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***TOURISM POTENTIAL OF YARRA BEND PARK
WITH EMPHASIS ON INTERNATIONAL TOURISM***

BY

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Background

Yarra Bend Park means different things to different users. To the city and urban dwellers that surround it, the Park is a bush haven, a picnic area and a source for both formal and informal recreational activities supported by its lawned areas, its many ovals and two golf courses. To the developer, it represents a piece of potentially extremely valuable real estate, however unattainable. To State and Local Governments, it has been used as a place to locate freeways, hospitals, a prison and other institutes, and to the Yarra Bend Park Trust, a place for recreation, conservation, research, education and appreciation of natural beauty.

This minor thesis attributes to Yarra Bend Park considerable potential for tourism development and concludes that Yarra Bend Park has the capacity to serve as a unique tourist attraction for Victoria.

A review of Yarra Bend Park has already been undertaken by its Trust members in 1990 with provision of a management plan emphasising environmental issues. The review promoted the idea of voluntary funding of the park from surrounding businesses but stopped short of the investigation of tourist potential.

This thesis explores beyond the findings of the existing review. Because of Yarra Bend Park's proximity to the City of Melbourne this thesis identifies potential for the Park becoming an important focal point for tourists, acting as a gateway to the open spaces still available in Victoria, to natural flora and fauna, to river and park recreation, and to the history and geological structure of Melbourne and its surrounds. As well as

commenting on current use of the Park, it explores the possibility of making Yarra Bend Park an attraction for overseas tourists while retaining a local flavour.

Aim of the study

This thesis

- . *examines the natural attractions of parks as a potential for tourism and in particular the unique features of Yarra Bend Park*
- . *explores the existing management proposals of the Park,*
- . *examines current usage and capacity of Yarra Bend Park and identifies the effects developments may have on the environment,*
- . *examines the social benefits, social costs, revenue and funding of the Park,*
- . *identifies the importance of tourism to Australia, and in particular to Victoria,*
- . *explores the significance of Yarra Bend Park as a major tourist attraction for international tourism and in particular as a destination for Japanese tourists,*
- . *proposes major developments that will attract international tourists,*

- . *proposes participant leisure activities that will enhance the Park,*
- and,*
- . *proposes revenue generating projects.*

Information sources:

A literature review was conducted from books, journals, policy statements and articles that have been written in relation to Yarra Bend Park, surrounding suburbs and surrounding parks. Information on beautification of parks, planting of indigenous trees and shrubs, conservation and environmental issues, historic monuments and associated topics was also researched.

Primary data was obtained through observation at the Park, through the use of an electronic traffic counting program carried out by Mr. W. Cichocki, Engineering Department, Northcote City Council, and from opinions and advice sought from the following sources:

Opinions were sought from Mr. J. Thompson, Chief Executive Officer, Yarra Bend Park Trust, from tourist agencies, building industries, commercial sales outlets, Government bodies and from the public;

Advice on the costing of proposed technical and civil works, Figures A, B, C, E & F, and two photographs of the Transporter Bridge, Middlesborough, England, were provided by Emeritus Professor F.B.Bull, Civil Engineering, Adelaide University;

Advice on the costing of the 'hot dip galvanised' entrance arch was provided by Mr. G. Bishop, of Skinner Installations, Victoria.

Secondary data was obtained from the following sources:

Australian Bureau of Statistics (ABS)

Bureau of Meteorology - Melbourne

Bureau of Tourism Research (BTR)

Department of Conservation & Environment - Victoria (DCE)

Department of Transport & Communication

Melbourne Water - Victoria

RACV Touring & Travel Services Administration

Vic Roads, Geelong, Victoria

Victorian Tourism Commission (VTC)

Yarra Bend Park Management Plan

Yarra Valley Metropolitan Park Management Plan

Maps used were from the Department of Crown Lands and Survey and from the Yarra Bend Park Management Plan and brochures.

Prints of Yarra Bend Park were obtained from photographs supplied by Mr. J. Thompson.

The sketch of the memorial arch, Figure D, was supplied by Mr. P. F. B. Alsop, Engineer, Vic Roads, Geelong.

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There are many individuals and organisations that have been most helpful in supplying me with information for this thesis, and I wish to thank them for their assistance.

In particular, I wish to thank

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CHAPTER I INTRODUCTION

1.1 What is a Park?

The term 'Park' conjures up different images to different people. To some it represents the intensive active ride-oriented American-style amusement park epitomised by the Disneyland concept, offering wide and varied experiences that range from idyllic fantasy to history or to future environmental planning. The concept is centred around themes which offer '*The Elusive Dream*' (Bright, 1987) to the paying public and tourists.

A more recent usage of the term 'Park' refers to real estates which are associated with some higher educational body such as a University. Science parks or technology parks have as their prime aim the establishment of a centre of excellence for the transfer of technology to industry (Currie, 1985).

Historically, the more common usage of the term 'Park' refers to open spaces set aside for relaxation or for some form of healthy recreation.

There are many ways in which such recreational parks have been classified, and the nomenclature differs between authors. By developmental characteristics, they range from totally natural to completely developed parks. By size, they range in scale from Wilderness and National Parks to small suburban parks.

Wilderness and National Parks generally retain substantial areas which are, by and large, unspoiled by humans and which have outstanding natural features and landscapes. From the 1960's and 1970's, the development of a National Park followed the lines of environmental awareness. They are generally remote from the urban sprawl, and often difficult to access.

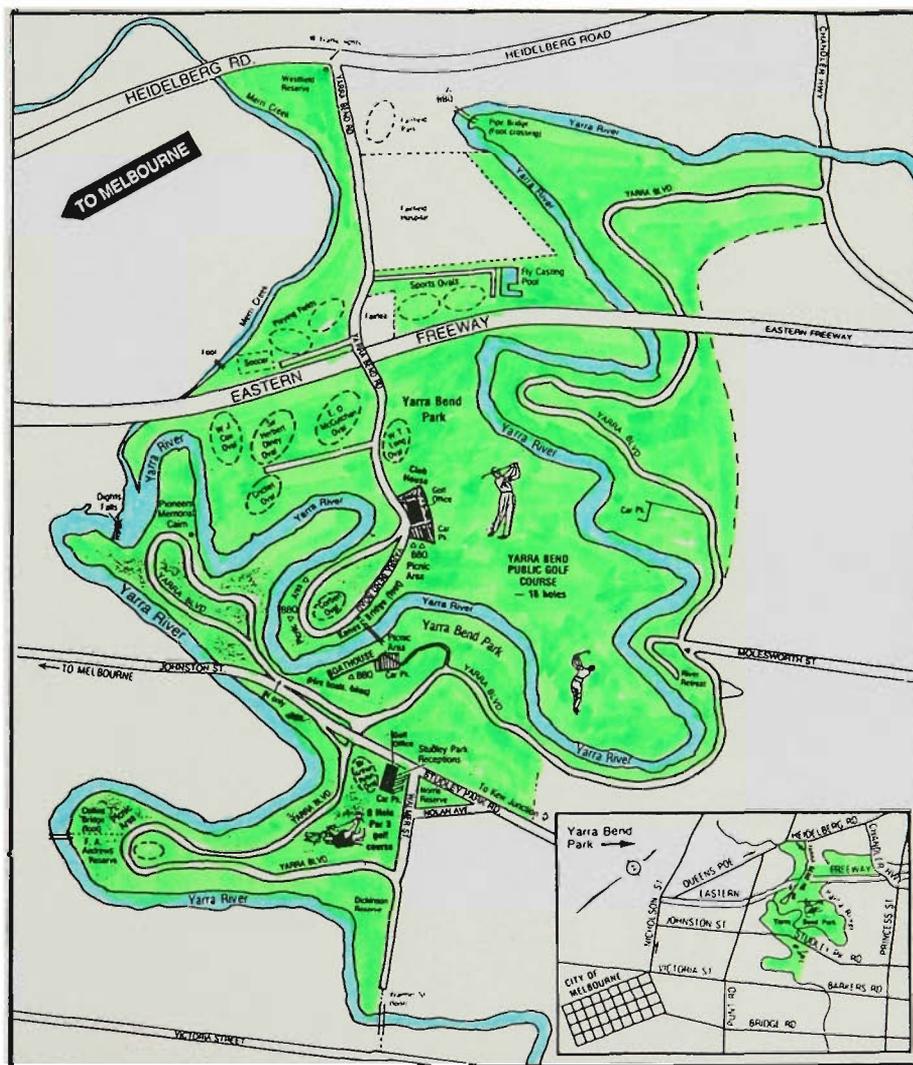
The first park that was established in Australia as a 'national park' was the Royal National Park near Sydney. Consistent with the emphasis on park development of that age, this park provided accommodation, sporting facilities and picnic areas to the public with a focus on human pleasure and amusement. Today it might equally be classed as a large urban park.

Urban parks, used in this context, are those which are largely developed and would be found generally within walking distance of residences and local users. They typically feature a lawned area, with or without public facilities and sometimes with an array of standard children's playground equipment. Parks set aside merely as children's playgrounds are single-purpose parks. Others cater for established nature walks, picnicking and barbecue areas, sporting facilities such as ovals, children's playgrounds, and areas set aside for the study of conservation. Such parks are termed multi-purpose parks and are of the type commonly found in the outer suburbs of a city. Examples of these include Yarra Bend Park and the nearby Yarra Valley Metropolitan Park in Melbourne.

1.2 Yarra Bend Park

Yarra Bend Park is situated on the river Yarra. The name of the Park is taken from the picturesque bends of the Yarra River as it meanders between the Chandler Highway bridge at Kew and the Walmer Street bridge at Richmond.

Geographically, Yarra Bend Park stretches from Heidelberg Road in the north to the lower Yarra River in Abbotsford in the south, and from Chandler Highway in the east to the meandering of the Yarra River and the banks of Merri Creek in the west (see Map 1 below).



MAP 1: YARRA BEND PARK



Photograph 1: Winding river in heart of Melbourne.



Photograph 2: Natural bushland and open space.

