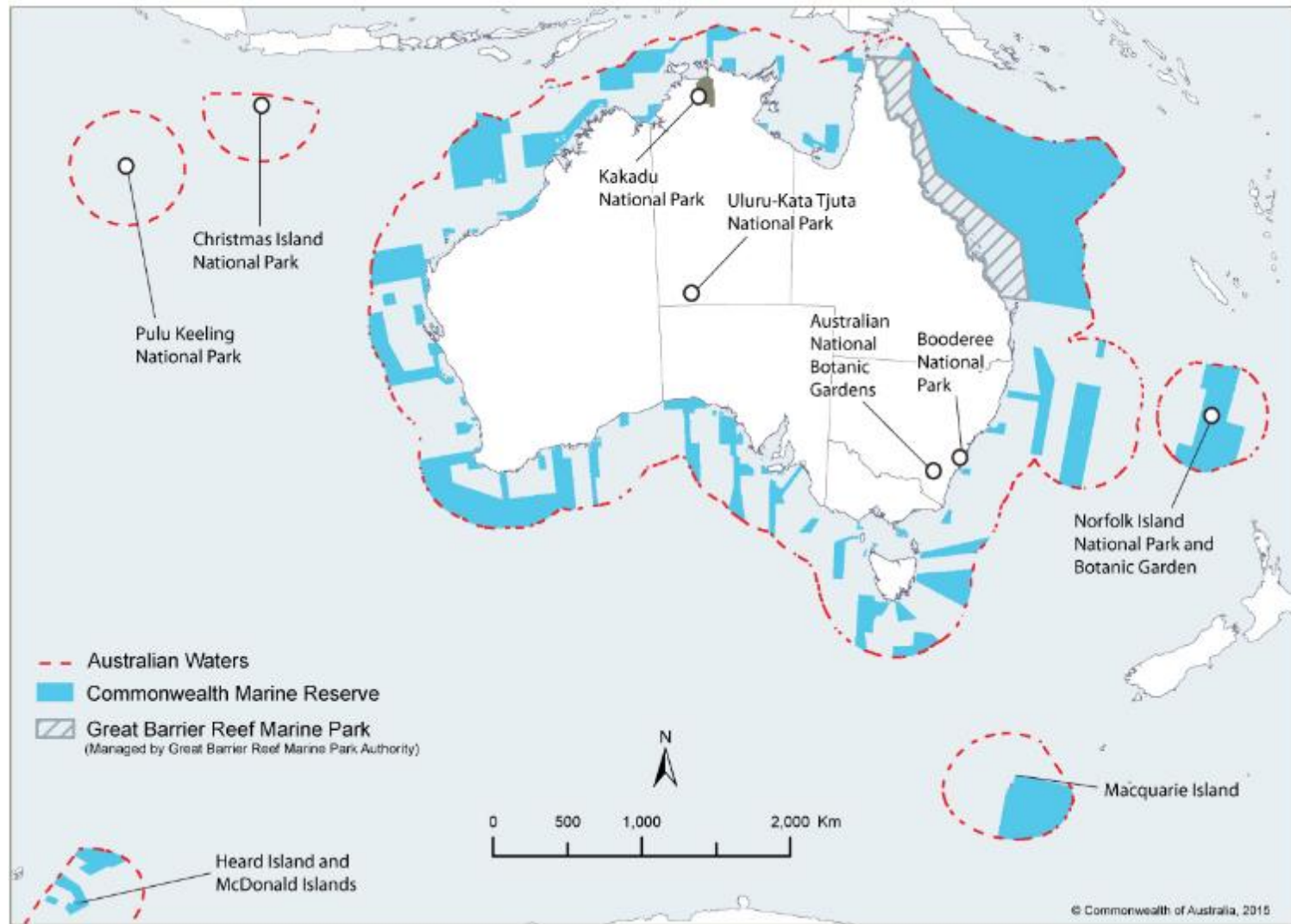
- Joint management futures
- Thirty year celebration of hand back of Uluru
- Progress towards sole management at Booderee
- Workforce planning

Amazing destinations

- Uluru Expressions of Interest
- Kakadu “spruce up”
- Kakadu Tourism Plan
- ANBG Master Plan
- Christmas Island Expressions of Interest



Our Parks and Reserves





*The wellbeing of all living things is directly linked
to the condition of the surrounding environment*



Indigenous people who have always had strong interactions with the environment will tell you:

You care for country..... and it cares for you



- *In the wild we see declines in the health of species and ecosystems.*
- *In the urban environment we see decline in human health and wellbeing.*
- *Nature provides benefits to human mental, physical, cultural and spiritual health.*
- *If we protect our natural environment, there will in turn be benefits to human health.*



- *There is growing recognition of the linkages between nature and human wellbeing.*
- *Protected areas also contribute to the economy through: employment, tourism services, water catchments, clean air and provide reductions in healthcare costs through the physical activity and healthy respite that visitors experience natural habitats.*

Healthy Parks Healthy People®

Four key principles:

- 1. The wellbeing of all societies depends on healthy ecosystems*
- 2. Parks nurture healthy ecosystems*
- 3. Contact with nature is essential for improving emotional, physical and spiritual health and wellbeing*
- 4. Parks are fundamental to economic growth and to vibrant and healthy communities*



