



Adelaide 2017

Driving rural recovery with Geotourism and Geoparks in the Wheatbelt of Western Australia

Alan Briggs
PhD Candidate
Murdoch University

Background

- We all know what Geotourism is.
- We all know Australia has an exceptional Nature-based tourism industry.
- We all know we have international and local tourists interested in our Geotourism assets.
- Why aren't Federal and State governments more engaged at the political level?



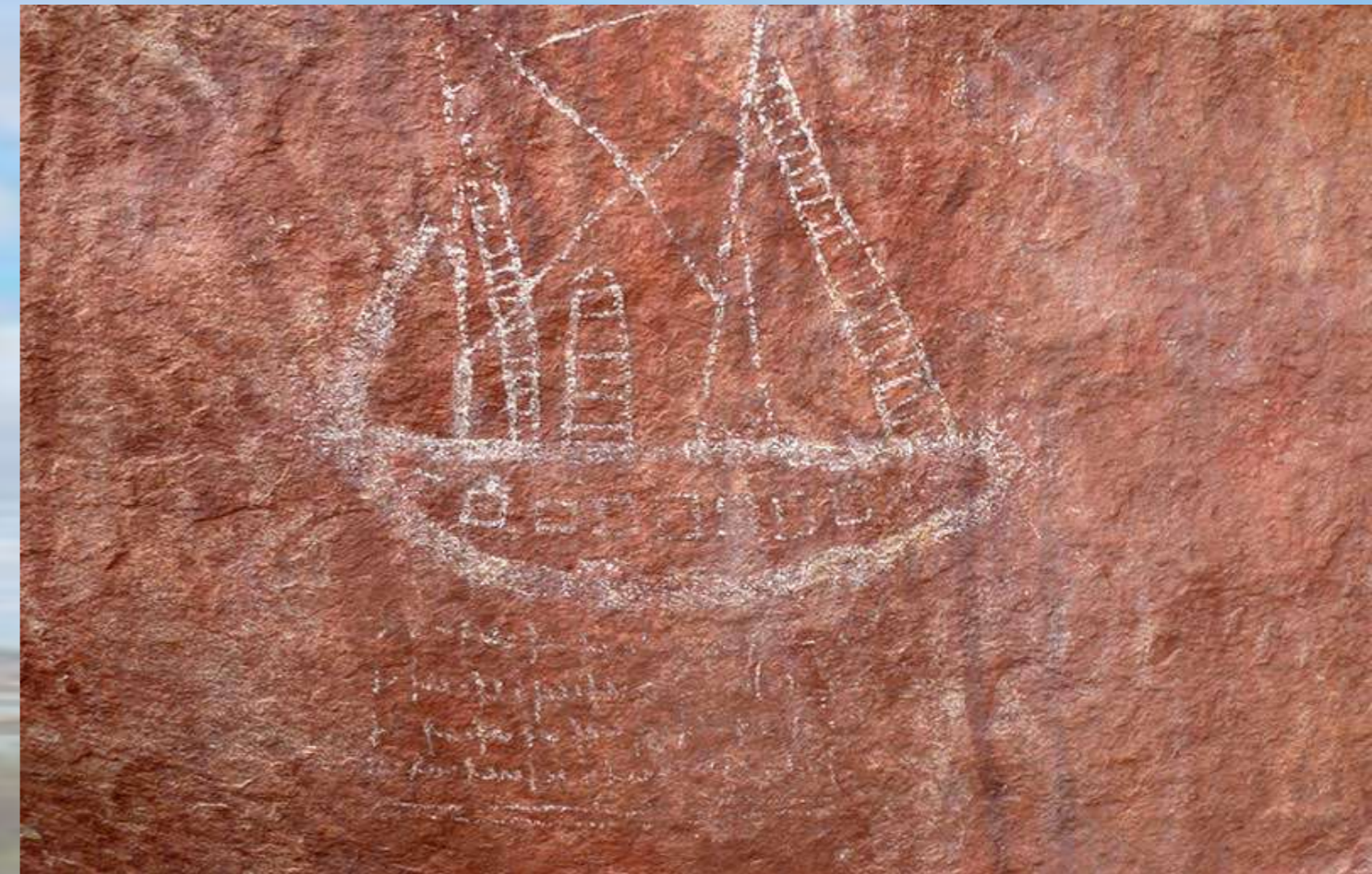
Iconic Australian Geoheritage



Visitor Statistics to Wheatbelt, WA

Year	Visitor Numbers		2014/15
2012	605,700	Visitor nights	2,265,700
2013	666,846	Domestic visitors (O/N)	1,695,500
2014	676,700	770,338	Cvan/camp
	Expenditure (\$m)	Domestic	International
2011		164.7	49.3
2012		177.9	60.9