Part of Yarra Bend Park is visible to all visitors travelling to and from the city along its northern and eastern corridors. The Eastern Freeway and the Yarra Boulevard run through the Park.

The Park bears witness to the varied geology of Melbourne. Of interest for geological excursions are excellent examples of exposed outcrops and volcanic dykes found at a number of sites. Ridges within the Park offer commanding vantage points from which there are excellent views to the surrounding areas, to the city skyline by day and city lights by night.

Today, Yarra Bend Park contains 223 hectares of land and has been described as a combination of

'natural bushland, open space and winding river in the heart of the capital city of Victoria' (Yarra Bend Park Management Plan, 1990).

(see Photographs 1 & 2).

The Park was created in 1927. Its size and irregular shape is a result of the amalgamation of the current northern section of the park with Studley Park and several small parks to the south. The northern section has its origin in the 1840's, very soon after the founding of Melbourne. The Studley Park section was established as a reservation for recreational use some 30 years later in 1877; and today still retains much of its original identity as a nineteenth century park. Thus, Yarra Bend Park has adopted urban-park features whilst retaining the natural unspoiled appearance which

is synonymous with national parks. In contrast, similar Melbourne urban parks dating from that era such as Richmond Park, Cremorne Gardens, the Royal Botanic Gardens and the Domain have been altered to such an extent that none of their original bushland remains.

The Park has other natural attractions. It is the habitat of a number of native animals such as the brushtail and ringtail possums. It retains a large variety of indigenous plants which attract native birds such as the kookaburra and the more colourful parrots and parakeets.

The Yarra River and Merri Creek form corridors for the migration of both animal and bird life and serve as a recreational venue for river activities for the local people. In particular, the Park offers man-made riverside attractions such as walking trails along the river banks, a boathouse with boats and canoes for hire and open spaces along the river for family picnicking and barbecues. For the more active visitor, the Park has a number of ovals, playing fields and golf courses, and the natural setting encourages sightseeing, bird watching, bushwalking and fishing.

What sets Yarra Bend Park apart from other parks in close proximity to the centre of the City of Melbourne is its naturalness, its 'slice of Australia' theme. This allows it to offer tourists an exposure to a type of park experience different from that available in other city parks, one for which the tourist would have had to travel a substantial distance to obtain a similar exposure in a national park or elsewhere.

Its uniqueness in being a multi-purpose urban park whilst retaining the natural, unspoiled appearance of a national park gives it the opportunity to offer the best of both these types of parks. However, to retain and attract tourism, and in particular, international tourism, the Park will need to develop 'tourist attracting' features and infrastructure.

The Park's potential as an international tourist destination lies with the diversity and variety of its current assets; and with its potential and scope for future development.

1.2.1 Historic Value

Aborigines

Aborigines were the first occupants of the Yarra Valley. Living a semi-nomadic existence, they were attracted there by the abundant food and water supplies. Carroll (1973) relates the Aboriginal legend that waters of the Yarra were once locked in an enormous lake hidden away in the mountains. The lake, called Moorool, took up too much of the hunting ground of the Woiwurong tribe, so Mo-yarra, headman of the Woiwurong, cut a channel south through the hills to Westernport Bay to let the water escape. Unfortunately his efforts failed and the waters of Moorool continued to deprive the Woiwurong of much potential hunting ground.

The legend continues that at a later date, another headman, Bar-wool cut a channel

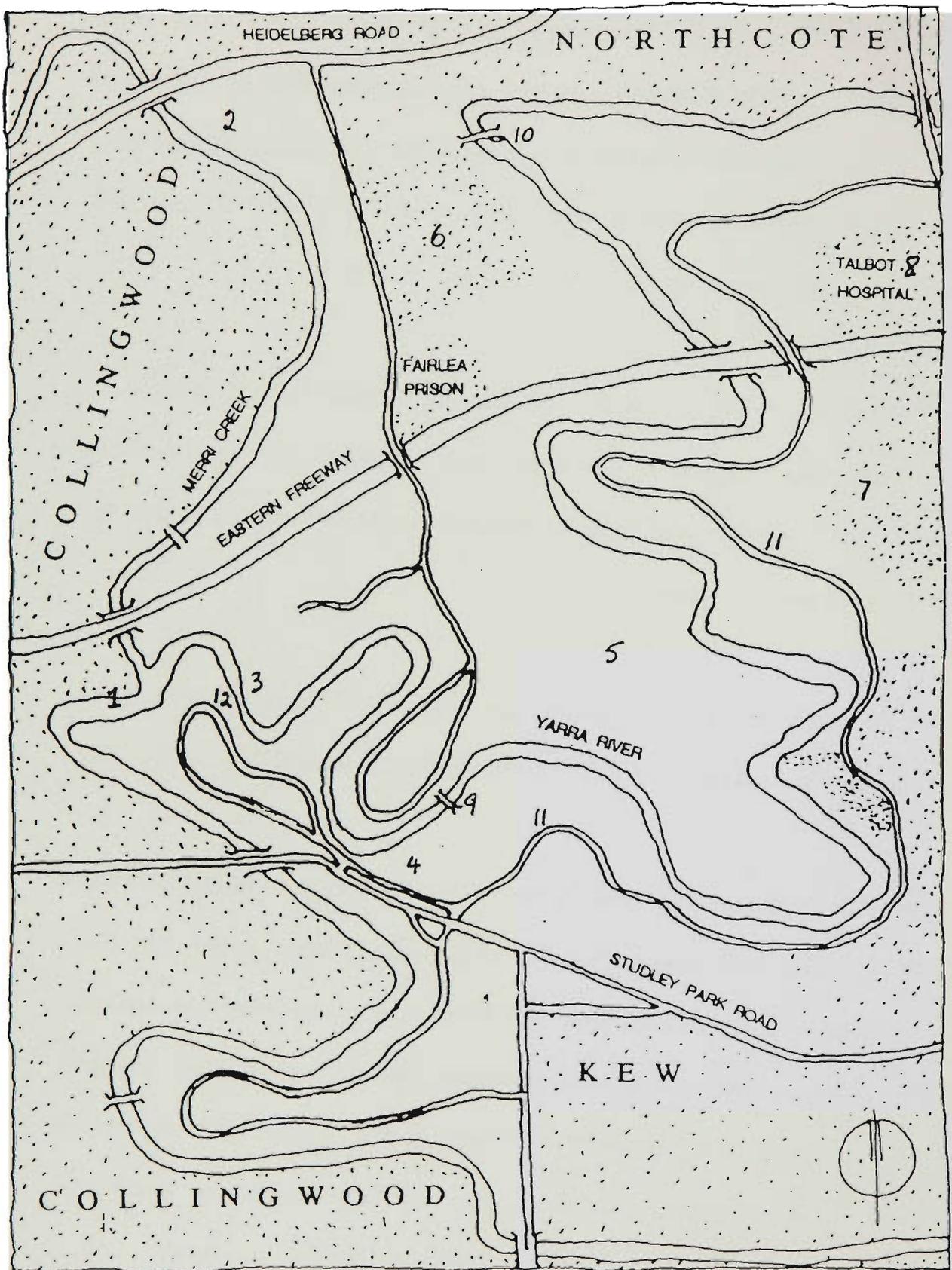
up the valley but his attempt was stopped by Mount Baw Baw. Bar-wool then turned westwards and found a way through Warrandyte through to Port Philip. The freeing of the trapped waters of the Woiwurong hunting grounds caused the inundation of Port Philip. The Yarra has since followed this course seawards from Mount Baw Baw. The Aborigines left little trace of their existence and only the trained eye can now discover the occasional canoe tree, camp site or stone implement.

Aboriginal legend aside, the Yarra has historic significance for the people of Melbourne. More than 150 years ago, its banks were the site of the founding of the new colony of Port Philip Bay and much of Victoria's early settlement followed the river's course upstream into virgin bush.

Yarra Bend Park was inhabited by clans of the Wurundjeri Aboriginal tribe (Hall, 1989), and the spur located opposite Fairfield Park has been named Wurundjeri Spur.

Hall Reserve, in the adjacent suburb of Clifton Hill was the site of an aboriginal school (Lemon, 1983). This was replaced by a mission school located within the Park boundary, near where Merri Creek joins the Yarra River. An area very near the mission school was used as an aboriginal cemetery, thought to have been destroyed during the construction of the Freeway. This strong link to Aboriginal heritage is being played out by a group of Kooris who are currently re-vegetating and transforming an area close to the mission site back to its original character.

MAP 2: HISTORICAL SITES



1. Dight's Falls and mill stream
2. Bluestone Quarry
3. Deep Rock
4. Boathouse
5. Mental Asylum
6. Fairfield Hospital

7. Willsmere
8. Royal Talbot
9. Kanes Bridge
10. Pipe Bridge
11. Yarra Boulevard
12. Memorial cairn

White Settlement

The history of white settlement in Yarra Bend Park and indeed that of the Lower Yarra began in 1803 when explorer Charles Grimes followed the river upstream in an attempt to find suitable land for settlement. Grimes journey ended at Dight's Falls. This event is commemorated by a memorial cairn erected at the top of the Studley Park escarpment.

Yarra Bend Park holds evidence of other early white settlement. These historic features have been retained as a record of the varied uses made of the Park since the 1880's (see Map 2) and include evidence of industry (1,2), leisure (3,4), health (5,6,7,8) and other features (9,10,11,12).

Industry

Historical industrial use of the Park includes bluestone quarrying at Merri Creek and the establishment of a flour mill, built around the 1840's by John Dight, near the junction of Merri Creek and the Yarra. Here the Yarra was dammed to provide water for the mill. The dam, known as Dight's Falls, is today a popular spot for locals to enjoy a riverside barbecue, to start a walk or ride, or to go for a swim. The mill stream is still in evidence.

With regard to the quarrying, the bluestone steps and a section of brick pavement at Westfield Reserve are believed to have been constructed before the 1880's from locally quarried stones (Hall, 1989).

Leisure

In the 1880's, leisure activities at Yarra Bend Park were confined mainly to the Deep Rock area and Studley Park and in particular to the area around the boathouse. In the days before train services, boathouse sites were popular recreational venues for picnics and boating.