<https://www.youtube.com/watch?v=Bf5TgVRGND4>



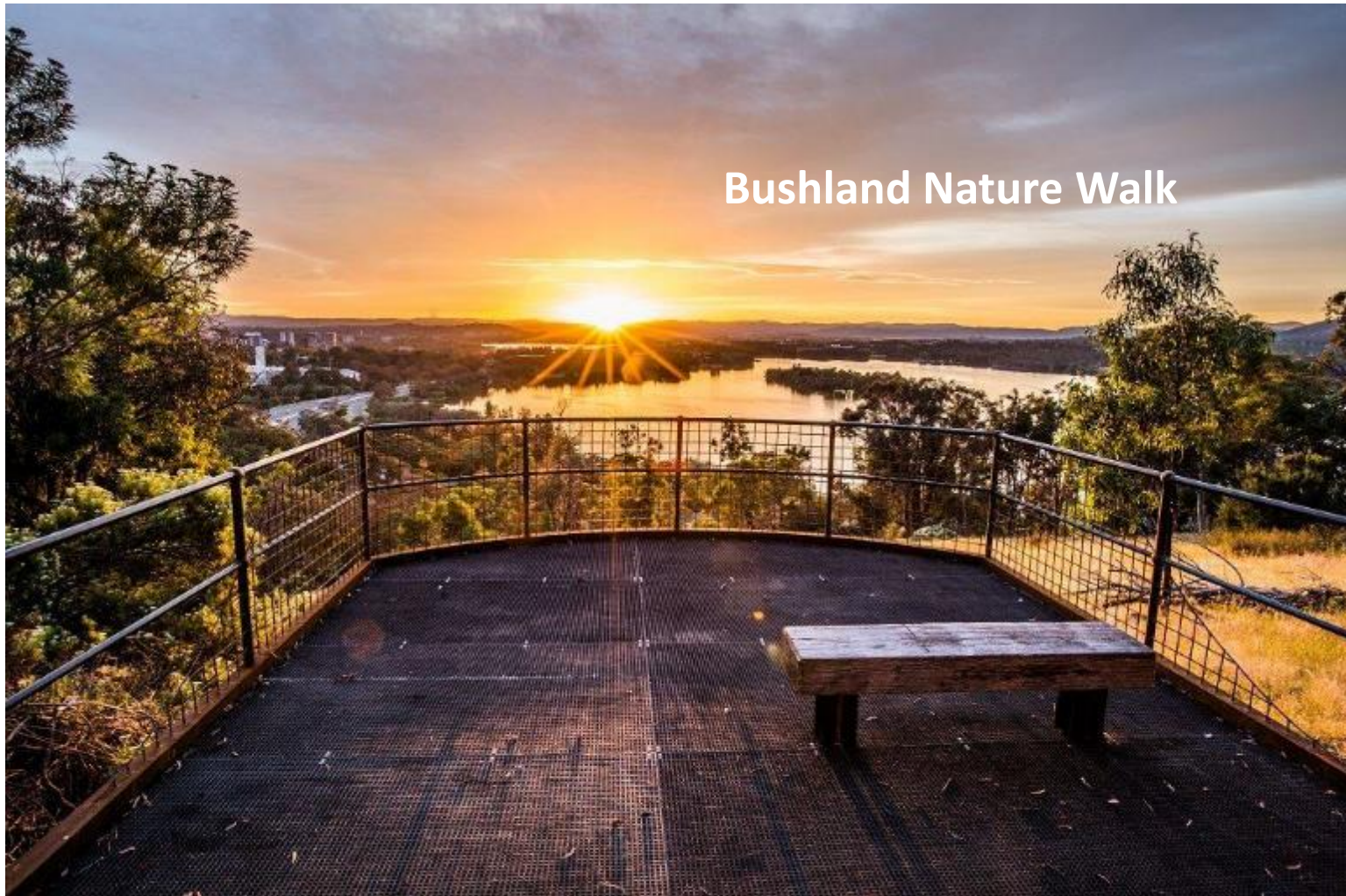
Ian Potter National Conservatory



Main atrium



Bushland Nature Walk



Public Programs and Events



Enlighten Festival

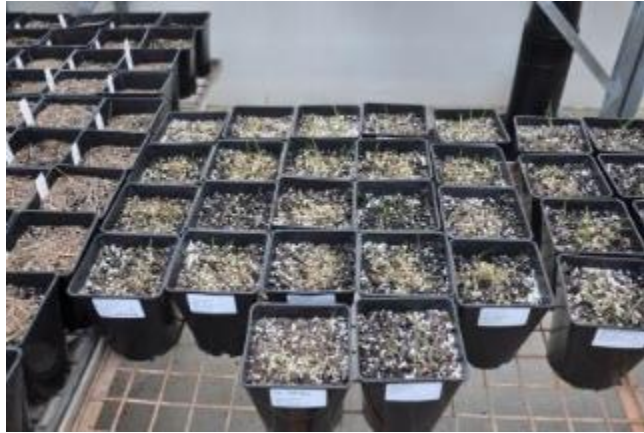


After Dark Tours



Conservation Projects

- Listed communities e.g. grassy woodlands and bogs & fens
- Listed species e.g. rare ACT orchids



Centre for Australian National Biodiversity Research

Joint partnership with CSIRO

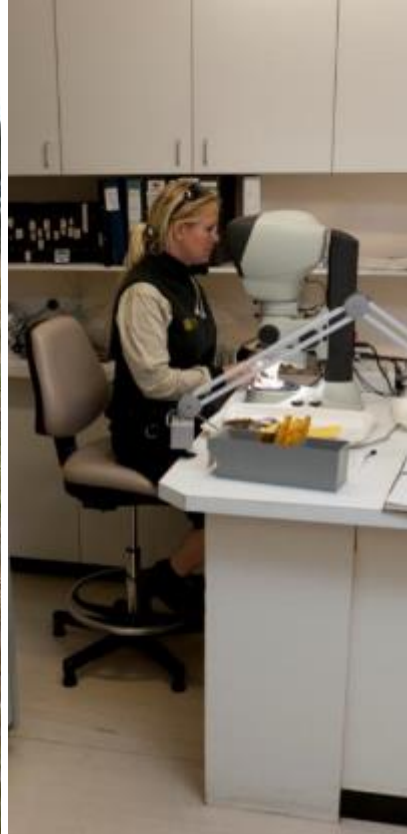
Contains the Australian National Herbarium