Source: Draft *Growing Wheatbelt Tourism 2017-2020*

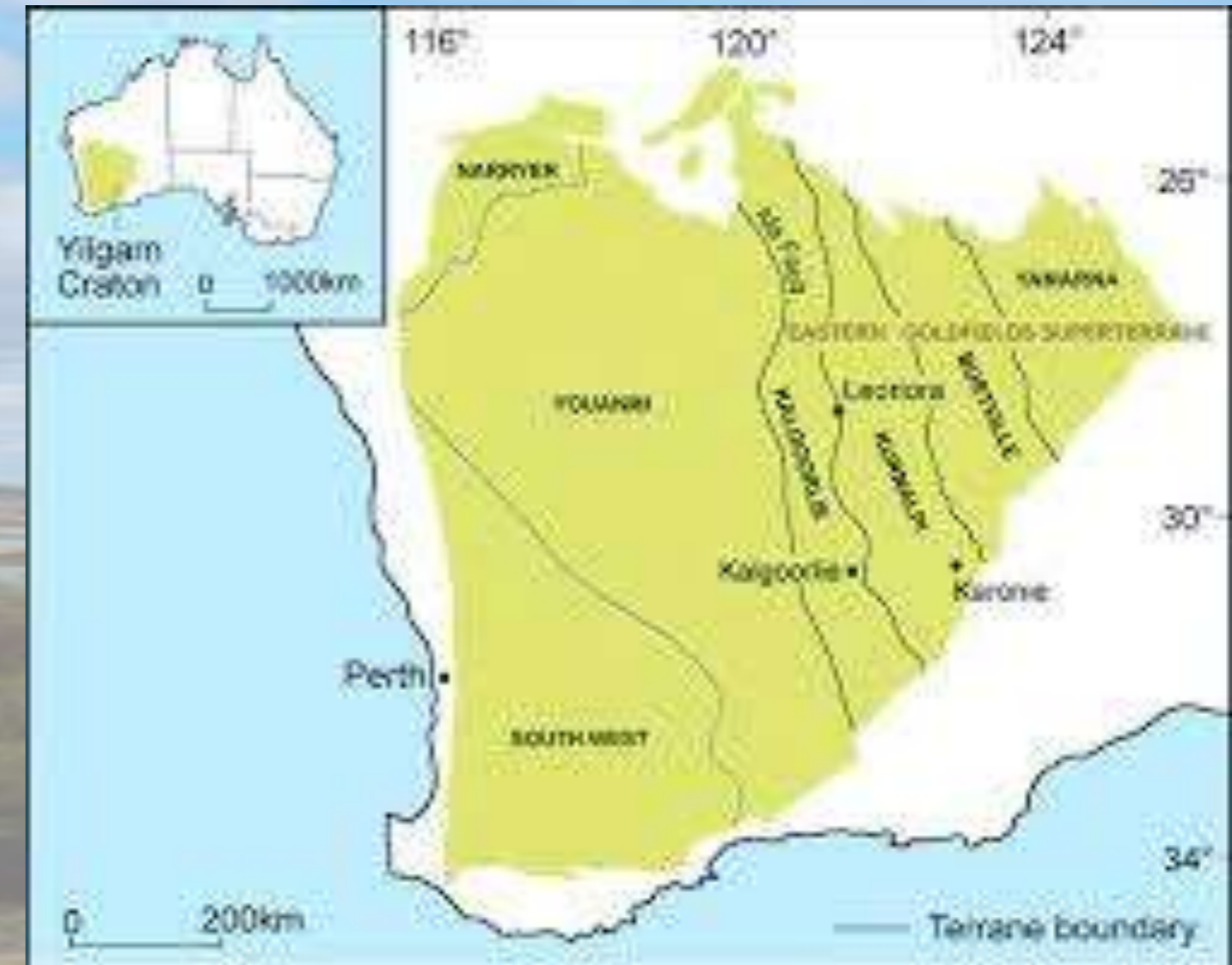
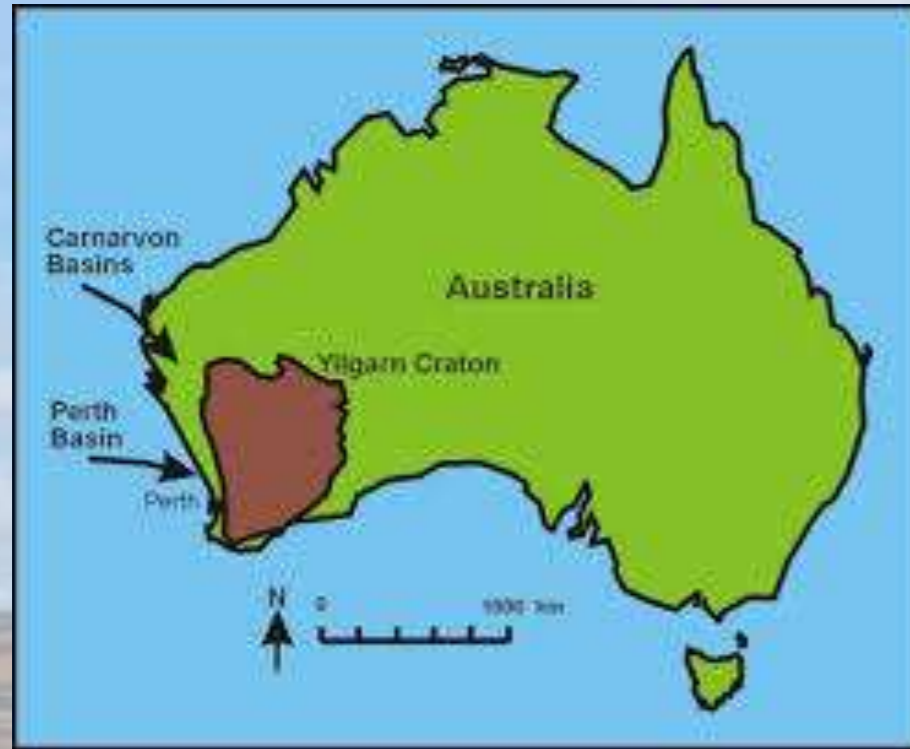