The Studley Park boathouse dates back to 1863 and was formerly known as the '*Riversdale*' boathouse. It was the oldest of four boathouses built along that section of the Yarra River. These boathouses reflect past recreational use of the river. Of these, only the Studley Park boathouse and the adjacent Fairfield Park boathouse remain. A third boathouse has been converted into a private residence, while the fourth was demolished as a result of constant flooding.

Health

A former use of the Park was that of a lunatic asylum located at River Bend, isolated from the suburbs, in accordance with the concepts of the day, for the health of the populace of Melbourne. In 1845, this beautiful area north of the river was chosen by the Government for the asylum. The asylum was in operation until 1926, when, following a public inquiry, the patients were transferred to other institutions and it was demolished. The land was re-allocated for park and recreational usage. Over time the abandoned area became a rock-strewn wasteland of broken-down foundations and overgrown noxious weeds. The wasteland has since been rejuvenated, and today, apart from the existence of old photographs and manuscripts, the evidence of the asylum consists of remains of the original asylum gate, some foundations and an old

established plantation of exotic trees.

The Park surrounds the buildings of the Fairfield Hospital, and is adjacent to the Kew Cottages, which is used to house and care for the mentally retarded, and the Royal Talbot Rehabilitation Hospital, east of Trig Point.

Other Constructions

One of the significant features of Yarra Bend Park is the suspension bridge across the Yarra. This bridge was built by the State Government in 1929 and named after Councillor T. J. Kane, a member of the former Studley Park Trust when it merged with Yarra Bend Park. It is one of the six footbridges in the Park. In its first five years, Kane's Bridge had to be rebuilt several times as a result of flood damage, the most serious being that of 1934 when it was washed aside. After this event, the bridge was reconstructed more sturdily. This, together with the clearing of shoals and a steady programme of straightening and deepening of the Yarra have progressively reduced the flood menace. The bridge has remained as of 1934. Kane's Bridge is of historic interest, and acts as the major pedestrian thoroughfare from the southern to the northern section.

Other more recent developments include the picturesque Pipe Bridge which connects Fairfield Park and the Fairlea region to the Talbot planning region. Apart from being an attraction in itself, the bridge overlooks the recently restored historic Fairfield boathouse.

In the early 1930's, the Unemployment Relief Scheme was the major source of funding

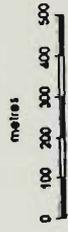
MAP 3: GEOLOGICAL and LOOK-OUT SITES

YARRA BEND

SITES OF GEOLOGICAL INTEREST OR SIGNIFICANCE

- Local escarpment
- Contact zone - basalt overlying silurian sediments
- Prominent rocky outcrops - exposed bedding
- Road cutting, reverse angle faults, bedding
- Pipe track - crush zones, faulting
- Unconformity
- Dykes
- Dights forts

- View Corridors
- 1 Studley Park loop
 - 2 Reception Centre
 - 3 Trig Point



for the construction of the Yarra Boulevard, removal of tonnes of boulders, and the creation of gardens and the general beautification of Yarra Bend Park.

1.2.2 Geomorphological structures

Yarra Bend Park offers landscape qualities which impact strongly on the visitor. The unique geological history of the region together with its river settings combined to produce valleys and escarpments which support a diversity of natural vegetation and offer look-out points that allow panoramic views of the Park and its surroundings (see arrows in Map 3). Examples of these include the road loop at Studley Park (1), the Studley Park Reception Centre at Lower Yarra (2) and Trig Point in the Talbot area (3). This visual effect is not found in city parks such as the Royal Botanic Gardens or the Fitzroy Gardens.

Yarra Bend Park contains two distinct geological formations of scientific and historical significance which characterise much of the Melbourne region. The Park lies on the intersection of the basalt plains extension of the world's third largest volcanic plain and the more easily erodible, uplifted, sedimentary Silurian mudstones and sandstones of the Victorian southern lowlands. The volcanic plains extend through much of Western Victoria while the sedimentary Silurian mudstone and sandstones extend from Port Phillip Bay to East Gippsland. Natural land formation, wind and water erosion, and the construction of the Yarra Boulevard have exposed the geological history of this region. The exposed bedding planes of the uplifted Silurian mudstone/sandstone



Photograph 3: Dight's Fall.



Photograph 4: Exposed bedding.

MAP 4: VEGETATION COMMUNITIES

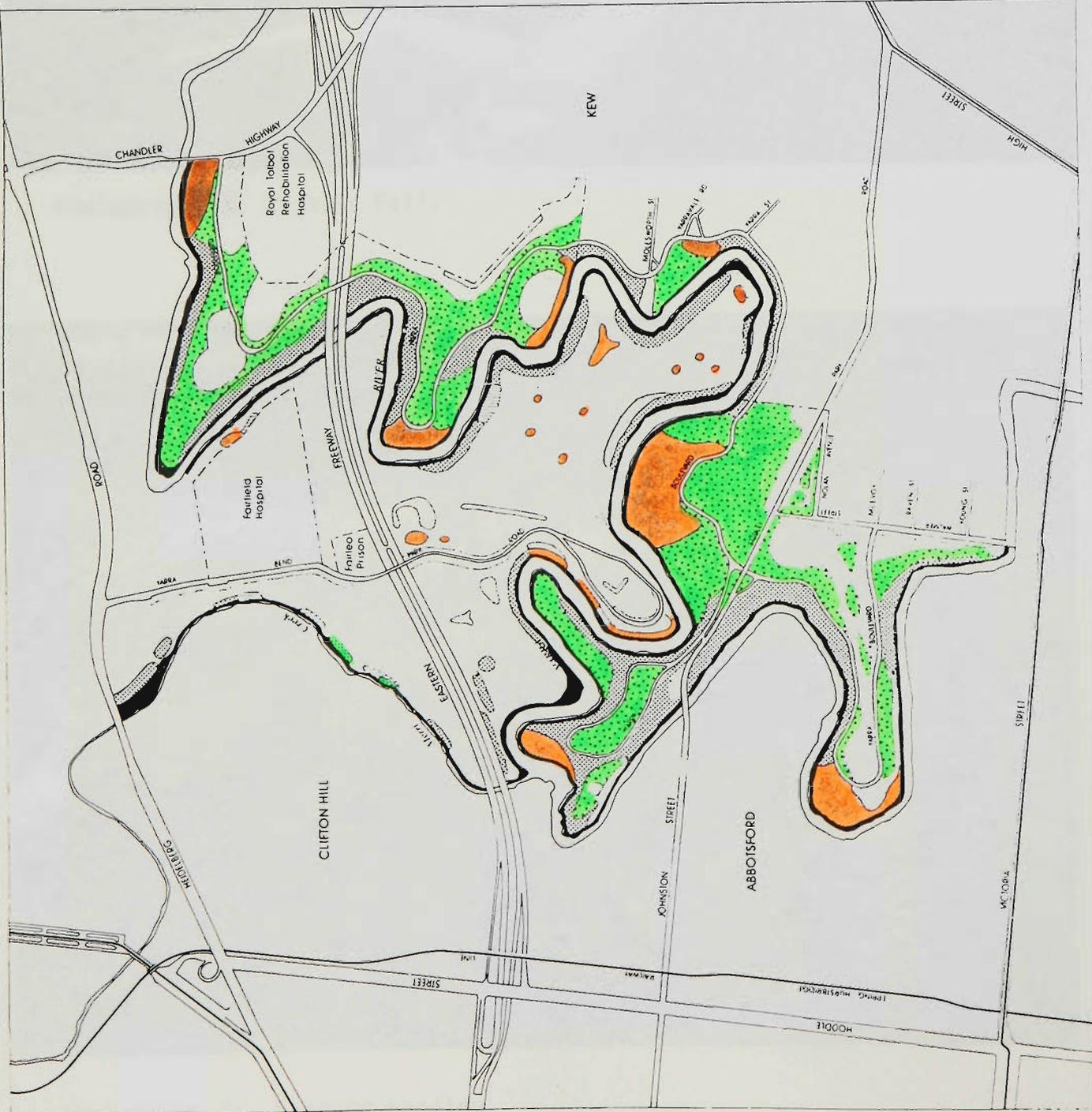
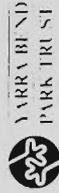
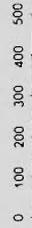
YARRA BEND

EXISTING VEGETATION COMMUNITIES WITHIN THE PARK

- | | |
|---|---|
| 1 | <p>Riparian Scrub
Predominantly River Red Gum overstorey and disturbed understorey components of vegetation community</p> |
| 2 | <p>Dry Sclerophyll Forest
Also includes overstorey components of this vegetation community which are still present on the Par 3 Golf Course and Nairns Reserve</p> |
| 3 | <p>Red Gum Woodland
Areas shown have undergone varying degrees of disturbance to understorey. Generally only overstorey components of vegetation remaining on Basalt derived soils</p> |
|  | <p>Mixed Exotic Non indigenous trees
Includes formal avenues, ornamental plantings</p> |
|  | <p>Exotic Grassland
Highly or disturbed modified areas - includes sporting ovals, open parkland, Golf courses and former grazing land</p> |
|  | <p>Themeda Grassland</p> |
|  | <p>Unclassified escarpment vegetation</p> |



metres



sediments are characterised by ripple marks and sediments containing early marine fossils.

The best example of exposed bedding is in the area just below Dight's Falls (see Photographs 3 & 4). Others are found along the Yarra Boulevard and along the steep rocky escarpments on the southern and eastern slopes of the Yarra River at Studley Park.

The geological formations have attracted students from all levels of training from within metropolitan Victoria. These sites have the potential to become a valuable educational resource for special-interest tourism.

1.2.3 Natural bushland setting

In 1992, Yarra Bend Park reported a total of 240 recognised indigenous plant species which are now considered to be either locally rare or regionally significant. Further species are still being discovered. Four main communities of indigenous vegetation are identified, (see Map 4), as Riparian Vegetation (1), Dry Sclerophyll Forest (2), Open Woodland (3) and Escarpment vegetation (4). Although these communities are not confined to Yarra Bend Park, the Park has the best display and largest surviving remnant of such vegetation in the inner metropolitan area.