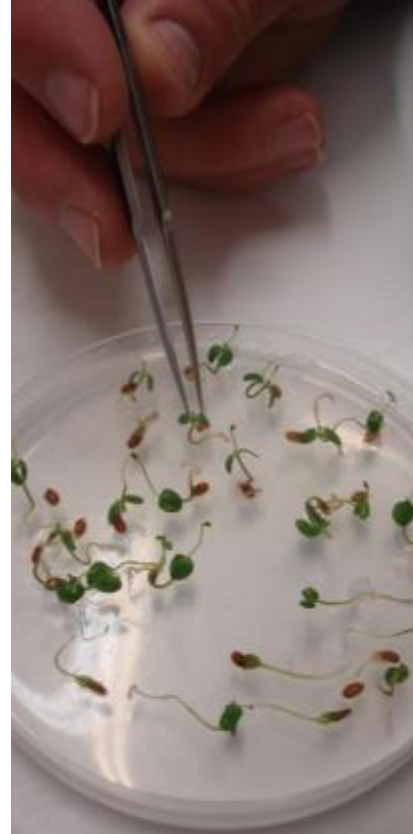
National Seed bank



Conservation



Research



Propagation



Supply

Controlling Yellow Crazy Ants on Christmas Island

The release of micro-wasp on Christmas Island to help us control yellow crazy ants. This project has been more than seven years in the making, if this project is successful it will be both an environmental and financial revolution for us – my hat off to all involved here on Christmas Island – well done.



Fire & ferals at Kakadu

At Kakadu our landscape-scale fire and feral management work continues to be a highlight. Our team have been so successful, they have kept wildfire out of the three small mammal survey sites. The Kakadu Integrated Feral Team also won this year's NT Ranger Awards for Outstanding Environmental Achievement. A wonderful and deserved accolade



Philip Island rehabilitation – 1977 vs 2016



Green Parrot Translocation – back from the brink

In partnership with BirdLife Australia, Parks Australia will be translocating approximately 30 green parrot fledglings from Norfolk Island to feral-free Phillip Island in March 2017.

To make this happen we need to raise \$77,000 using a Pozible campaign to raise the money, largely targeting bird groups.

We will predominantly use social media channels for the campaign, including an animated video explaining the process and why we are undertaking this exercise.





What are the most pervasive reasons for visiting national parks?

1. I like to enjoy the peace and be with nature. It balances me

- 69% agree and strongly agree
- The experiences, accommodation and settings need to reflect this desire

2. I want to do my own thing in national parks

- 62% agree or strongly agree
- Some experiences need to be 'packaged' and others 'independent' to meet this need

3. I like to plan so that I know exactly what to expect

- 54% agree or strongly agree
- Well thought out website and collateral is worth the investment

4. Time it takes to get there

- 66% agree or strongly agree
- Overcome barrier with info and lots of product to increase length of stay

5. I tend to choose places that have been recommended

- 49% agree or strongly agree
- Must get customer service right, and harness positive feedback on social media

People who said NP visit was the main purpose of trip...

They are more likely to...

Demographics:

- Aged 35-39 (+12%)
- Have children under 24 [mostly in aged 6 to 10] (+31%)
- University educated (+42%)
- Well paid with an annual income of \$100K+ (+22%)

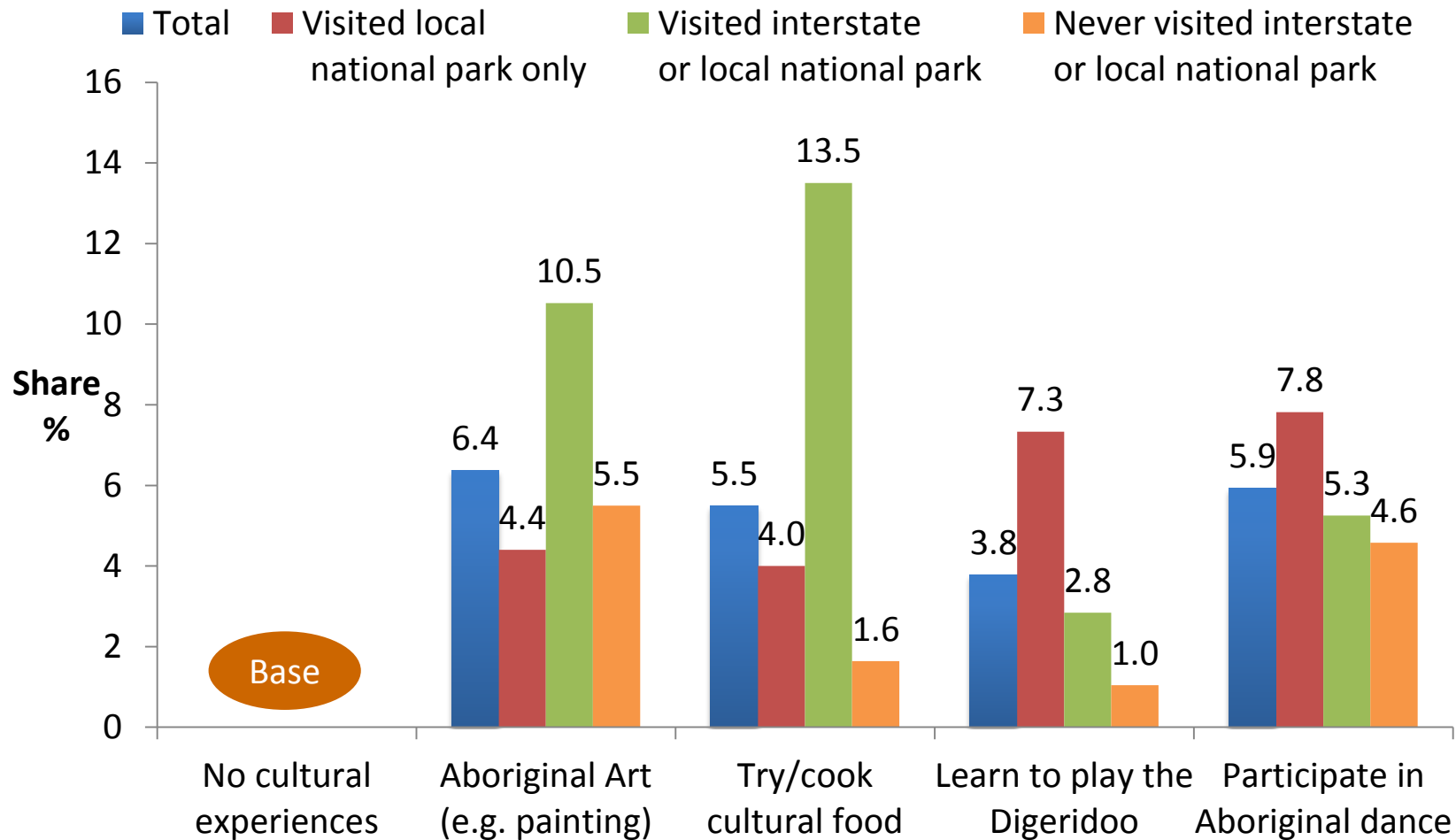
Attitudes – strongly agree with:

- If it's a world heritage national park (+43%)
- I don't feel I've been to a national park unless I've seen an iconic view (+27%)
- I actively seek out national parks' staff for conversation (+24%)

We tested 16 tourism product variables

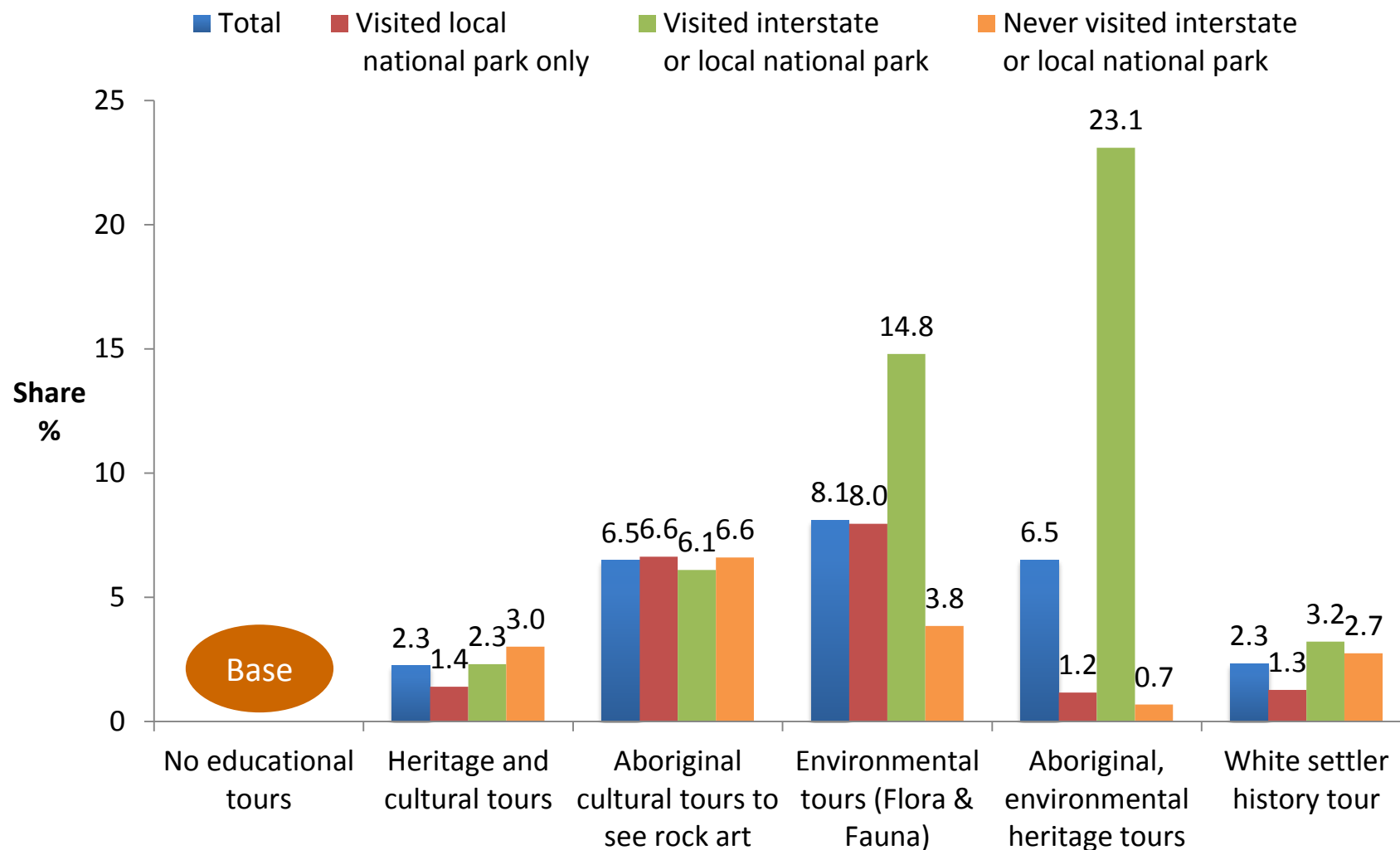
| Kakadu NP Accommodation | Involvement with Kakadu rangers |
|--------------------------------|---|
| Kakadu NP Amenities | Passive Kakadu experiences |
| Time spent in Kakadu | Active Kakadu NP experiences |
| Mix of packaged or independent | Educational small group Tours |
| Quality of the food experience | Aboriginality of the experience |
| Cost per person (in Kakadu) | Aboriginal cultural experiences (passive) |
| Who you go with | Aboriginal cultural experiences (active) |
| Walking experiences | Takeaway feeling |