Walga Rock, WA (2nd
largest to Uluru)

Lesser Known Geoheritage Assets Western Australia

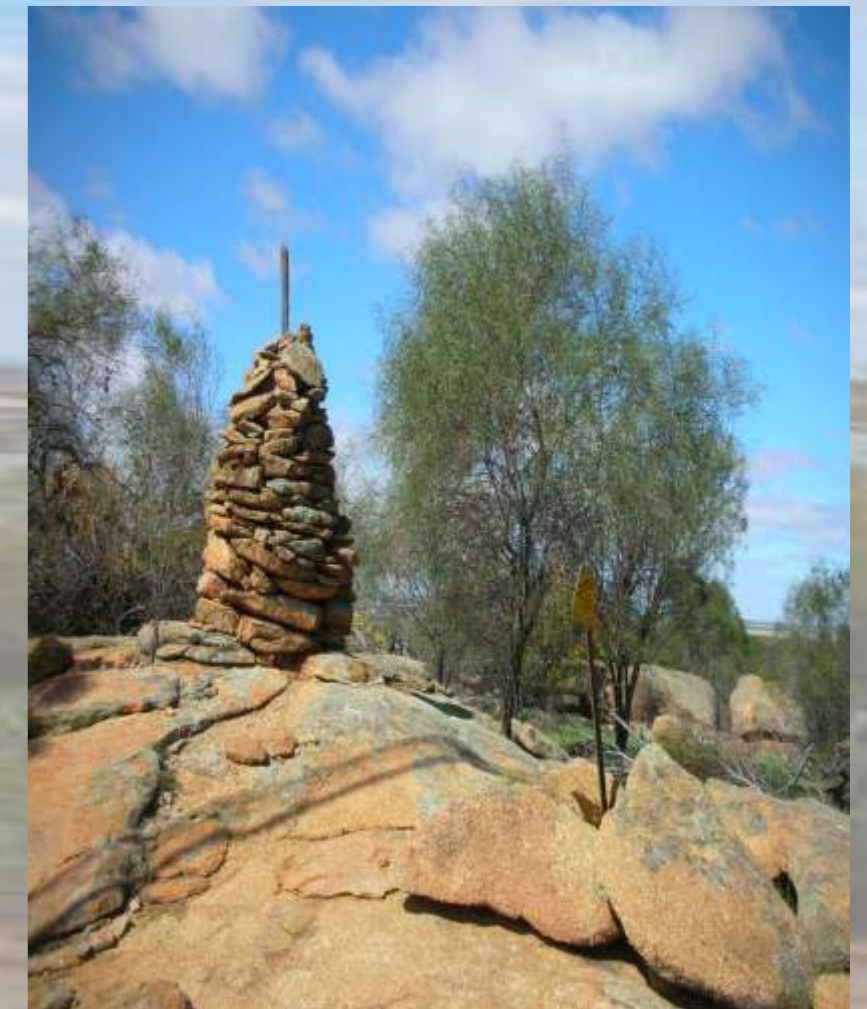


Yilgarn Craton PhD Research Area



Cassidy (2006) subdivided the YC into 6 terranes – focus for this research is on the South West

Wheatbelt of Western Australia



Billiburning Reserve
11 WHEATBELT WAY DRIVE TRAIL



Billiburning Reserve
The State of Western Australia welcomes you to Billiburning Reserve. We hope you enjoy your visit and take care of our reserve while visiting.

There are three camping sites we have set up for your convenience. We ask that you stay to the tracks and areas allocated for camping to help us preserve our reserve.

There are three designated camping areas at Billiburning, Gecko Grounds, where you can camp, Billiburning Dam and Kangaroo Corral.

Check the map for details with large areas and corners who do not wish to or are unable to drive over the flat sections of rock to get to Billiburning Reserve or Kangaroo Corral. Billiburning Dam and Kangaroo Corral are only open some of the time of the rock and on the edge of the reserve. The waterhole lake is located between these two sites.

If you have just called in for a drink, don't miss the generous hole and seek which are a short walk from where you are now.

Billiburning Reserve is a wonderful place for fun and leisure. During spring experience a wonderful array of wildflowers. The waterhole is situated with birds and other wildlife all year round.



Billiburning Reserve is a wonderful place for fun and leisure. During spring experience a wonderful array of wildflowers. The waterhole is situated with birds and other wildlife all year round.



More



Wheatbelt Case Study

Stakeholder Perceptions

- Forums, questionnaires, interviews, online survey
- Tourism in any form was supported
- Geotourism – came naturally given the extent of Monadnocks