Riparian, or river bank, vegetation is a feature of the Yarra Valley. It consists of the taller River Red Gums and Manna Gums with a shrubby understorey of Silver Wattle, River Bottlebrush, River Teatrees, Tree Violet and Swamp Paperbark. The ground layer is dominantly native Tussock Grass and invading exotic species.

Dry Sclerophyll Forest occurs on the Silurian mudstone/siltstone and tertiary clays on the drier slopes of the river. It is dominated by Yellow Gums and Yellow Box with an understorey of Lightwood, wattles and Sweet Bursaria. Native Grasslands generally form the groundcover and consist of Spear Grass, Wallaby Grasses, Weeping Grass and Tussock Grass. Yarra Bend Park is unique in representing one of the few remaining Yellow Gum Woodland communities within the Yarra Valley and the Melbourne region. Best examples found within the Park are on the east side of Studley Park and on Galatea Point.

Red Gum Woodland is characterised by open woodland of Red Gum. Its understorey of grasses is similar to that found in the Sclerophyll Forest, although Kangaroo grass is predominant. In addition it contains several varieties of lily and ground cover such as the Creeping Bossiaea. Lightwood, Black Wattle and Blackwood form the middle storey.

Escarpment Vegetation is dominated by shrubland vegetation. As a result of the steep and rocky escarpments which makes this area inaccessible, shrubland vegetation represents the least disturbed and also the least known vegetation communities of the Park. The harsh site conditions, soil, aspect and slope differences have combined to

produce communities which are quite varied in their structure. In general, four escarpment vegetation sub-communities are recognised, and, within these, different species are still being discovered.

The current rehabilitation and heavy revegetation program of the middle storey and ground cover is restoring degraded areas of the Park. This programme will create an environment whereby the Park's vegetation could be promoted to tourists with an interest in Victoria's flora. In particular, the Yellow Gum woodland and the remnant basalt plains vegetation, both critically endangered throughout Victoria but present in Yarra Bend Park, could be of particular interest to botanists, ecologists and tourists.

1:2.4 **Fauna**

The geographic isolation of Australia from the rest of the world has resulted in the evolution of a fauna unique to this part of the world. However, the creation of cities has brought with it the destruction of indigenous vegetation that provide habitat and support for native fauna. Yarra Bend Park, by default, has acted as a refuge for the remaining fauna from the surrounding suburbs. These include the smaller animals such as the Short-beaked Echidna, the Brushtail and Ringtail Possum, skinks, native water rats, a number of native bats and an occasional Platypus. Unfortunately, a diverse range of native fauna have disappeared. These include the Eastern Gray Kangaroo, the short and long-nosed Bandicoot, the Pademelons, the Sugar gliders and a variety of native mice and bush rats. Bird life, on the other hand, has not been as

affected, and the Park is home to a rich variety of woodland and water birds.

Revegetation programs within the Park are re-establishing habitats and food chains for the remaining wildlife and are attracting an increasing variety of native birds back to the Park.

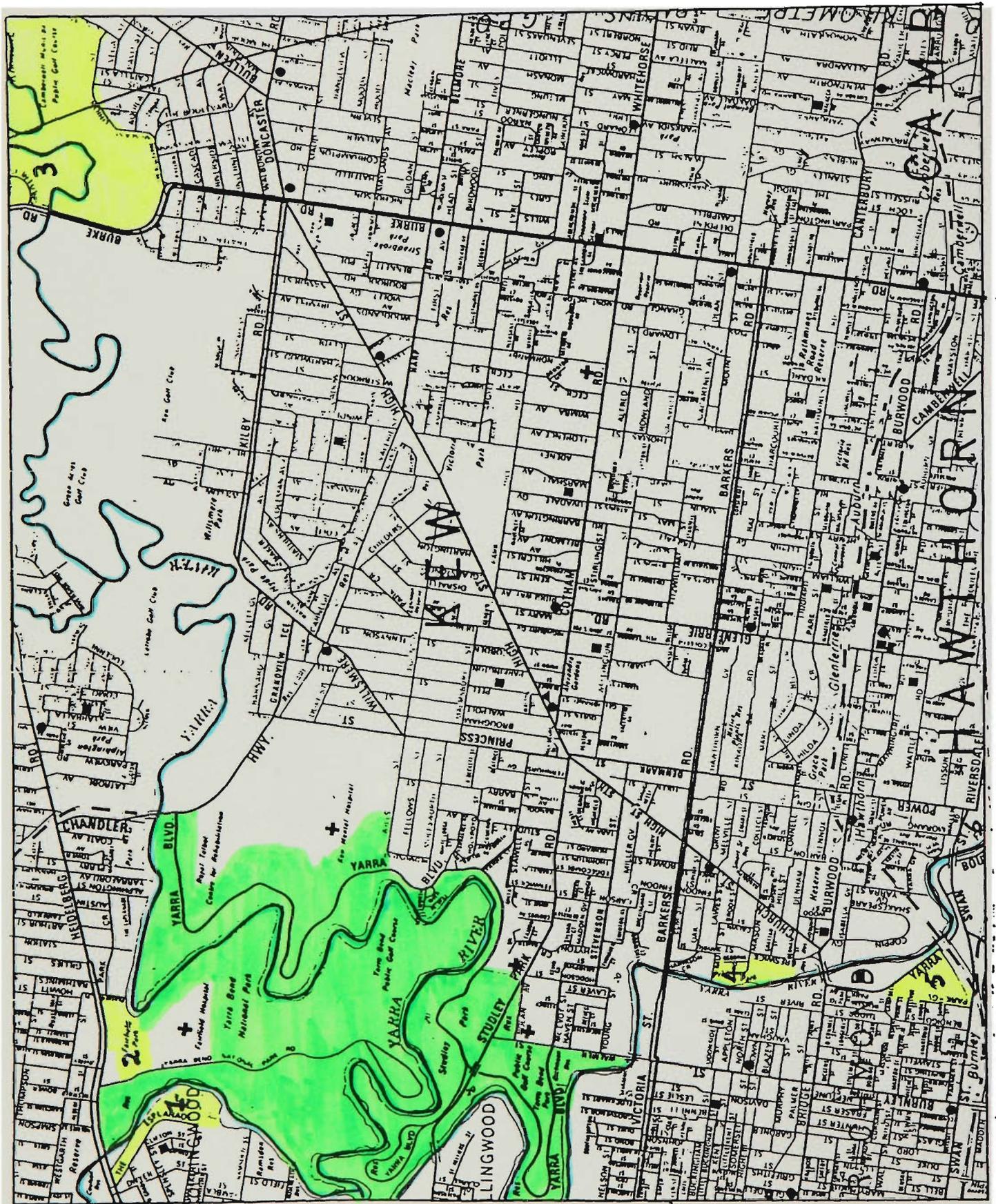
1.2.5 The Yarra River Corridor

The development of Yarra Bend Park can be considered in the context of broader plans for parks and open spaces along the whole of the Yarra.

In 1982, legislation was introduced to allow natural reserves concept plans to be prepared for the Yarra and its adjoining land from the city to beyond Warrandyte (Ministry of Planning and Environment, 1988).

'The Metropolitan Open Space Plan August 1988', now promoted as *'Open Space 2000'* supports and advocates continued landscape improvements to the Yarra and adopts many of the features of the concept plans. It addresses the need to ensure good park management together with imaginative planning and careful protection of parklands, and incorporates the aim of providing a range of appropriate recreation and tourism opportunities, and improved access for all sections of the community to the parklands along the Melbourne water-courses.

MAP 5: RIVERFRONT PARKS AROUND YARRA BEND PARK



- | | |
|-----------------------------------|------------------|
| 1. Hall Reserve | 4. Pridmore Park |
| 2. Fairfield Park | 5. Burnley Park |
| 3. Yarra Valley Metropolitan Park | 6. Fairview Park |

In effect, it aims to interconnect and expand recreational parklands and open space which run alongside and branch out from the Yarra River. This proposed integration would form a continuous green link or open space corridor from Port Philip Bay to the inland Ranges thus allowing ease of movement of wildlife from one end of the Metropolitan zone to another. *'Open Space 2000'* brings together numerous previous concept plans relating to Melbourne's waterways which had been prepared over the years. A concept plan for the Middle Yarra River from Dight's Falls to Burke Road, and one for the Lower Yarra River span the whole of Yarra Bend Park. The broad objectives of these plans include the provision of trails for the encouragement of cyclists and pedestrians, a range of river recreational activities, the protection and enhancement of the appearance of the valley, and the protection and conservation of natural resources and sites of historic, educational and scientific significance. Similar objectives have been detailed in the Yarra Bend Park Management Plan (see Chapter II).

Because of its strategic location, Yarra Bend Park plays an important part in the *'Open Space 2000'* plan as it constitutes a link in a chain with other riverfront parks (see Map 5), such as Hall Reserve (1), and Fairfield Park (2) on its northern and western boundary; the Yarra Valley Metropolitan Park (3), upstream; and Pridmore Park (4), Burnley Park (5), Fairview Park (6) and other metropolitan and city parks, downstream.

As part of the program for the integration of the parkland system, bicycle and walking trails along the Yarra River and Merri Creek extend within and beyond the Park.

1.2.6 Close proximity

Tourist attractions in urban regions are important because most tourists live in cities and feel most comfortable when they seek out cities as holiday destinations (Ashworth, 1989).

The Park is an ideal attraction for visitors on a limited time frame. These visitors include the Japanese tourist, the business traveller, conference attendees, and those who visit Melbourne for special events such as the Melbourne Cup or theatre such as *'The Phantom of the Opera'*. Closeness to the central business district gives it an advantage over other natural parkland reserves which are sited further away such as Healesville and the Dandenong Ranges.

The close proximity of the Park to the central city represents a potential asset for tourism but poses a challenge for the Park management itself. Much of the recreational and tourist activity is seasonal. The issues facing management will be those of providing facilities and controls to meet peak usage, increased visitor numbers and extended hour usage.