Indigenous cultural experiences

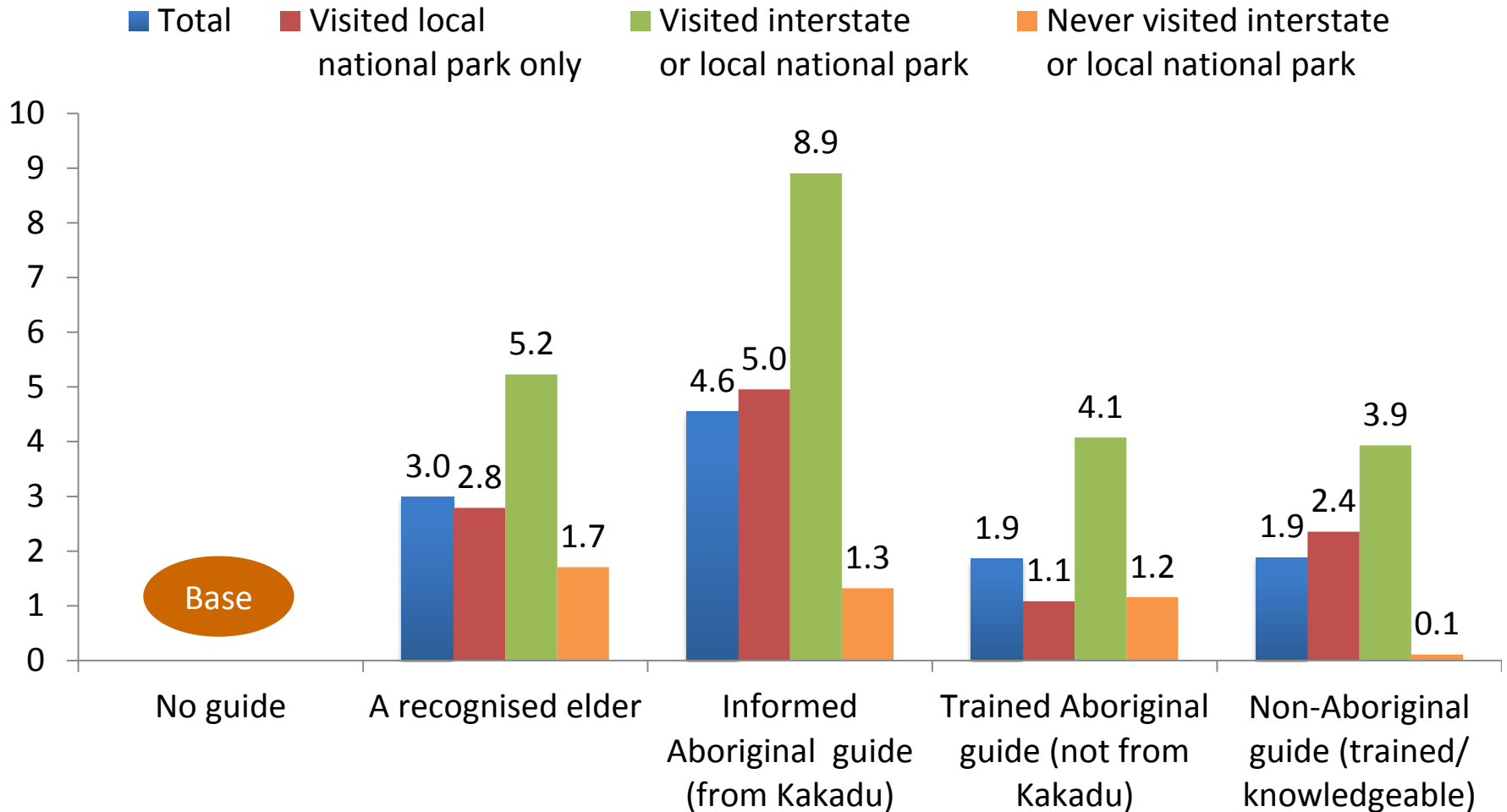


Base: Total sample: n=1018, Visited local national park only: n=385, Visited interstate and/or local national park: n=262, Never visit interstate or local national park: n=371.