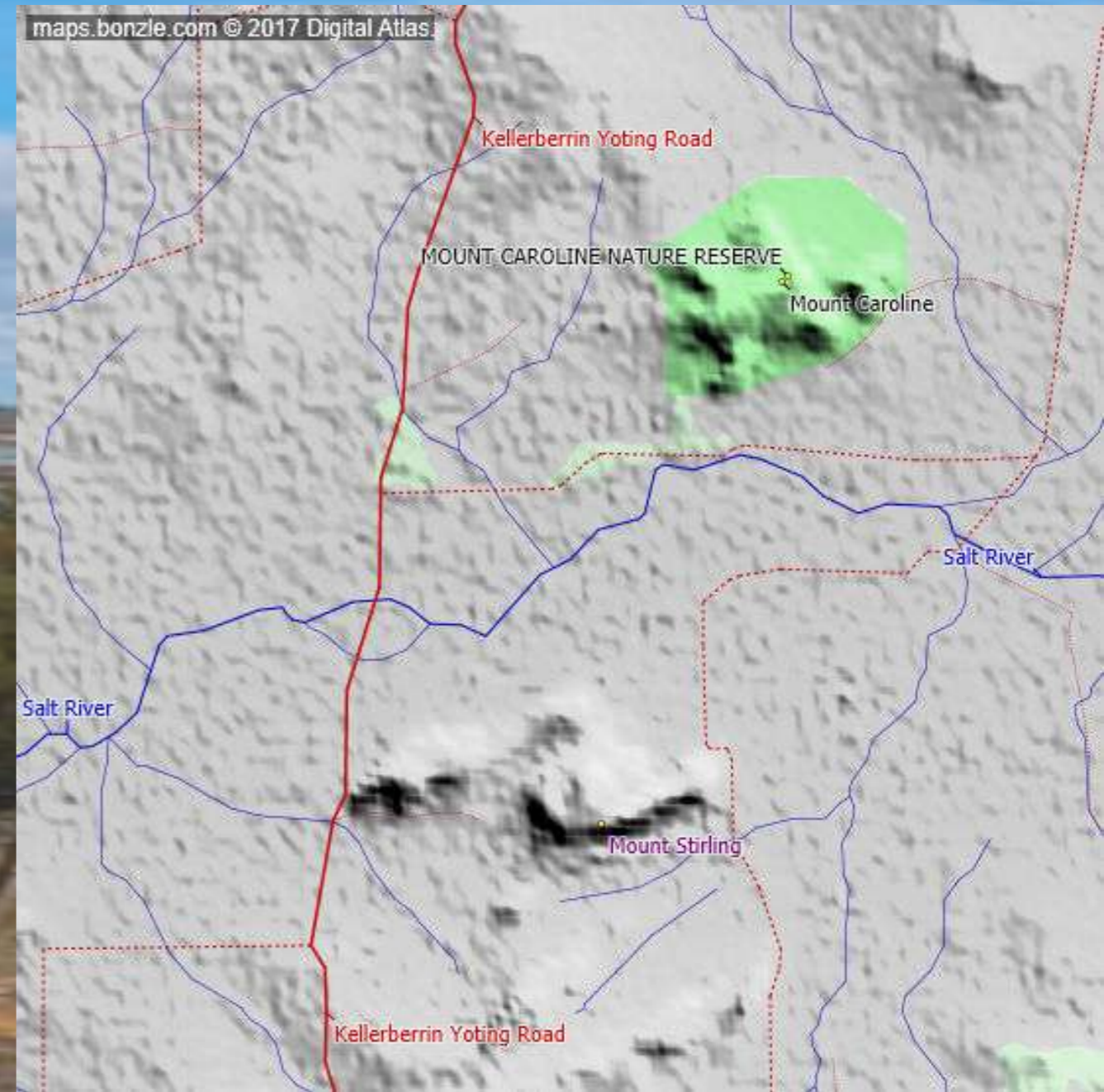


Wheatbelt Development Commission Zoning



Mount Stirling

- one of the homes to the Black-flanked wallaby
- 346 m above sea level,
- 330mm rainfall,
- south of Mount Caroline(also has wallabies); and
- has the Salt River paleochannel separating them.



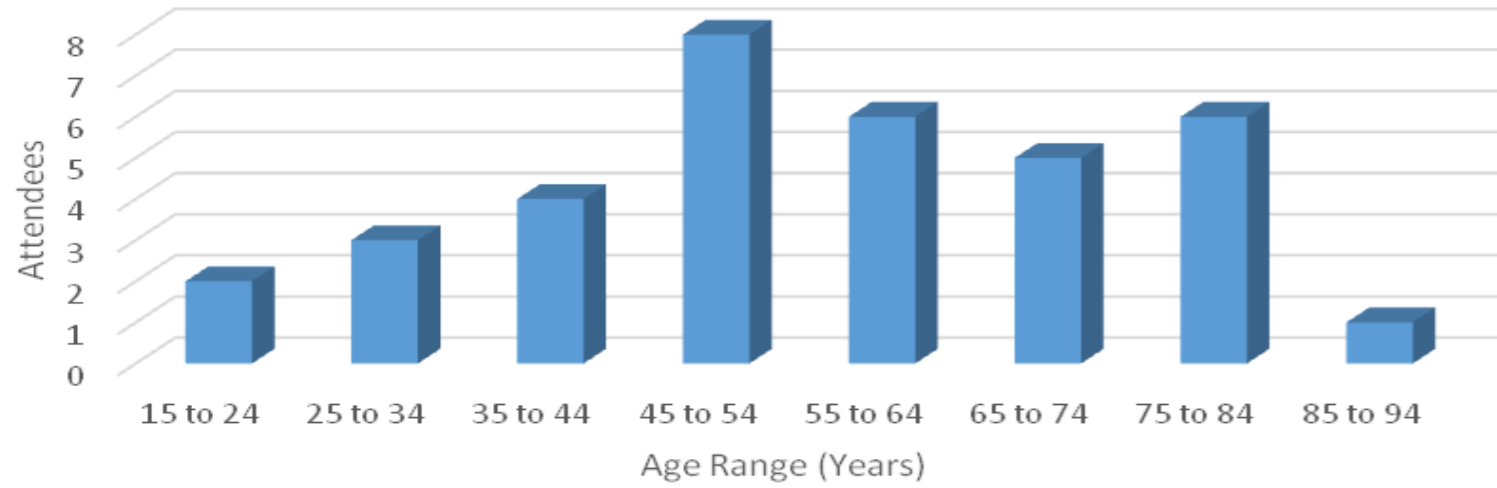
Perceptions about Geoparks

- Forums revealed strong support ... when they found out what Geoparks involved. No one had been to a Geopark! Best kept secret!
- Communities were open to sharing, supporting Geoparks and promoting them.
- They saw Geoparks as a means of coordinating the many stakeholders across their districts, and to create jobs and promote their areas.