CHAPTER II MANAGEMENT of YARRA BEND PARK

2.1 Yarra Bend Park Management Plan - 1990

In Victoria, the responsibility for the management of parklands is largely in the hands of local councils, State Government departments and statutory authorities. Local councils, in particular, administer more than half of the city's open spaces. The administration of Yarra Bend Park is divided between the Cities of Northcote and Kew.

Yarra Bend Park is managed directly by a Trust of twelve persons, comprising two councillors from each of the three adjoining municipal councils of Collingwood, Kew and Northcote together with six other persons with special experience and expertise appointed by the Victorian Government. The Yarra Bend Park Trust, (1990b), recently released a draft document, the '*Yarra Bend Park Management Plan*', which contains a major study of Yarra Bend Park and proposes management plans for each aspect of the Park.

2.2 Planning Objectives:

The broad planning objectives of the Yarra Bend Park Trust as outlined in the Yarra Bend Park Management Plan, 1990, are:

1. protection of inherent values
 - to take the necessary steps to conserve, rehabilitate and enhance the natural vegetation with special emphasis that the landscape values of the Yarra valley be preserved and protected and that any historical, geological, archaeological and aboriginal features within the area be treated with a view to the appreciation of their value.

2. provision for community use
 - to provide for and encourage use of the Park so that the community has a better understanding of natural and cultural features and to encourage community participation and scientific research towards conservation and management of flora and fauna.

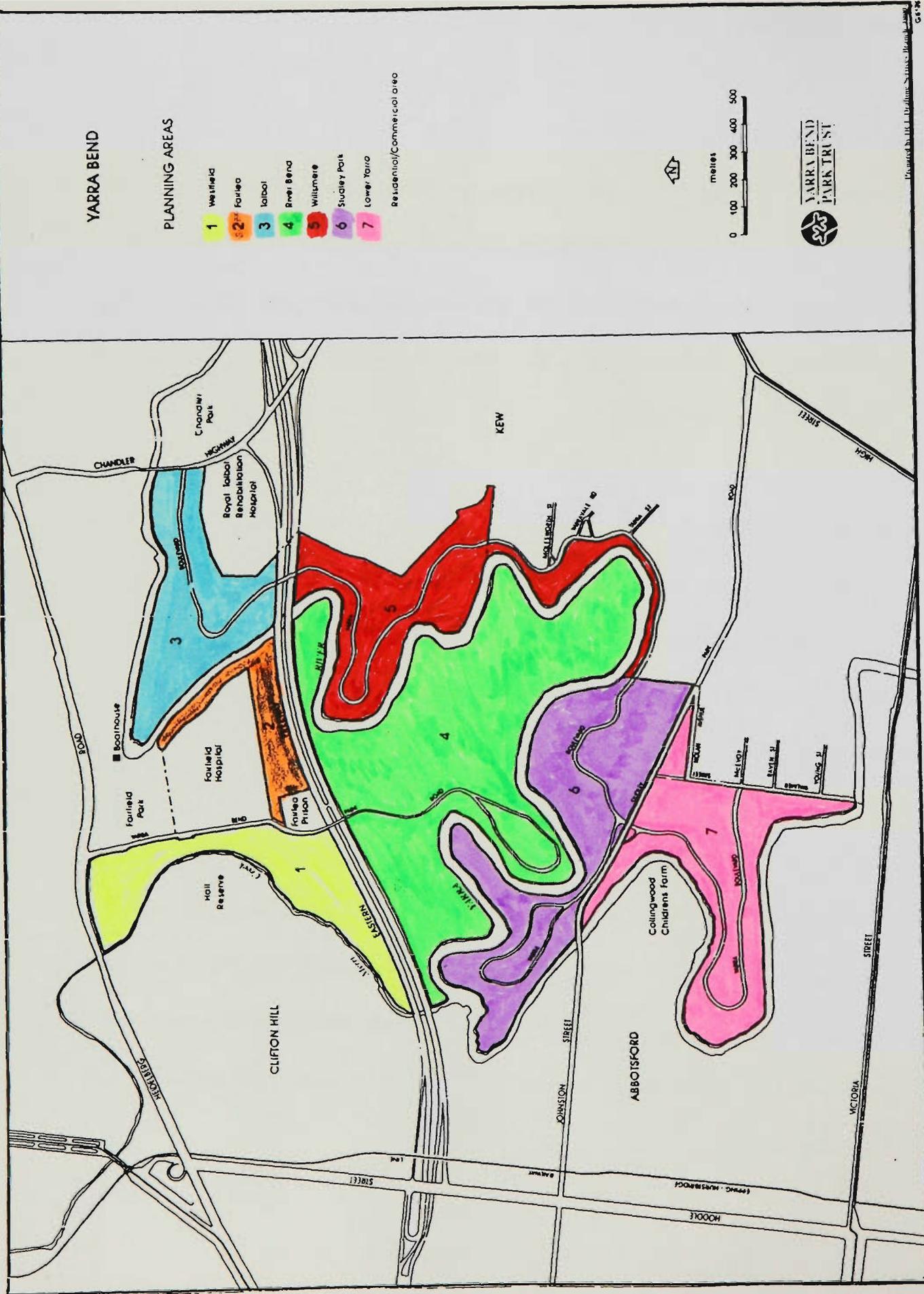
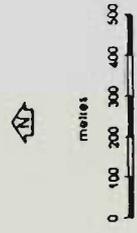
3. ensure effective management
 - to ensure adequate protection against fire damage to the Park, to organise other safety measures to safeguard the public, to provide traffic management throughout the Park, to enlist co-operation of Government agencies and other bodies to enable the protection and improvement of the Park, and to ensure on-going funding.

MAP 6: PLANNING REGIONS

YARRA BEND

PLANNING AREAS

- 1 Westfield
 - 2 Fairfield
 - 3 Lalbali
 - 4 River Bend
 - 5 Willmere
 - 6 Studley Park
 - 7 Lower Yarra
- Residential/Commercial also



None of these objectives are believed to be threatened by the tourism development proposals of this thesis. Rather, it is believed that the implementation of the management plans will be enhanced or accelerated by focusing upon the tourism potential of Yarra Bend Park.

2.3 Planning Regions

For planning and programming purposes, the Yarra Bend Park Trust subdivided the Park into seven regions using the Yarra and the road network as practical boundaries.

These planning regions are:

1. Westfield
2. Fairlea
3. Talbot
4. River Bend
5. Studley Park
6. Willsmere and
7. Lower Yarra

(see Map 6).

The flatter northern section of the Park is divided by the Eastern Freeway giving rise to the planning regions of Westfield and Fairlea, both north of the Freeway; and River Bend sited between the Freeway and the Yarra. Planning regions of the southern section, Talbot, north of the Freeway, and Willsmere, Studley Park and Lower Yarra,

MAP 7: WESTFIELD

WESTFIELD RESERVE
 ESTABLISH SENSE OF ENTRY TO PARK
 IMPROVE STREETSCAPE PLANTING
 RE-INSTATE HISTORIC STEPS AND PATH
 UPGRADE VISITOR FACILITIES
 PROVIDE ORIENTATION SHILITER
 DEVELOP LABEL AND APPROPRIATE PLATGROUND
 UPGRADE CARPARK

OPEN PABELLAND
 RE-ESTABLISH RED OUM WOODLAND
 DENSE SCREEN PLANTINGS ALONG FREEWAY
 PROVIDE ADDITIONAL OFF-STREET PARKING
 PROVIDE SMALL INFORMAL RECREATION AREAS