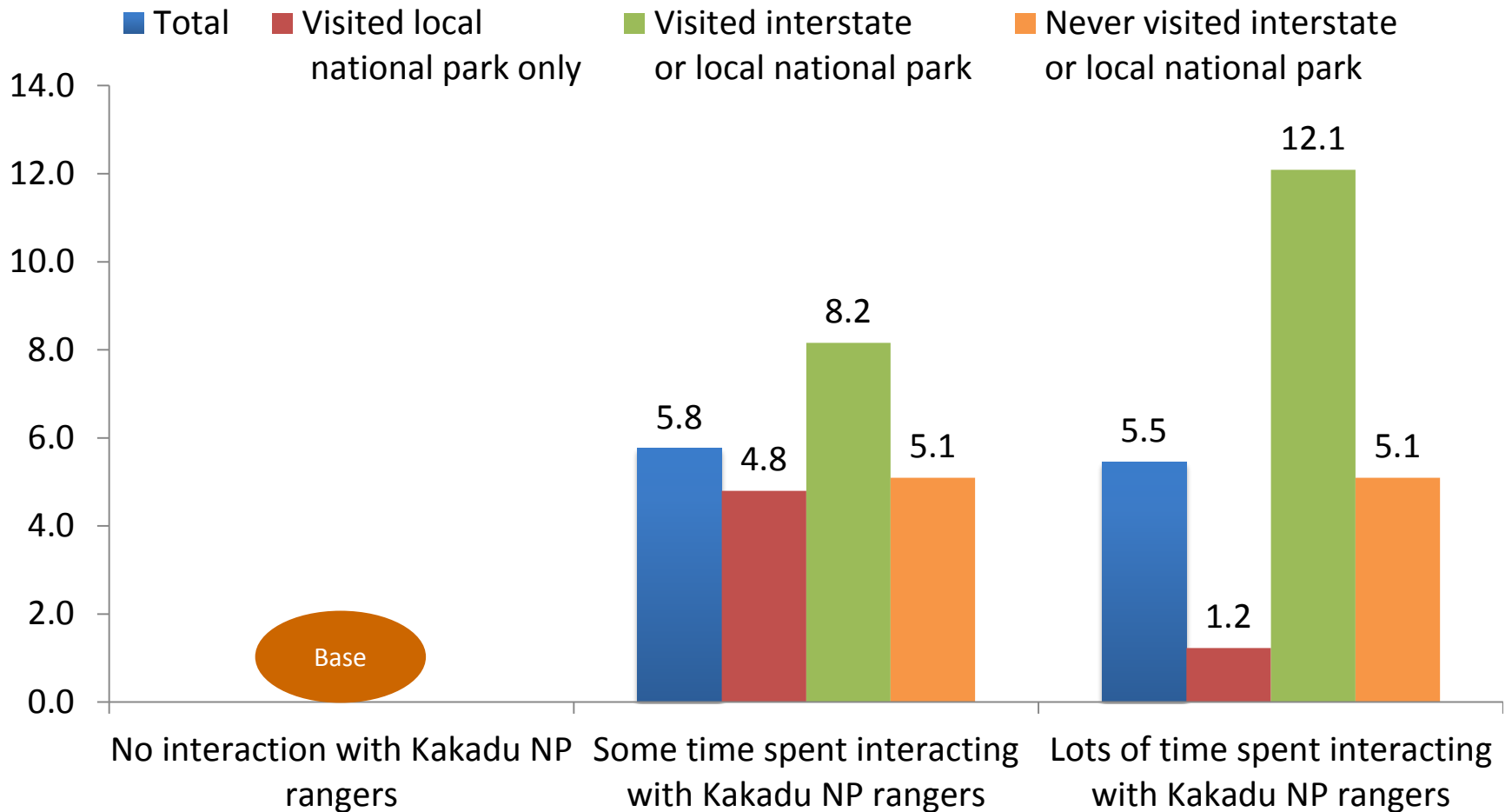
Type of touring product



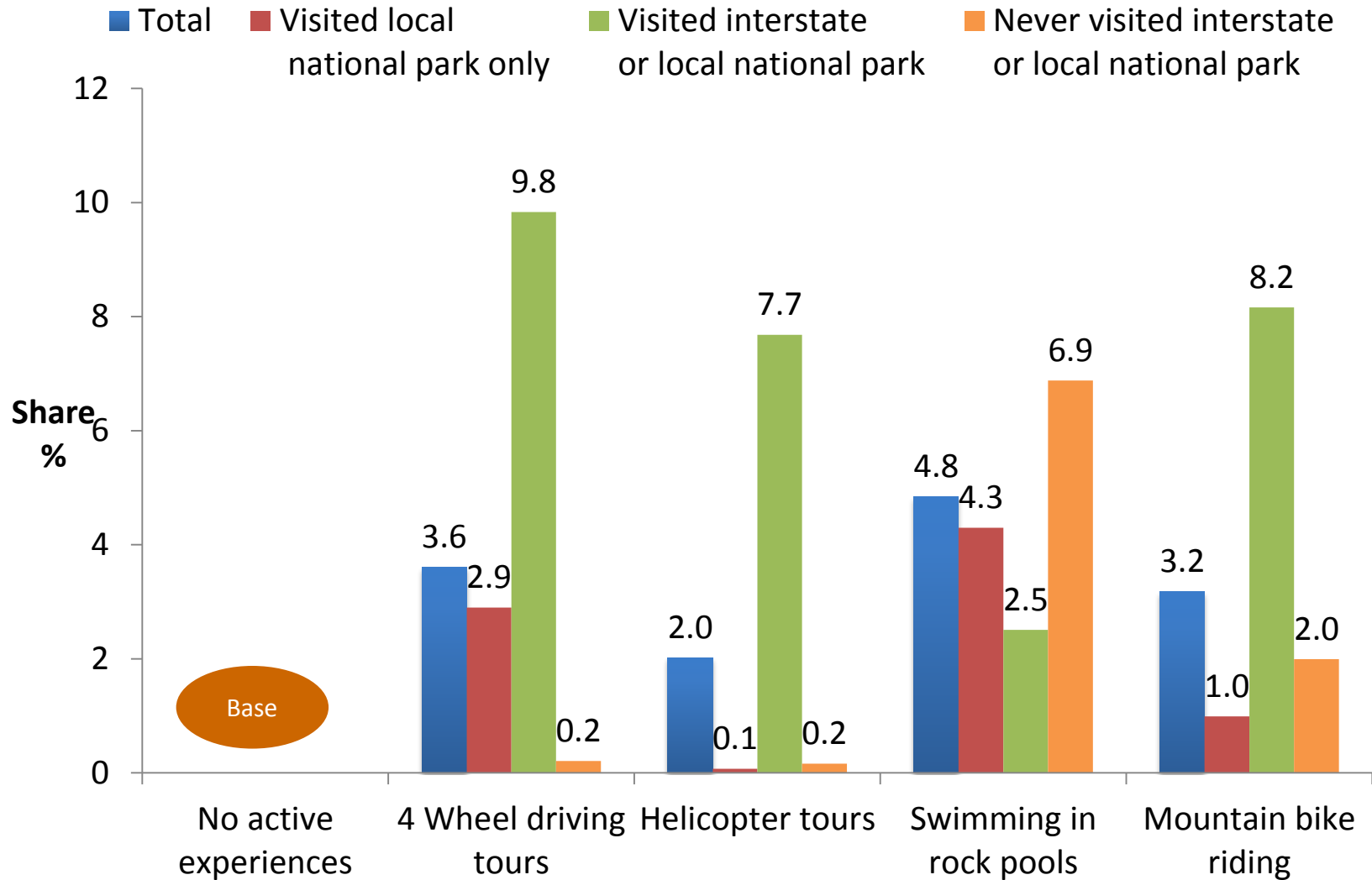
Type of guide



Park Rangers



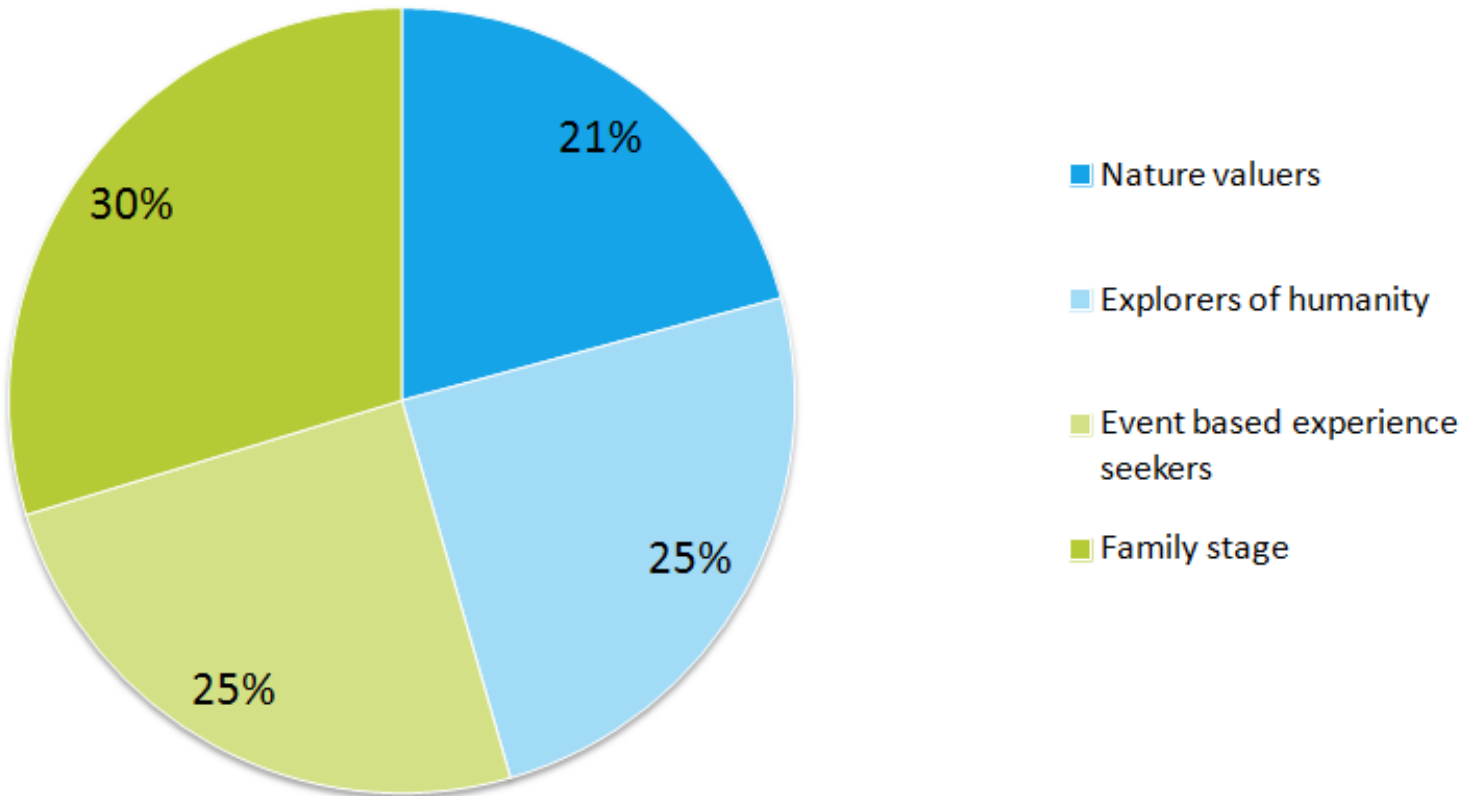
Outdoor activities



How does this affect Marketing and Product Development?

Attitudinal Segments

The factor and cluster analysis delivered four clear need states very similar to those identified in the qualitative research.





Nature Valuers - 21% of the total sample

They are more likely to...

Demographics:

- Not live in a capital city (+34%)
- Single/never married (+25%)