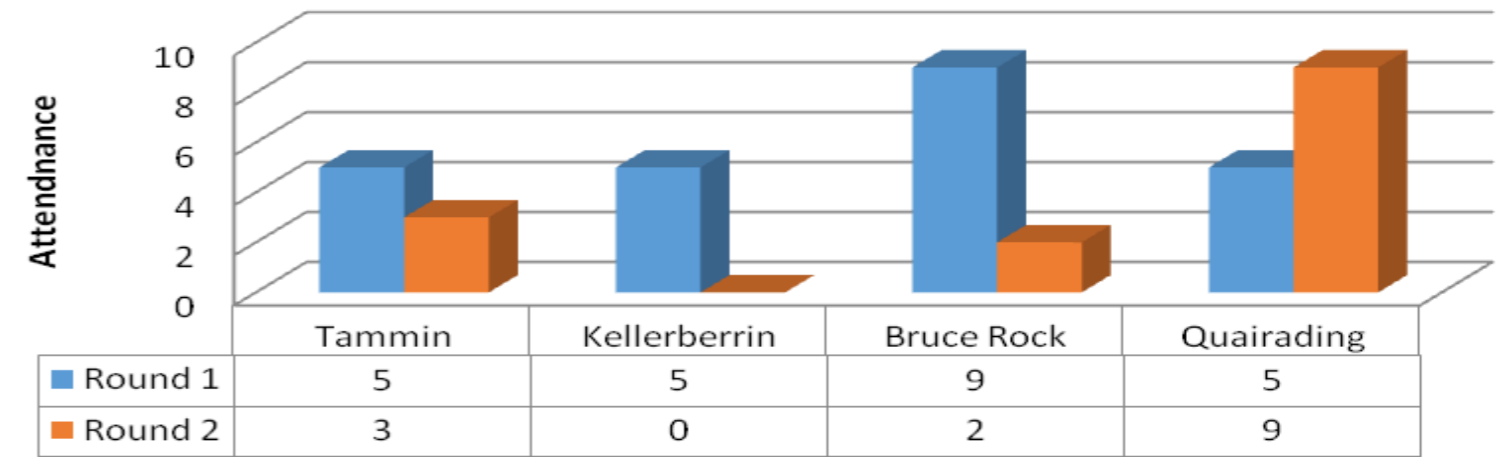
Forum attendance and feedback

WHEATBELT GEOPARK FORUM ATTENDANCE Number



■ WHEATBELT GEOPARK FORUM ATTENDANCE Number

Wheatbelt Geopark Forum Attendance



Towns



- Bruce Rock and Quairading upgraded caravan parks
- Bruce Rock included 3 onsite units
- In each case, they are fully booked
- Local shops, cafes in particular, have reported increased sales and employing more staff
- Quairading have experienced a similar outcome through investment in their caravan park.

Job Creation Pre-Geopark



Quairading Caravan Park

Local Government Support

- Four LGAs of Tammin, Kellerberrin, Quairading and Bruce Rock committed resources, staff (CDOs), meeting rooms and time
- Meeting in each LGA provided staff opportunity to share ideas and view each others achievements, supported by CEOs.



Promising Geosites

Local Govt	Number of Sites	Key Icon
Tammin	6	Doongin Peak
Kellerberrin	6	Mt Caroline/Kellerberrin Hill
Bruce Rock	9	Kokerbin Rock
Quairading	13	Mt Stirling, Toapin Rock, Nookaminnie Rock



Key Outcomes for going forwards

- Confirm extent of an aspiring Geopark and LGA partners
- Catalogue geosites, businesses and opportunities
- Engage with Aboriginal custodians
- Establish an incorporated organisation as an umbrella
- Encourage government support
- Development educational and research programs
- Fund a coordinator and market the Geopark

Thank you

Sustainable Tourism
(through Geotourism
and a Geopark) –
avoiding this scene in
the Wheatbelt of
Western Australia



- Alan Briggs
- Email:
alanbriggsnhc@dodo.com.au
- Mobile:
- 0429 914 051