EXISTING TREES

NEW TREES AND PLANTINGS

ISLANDS

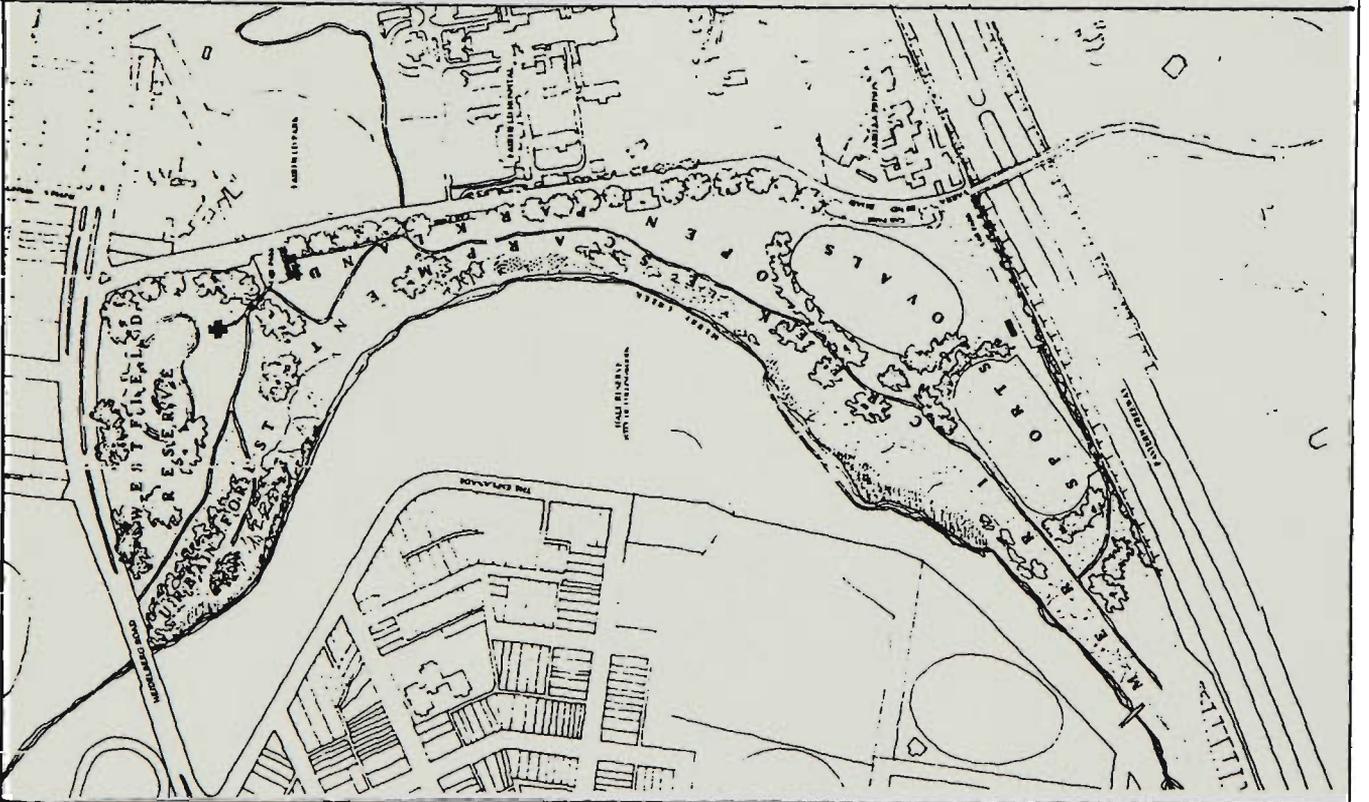
PEDESTRIAN TRAILS

WESTFIELD PLANNING AREA

YARRABINDI PARK
 MANAGEMENT PLAN
 1999



YARRABINDI PARK 1999



URBAN FOREST
 EXTEND BUSH PLANTINGS ALONG CREEK
 PROVIDE PEDESTRIAN ACCESS ACROSS CREEK
 RE-CREATE WETLANDS ALONG CREEK
 PROVIDE SMALL INFORMAL RECREATION AREAS

MERRILL CREEK ESCARPMENT
 PROVIDE VIEWING POINTS
 RE-ESTABLISH ESCARPMENT VEGETATION
 PROVIDE PARK INTERPRETATION INFORMATION
 ESTABLISH SMALL PICNIC AND REST AREAS

SPORTS OVALS
 REDUCE NUMBER OF OVALS FROM THREE TO TWO
 ESTABLISH PLANTINGS TO DEFINE OVALS

feature spurs and steep escarpments. Both the northern and southern sections have a number of playing fields and ovals and a public golf course. Within the Park there is no vehicular access across the river between north and south. The river banks are, however, joined by the previously mentioned footbridges, Kane's Bridge, Pipe Bridge and four others on the boundaries of the Park.

Westfield

The Westfield planning region consists of Westfield reserve, located on the site of a former quarry, a recent forest plantation, the Merri Creek escarpment and sports ovals and open parklands (see Map 7). Westfield also offers facilities such as car parking, toilets, picnic tables and shelters and is a popular venue for picnickers. It is located in the north western corner of the Park and is bounded by Merri Creek, the Eastern Freeway, Yarra Bend Road and Heidelberg Road. Westfield Reserve is a major entrance to the Park as Yarra Bend Road is the only vehicular access to the section of the Park north of the river. In addition to servicing visitors to the Park and to its golf course, Yarra Bend Road also services Fairfield Hospital and the Fairlea Prison.

The Westfield region is of historic significance as bluestone quarried from this region has been widely used for major constructions within and around the Park. These include the original Johnston Street and Chandler Highway bridges, the existing Heidelberg Road bridge across Merri Creek and part of the Yarra Boulevard, and the previously mentioned flight of bluestone steps and brick pavement at Westfield

reserve. Along the creek, there is further evidence of past quarrying. These sites are of particular geological interest as they have exposed layers of older Silurian mudstone and siltstone sediments underlying the basalt. Roseneath footbridge, which crosses the creek into Hall Reserve, lies just downstream from these sites.

Revegetation programs along the Merri Creek escarpment and the areas along the river bank are already underway. These will greatly improve the visual impact on visitors as they drive along Yarra Bend Road, and use the pathways.

Fairlea

Further along Yarra Bend Road is an area bounded by the Eastern Freeway, the Yarra River, Fairfield Park and Hospital, and Fairlea Prison (see Map 8). Described as the Fairlea planning region, it consists of a recreational area of playing fields, a sports pavilion, a fly casting pool of international standard, reportedly the largest in the southern hemisphere, and river bushland of remnant riparian Red Gum Woodland and native grassland which forms a picturesque link with the adjacent Fairfield Park. Along the river, extensive revegetation is being undertaken.

Because of the nearby Fairfield Hospital and Fairlea Prison, this area is hidden and difficult to access and is currently not a popular recreational area, although access to this area has been made easier since the construction of the Middle Yarra cycle path which passes over the Pipe bridge.

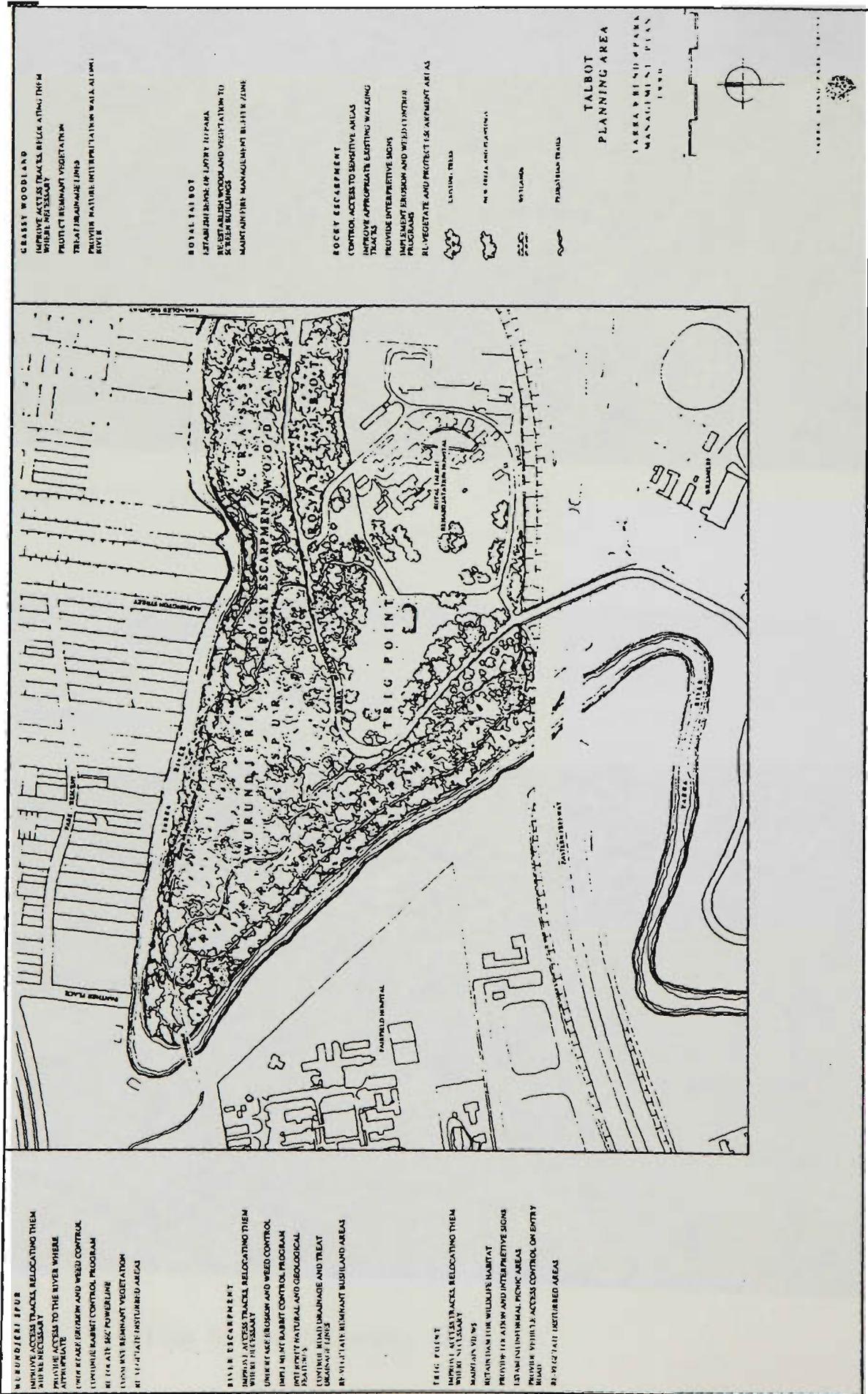


Photograph 5: View to the city.



Photograph 6: View to the Dandenong Ranges.

MAP 9: TALBOT



CEAST WOODLAND
 IMPROVE ACCESS TRACKS RELOCATING THEM WHERE NECESSARY
 PROTECT REMNANT VEGETATION
 TRAIL MANAGEMENT LINES
 PROVIDE NATURAL INTERPRETATION WALK ALONG RIVER

ROYAL TALBOT
 ESTABLISH BENCH IN ENTRY TO PARK
 RE-ESTABLISH WOODLAND VEGETATION TO SCULPT BUILDINGS
 MAINTAIN TREE MANAGEMENT BUFFER ZONE

ROCKY ESCARPMENT
 CONTROL ACCESS TO SENSITIVE AREAS
 PROVIDE APPROPRIATE LIGHTING WALKING TRAILS
 PROVIDE INTERPRETIVE SIGNS
 IMPLEMENT EROSION AND WEED CONTROL PROGRAMS
 RE-VEGETATE AND PROTECT ESCARPMENT AREAS

LANDING, TRAILS
 IMPROVE ACCESS TRACKS RELOCATING THEM WHERE NECESSARY
 WETLANDS
 PROTECT TRAILS

TALBOT PLANNING AREA

YARRA RIVER AND PARK MANAGEMENT PLAN
 1990



WURUNDJERI SPUR
 IMPROVE ACCESS TRACKS RELOCATING THEM WHERE NECESSARY
 PROVIDE ACCESS TO THE RIVER WHERE APPROPRIATE
 CONTROL WEEDS AND WEED CONTROL PROGRAM
 CONTROL RABBIT CONTROL PROGRAM
 CONTROL RABBIT POWERLINE
 ESTABLISH REMNANT VEGETATION
 RE-VEGETATE DISTURBED AREAS