- Have no children aged 24 years or younger living together (+69%)

Attitudes:

Strongly agree/ agree to the following as influences of their decision to visit national parks:

- I like to just enjoy the peace and be with nature. It balances me (+70%)
- I want to do my own thing in national parks (+61%)
- I tend to pick national park that have day walks (+47%)
- If it's a world heritage national park (+43%)
- I like to feel as though I'm stepping into the unknown (+41%)







Family Stage - 30% of the total sample

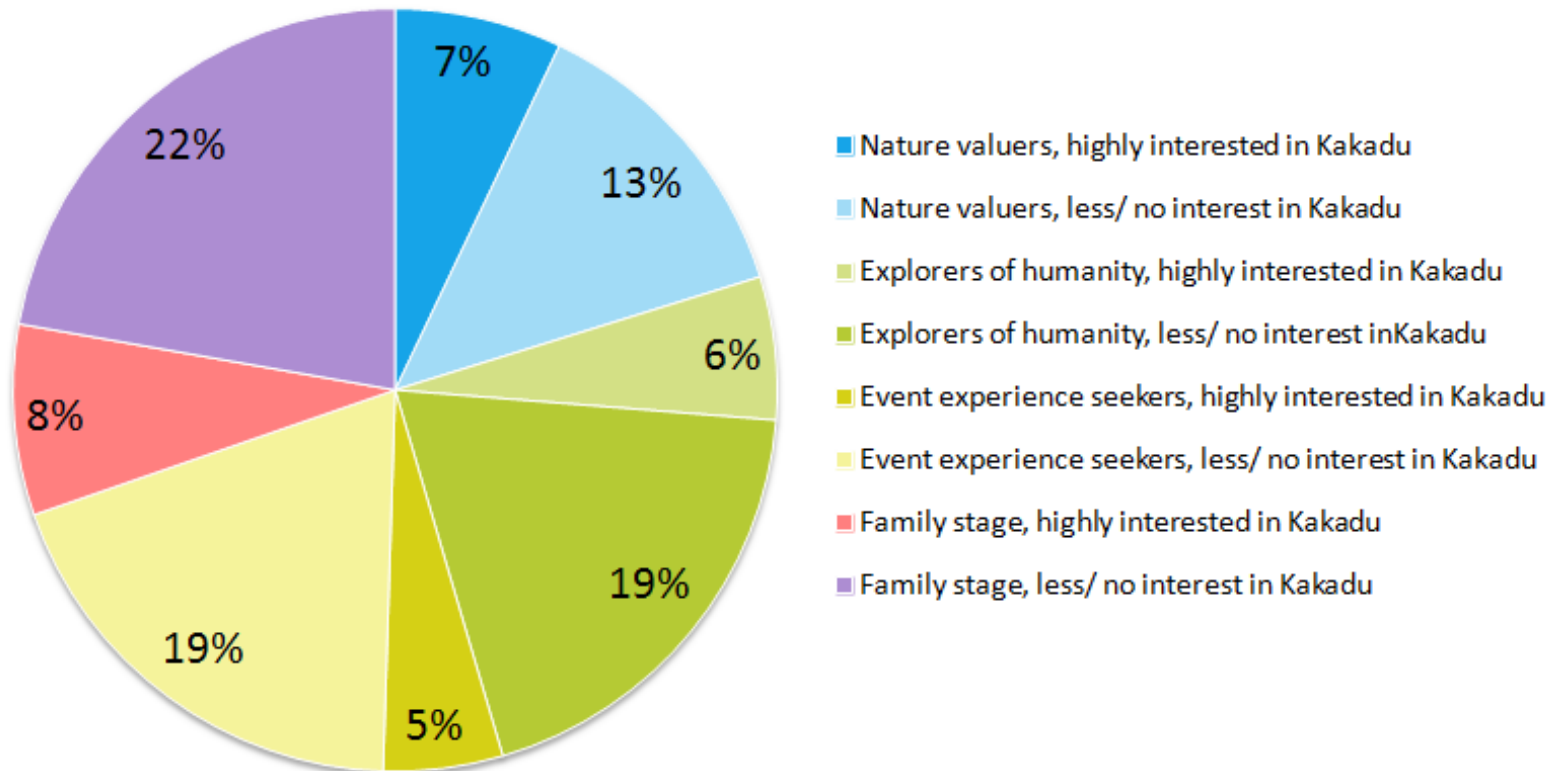
They are more likely to...