RIVER ESCARPMENT
 IMPROVE ACCESS TRACKS RELOCATING THEM WHERE NECESSARY
 CONTROL EROSION AND WEED CONTROL
 IMPLEMENT RABBIT CONTROL PROGRAM
 INTERPRET NATURAL AND GEOLOGICAL FEATURES
 CONTROL BOUND LANGUAGE AND TREAT DISTURBED AREAS
 RE-VEGETATE REMNANT BUSHLAND AREAS

TRIG POINT
 IMPROVE ACCESS TRACKS RELOCATING THEM WHERE NECESSARY
 MAINTAIN WILDS
 RETAIN HABITAT FOR WILDLIFE HABITAT
 PROVIDE INTERPRETIVE SIGNS
 ESTABLISH INTERPRETIVE AREAS
 PROVIDE VISIBILITY ACCESS CONTROL ON ENTRY ROAD
 RE-VEGETATE DISTURBED AREAS

Talbot

Talbot, lies between the Yarra River, Chandler Highway and the Eastern Freeway (see Map 9). The intersection of the Yarra Boulevard with Chandler Highway on the boundary of the Park forms one of the main entrances to the southern section of the Park. It has the Royal Talbot Hospital on its eastern boundary and offers parklands, grassy woodlands, Red and Yellow Gum woodlands, an area of rocky escarpment and a spur. It includes the highest point of the Park which offers the visitor 360 degree views, with the City in one direction and the Dandenong Ranges in the other (see Photographs 5 & 6). Tree planting programs of indigenous trees and grasses, particularly aimed at the middle and lower storey level, are evident at numerous locations with emphasis on the prevention of further soil erosion.

River Bend

River Bend is bordered by the Eastern Freeway and several kilometres of the meandering Yarra River. Areas of interest include an active recreation area, the Loop Road, the Yarra Bend National Park Golf Course, River View, Deep Rock and the Freeway Environs (see Map 10). Because this area contains an 18 hole golf course, a number of playing fields and picnic areas, it is one of the most popular and best utilised sections of the Park.

A series of programs currently being undertaken at River Bend include:

- . installation of sound mounds to block out traffic noise from the freeway,
- . extensive revegetation, and,
- . establishment of a 'Koori' landscaping and revegetation area.

There is a proposal for the reconstruction of a major wetland area destroyed during the freeway construction to encourage a greater number of wetland bird species to return to the Park.



Photograph 7: Boathouse at Studley Park.

MAP 11: STUDLEY PARK

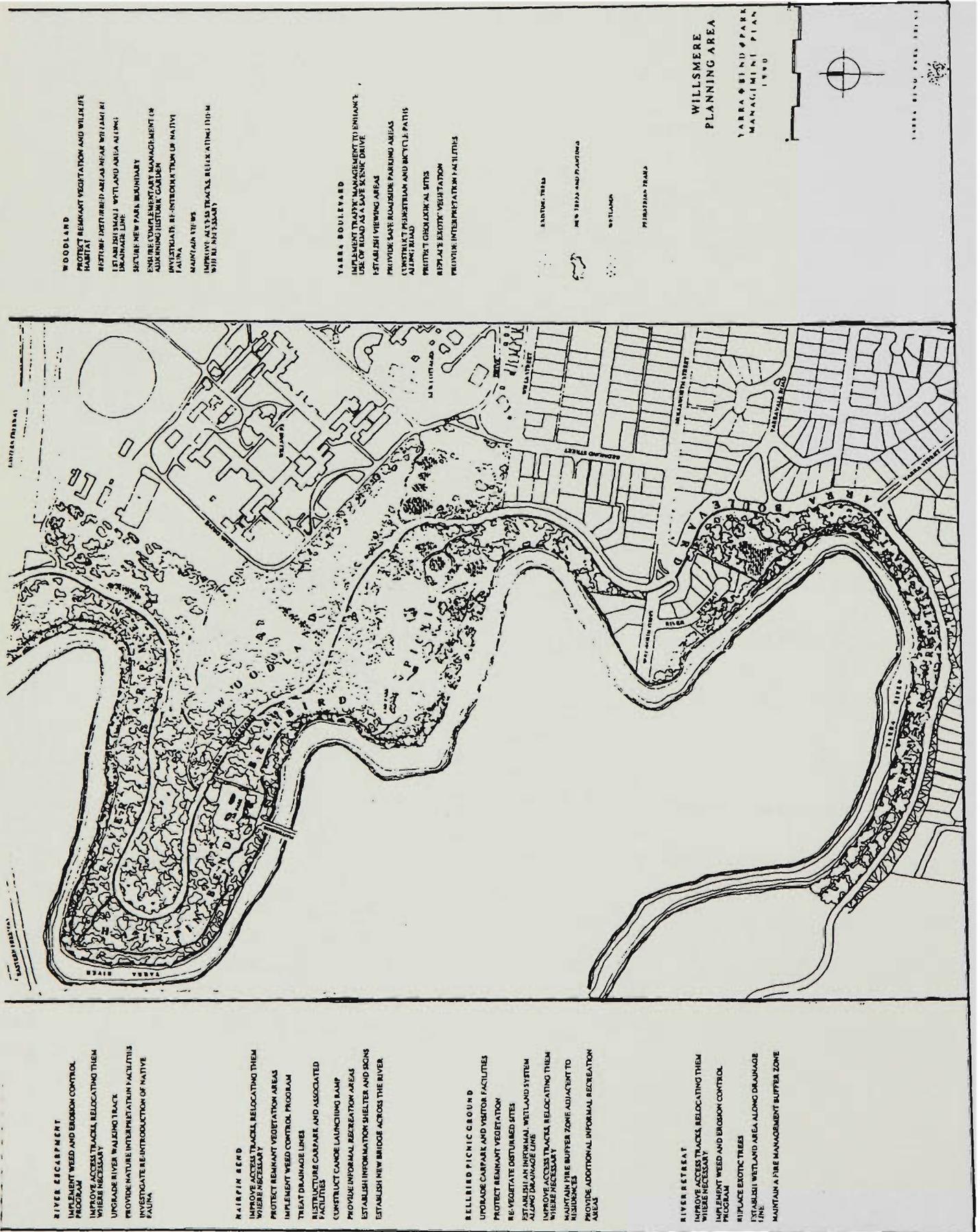


Studley Park

This region is directly across the river from the Yarra Bend National Park Golf Course and is bounded by the river and Studley Park Road. It consists of large areas of steep river escarpment and open woodland. Special features of Studley Park include Dight's Falls, Kane's Bridge, the boathouse and Grassy woodlands (see Map 11 & Photograph 7). The boathouse is of outstanding importance because of the continuity of its use as a public boathouse since its establishment in 1863. The principal elements of the complex were constructed between the 1860's and 1930's and comprise the residence and kiosk, the main boatshed and the motor garage. It is one of the currently two remaining boathouses along the Yarra. A large open area upstream from the boathouse represents one of the city's most intact recreational venues, also with continual use since the late nineteenth century. It remains a particularly popular venue for weekend visitors. Plans are currently on the drawing board to upgrade the boathouse to include a restaurant, bistro and kiosk.

Other points of interest are Studley Point, an excellent look-out vantage and Galatea Point, an eroded extension of land stretching into a bend of the river. Galatea Point is currently undergoing a program of revegetation to native grasses and trees and the creation of natural habitat to encourage fauna. Other programs pertaining to Studley Park include removal of weeds and imported trees, and opening up vistas to the beauty of the Park both from within and without.

MAP 12: WILLSMERE



WOODLAND
 PROTECT REMNANT VEGETATION AND WILDLIFE HABITAT
 RESTORE DISTURBED AREAS NEAR WILLAM RIVER
 ESTABLISH SMALL WETLAND AREAS ALONG DRAINAGE LINE
 SECURE NEW PARK BOUNDARY
 ENHANCE TEMPORARY MANAGEMENT OF ADJACENT HISTORIC GARDEN
 INVESTIGATE RE-INTERPRETATION OF NATIVE FAUNA
 MAINTAIN TREES
 IMPROVE ACCESS TRACKS RELATING TO DRAINAGE LINE

YARRA BOULEVARD
 IMPLEMENT TRAFFIC MANAGEMENT TO ENHANCE USE OF ROAD AS A SAFE SCENIC DRIVE
 ESTABLISH VIEWING AREAS
 PROVIDE SAFE ROADSIDE PARKING AREAS
 CONSTRUCT PROTECTION AND BICYCLE PATHS ALONG ROAD
 PROTECT GROUNDWATER SITES
 REPLANT EXOTIC VEGETATION
 PROVIDE INTERPRETATION FACILITIES

EXISTING TREES
 NEW TREES AND PLANTINGS
 WETLANDS
 PROPOSED TRAILS

WILLSMERE PLANNING AREA
 YARRA BUNDOPARK
 MANAGING PLAN
 1990



YARRA BUNDOPARK 1990

RIVER ESCAPEMENT
 IMPLEMENT WEED AND EROSION CONTROL PROGRAM
 IMPROVE ACCESS TRACKS, RELOCATING THEM WHERE NECESSARY
 UPGRADE RIVER WALKING TRACK
 PROVIDE NATURE INTERPRETATION FACILITIES
 INVESTIGATE RE-INTRODUCTION OF NATIVE FAUNA

RAILBIRN BEND
 INVESTIGATE TRACKS RELOCATING THEM WHERE NECESSARY
 PROTECT REMNANT VEGETATION AREAS
 IMPLEMENT WEED CONTROL PROGRAM
 TREAT DRAINAGE LINES
 RESTRUCTURE CARPARK AND ASSOCIATED FACILITIES
 CONSTRUCT CANOE LAUNCHING RAMP
 PROVIDE INFORMAL RECREATION AREAS
 ESTABLISH INFORMATION SHELTER AND SIGNS
 ESTABLISH NEW BRIDGE ACROSS THE RIVER