Strongly agree/ agree to the following as influences of their decision to visit national parks:

- Knowing where I can go and what I can do there (+75%)
- Whether they are a safe place to take the family (+68%)
- Whether they are good value for money (+65%)
- Knowing there is something for everyone in the family to do there (+61%)
- The availability of all-weather facilities for picnics etc (+58%)
- I like to plan so that I know exactly what to expect (+55%)
- I can see myself introducing my children to the natural world there (+30%)
- I enjoy camping in national parks (+35%)

Attitudinal Segments

Segmentation based on deep seated needs combined with the behavioural preferences to visit.



Segment Profiles

Nature Valuers



*I like to enjoy the peace and nature.
It balances me.*

I want adventure experiences - like I'm stepping into the unknown. Places no one else I know has been.

- Inspired by beautiful images and videos & will share on social media
- Want good campsites
- Want a unique experience showing how culture and nature relate
- Want a 4WD tour so they don't miss anything (probably coming by 2WD)
- Interested in biodiversity
- Well designed viewing points

Segment Profiles

Family Stage



I want to know there is something for everyone in the family to do.

A place that offers memorable experiences, encourages learning. It's about participating, not just observing.

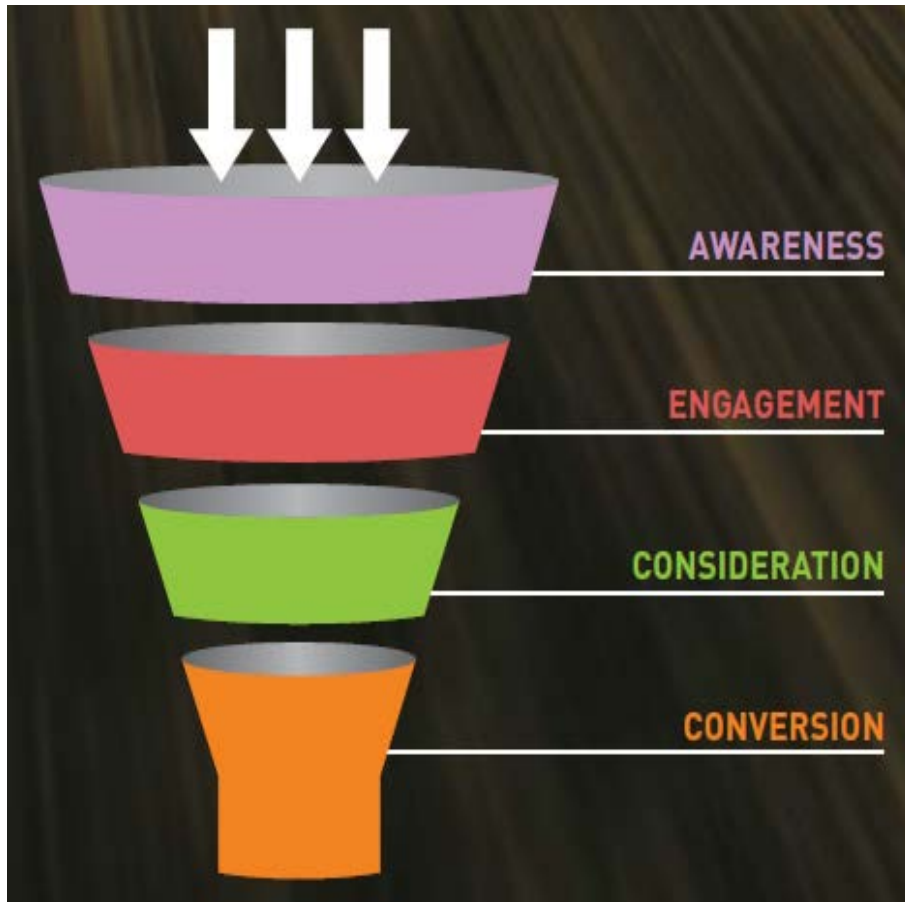
- *Value* for money is key – convey costs
- Want to plan to the maximum
- Want to create 'life memories'
- Want kids to understand Australia's culture as well as biodiversity
- Want variety to keep kids happy
- Do 'one place well', not moving all the time

Priorities

- Get the fundamentals right (infrastructure) to encourage investment
- Invest in walks – evidence clearly shows demand
- Spend money on more interpretive rangers
- Capacity building - deliver on WH values
- Bring park staff on journey in product development
- Food truck and eco-lodge EOI
- Invest in campsites or outsource to third party?
- Events as catalyst (for at least 2 of the 4 segments)

Marketing priority

Getting top the top of the bucket list – wow and how



27% (6.6m) Australians
have Kakadu on their
'one day' list

By creating content that
appeals to each target
market's needs, they have a
reason to come

By improving
information and
planning tools, they
know how to come

However...until we get
the product right,
marketing will deliver
marginal returns



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