RELEIF PICNIC GROUND
 UPGRADE CARPARK AND VISITOR FACILITIES
 PROTECT REMNANT VEGETATION
 RE-VEGETATE DISTURBED SITES
 ESTABLISH AN INFORMAL WETLAND SYSTEM ALONG DRAINAGE LINE
 IMPROVE ACCESS TRACKS, RELOCATING THEM WHERE NECESSARY
 MAINTAIN FIRE BUFFER ZONE ADJACENT TO RESIDENCES
 PROVIDE ADDITIONAL INFORMAL RECREATION AREAS

RIVER RETREAT
 IMPROVE ACCESS TRACKS, RELOCATING THEM WHERE NECESSARY
 IMPLEMENT WEED AND EROSION CONTROL PROGRAM
 REPLANT EXOTIC TREES
 ESTABLISH WETLAND AREA ALONG DRAINAGE LINE
 MAINTAIN A FIRE MANAGEMENT BUFFER ZONE

Willsmere

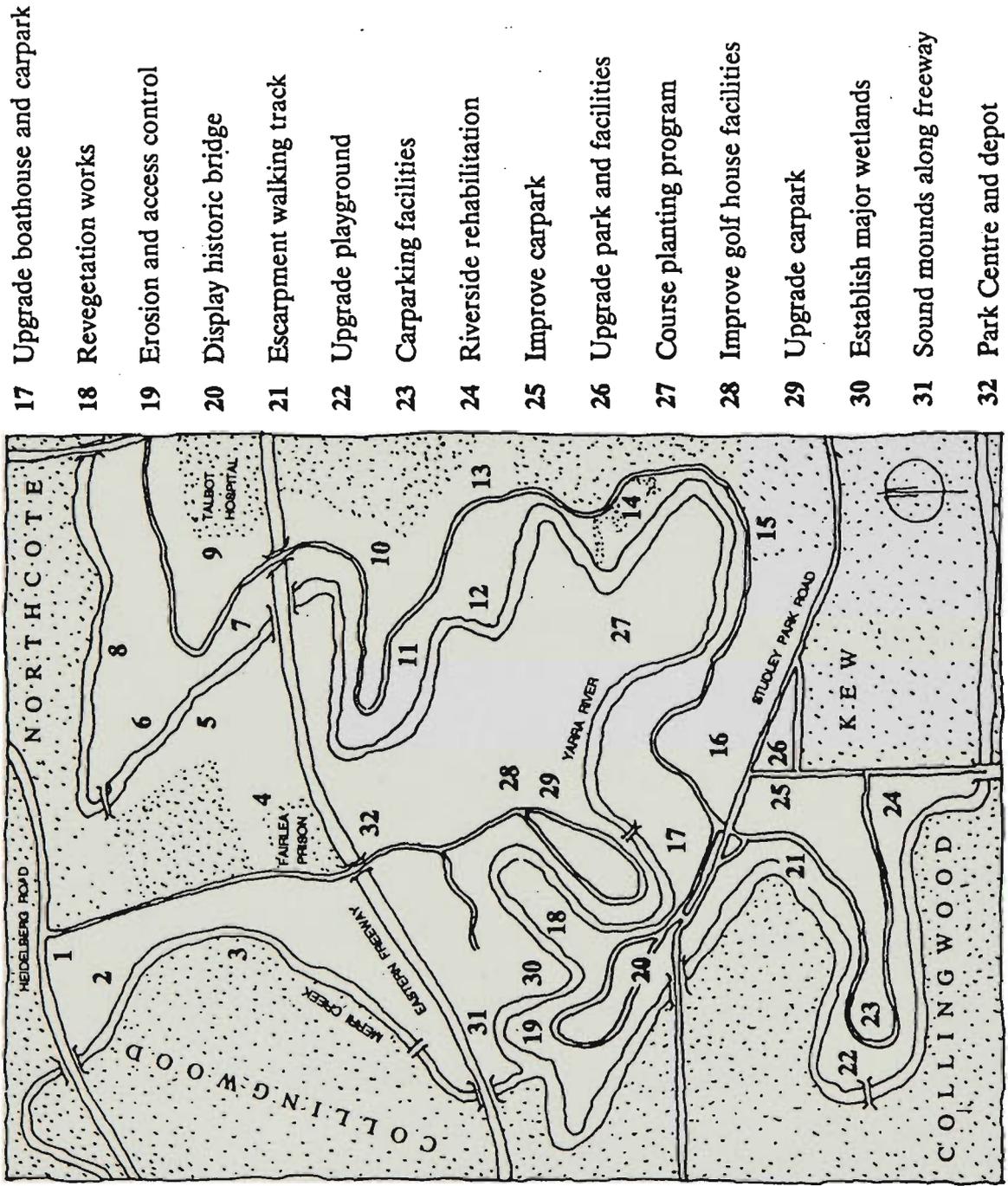
The Willsmere region is bounded in the main by the winding Yarra River, the Yarra Boulevard, Willsmere and the Eastern Freeway (see Map 12). This region features River Retreat, an urban subdivision around an old boathouse, 'Bellbird' picnic ground, a hairpin bend in the Boulevard, river escarpment, and woodland areas. Adjacent to the Willsmere region is the Willsmere Hospital complex which was acquired by Jennings Industries in 1990. Proposed developmental plans by Jennings include a hotel and convention centre together with private apartments and houses. As a result of the current 1992 economic climate, these plans have been temporarily shelved.

Lower Yarra

Lower Yarra is bounded by the river, Studley Park Road, Nolan Avenue and Walmer Street. Features of this region include a reception centre, a Par 3 Golf Course, a river escarpment and three reserves, Andrews, Norris and Dickenson (see Map 13). These reserves have been developed as typical urban parks incorporating children's playgrounds, lawned areas and picnic facilities.

The reception centre is sited at a relatively high point of the Park and offers city views across the golf course. Developmental plans for this centre are currently being sought by the Yarra Bend Park Trust. With development, this area could well become one of the main entrances to the Park to its southern section.

MAP 14: PARK MANAGEMENT'S PROPOSED IMPROVEMENTS



- 1 Establish entry to Park
- 2 Lake and adventure playground
- 3 Wetlands along creek
- 4 Replace exotic trees
- 5 Upgrade river walking track
- 6 Re-vegetate escarpment
- 7 Nature walk along river
- 8 Re-locate powerline
- 9 Viewing and picnic area
- 10 Improve wildlife habitat
- 11 Pedestrian bridge
- 12 Upgrade carparks
- 13 Establish wetland area
- 14 Treat drainage line
- 15 Traffic management works
- 16 Park information centre
- 17 Upgrade boathouse and carpark
- 18 Revegetation works
- 19 Erosion and access control
- 20 Display historic bridge
- 21 Escarpment walking track
- 22 Upgrade playground
- 23 Carparking facilities
- 24 Riverside rehabilitation
- 25 Improve carpark
- 26 Upgrade park and facilities
- 27 Course planting program
- 28 Improve golf house facilities
- 29 Upgrade carpark
- 30 Establish major wetlands
- 31 Sound mounds along freeway
- 32 Park Centre and depot

2.4 Management Strategy

The management plan for Yarra Bend Park prepared in 1990 outlined many specific targets for future improvement (see Map 14). Some of these plans, as identified above, are already being implemented.

Management strategy for the Park has included the involvement of the Park's users. Groups with an interest in the Park are encouraged to conduct their businesses and social activities at the Yarra Bend Centre. One such group of people called 'Diversity' is an environmental group working with ethnic communities that combines ethnic cultural activities with park care programs.

Today the Park retains its popularity as a picnic venue on Sundays and public holidays. In addition its numerous ovals and playing fields are used by local clubs and ethnic communities for sporting activities such as cricket, football and soccer, and for private functions. Sporting groups are invited to use the pavilions as their club rooms, and become identified with the Park. School groups and research groups are equally catered for.

The philosophical principle underlying the strategy used by management is to get users to identify with the Park, to take pride in it and to have a sense of ownership.

CHAPTER III ENVIRONMENTAL ISSUES

A principal concern of management of parks is the impact of recreation and associated human activities on park environment. In part, the problem is a function of visitor numbers but it is also linked to the level and sophistication of facilities which are provided. Roads, parking, off-road vehicles, food outlets, toilets, refuse and litter and feral animals are just some of the ramifications of outdoor recreation which can place pressure on ecological quality and park resources.

3.1 Proximity to urban living

Historically the Yarra River has been used as a 'dumping ground' for industrial wastes. As a 'flora and fauna' corridor it is also subjected to abuse with weed infestation and rubbish disposal from neighbouring suburbs. Severe repercussions for park ecology can be generated by the entry of noxious plant species and externally-derived pollutants, including sewage, chemicals and industrial effluent, (Pigram, 1983), which can affect the ecosystems and food chains especially through the park drainage systems.

Other dangers are the ever present potential fire risk from visitors in the hot dry summer months.

The close proximity to urban dwelling also encourages the misuse of the Park as a dumping ground for 'once loved' domestic pets and plants. Uncontrolled, domestic pets turn feral and can decimate both the native animal and bird life of the Park while exotic plants and weeds take over native vegetation.

The Park may be seen by Government and developers as relatively unused Crown land. Compensation for the resumption of this land may be unrelated or incommensurate to the effects of that resumption. This was demonstrated in the 1970's with the construction of the Eastern Freeway, effectively dividing the Park in two and destroying wetland areas and Aboriginal sites in the process. The development of wetland areas and the highlighting of Aboriginal involvement at the Park could be a means to restore the balance and right the mistakes made in the past.

3.2 Carrying capacity

Carrying capacity of a tourism facility is,

'commonly considered as the threshold of tourist activity beyond which facilities are saturated (physical capacity), the environment is degraded (environmental capacity), or visitor enjoyment is diminished (perceptual or psychological capacity)' (Pearce, 1989).

Although there have been many studies made on carrying capacity of tourism facilities, few include urban case studies. Carrying capacity studies are confined mainly to resorts connected with coastal tourism and tourism to National Parks. The former

addresses such studies that range from bacteriological standards and safety of water for bathing, to the vulnerability of sand dunes as a result of trampling of feet to and from the beach whilst the latter range from visitor needs and user impact to the recreational provision in nature reserves.

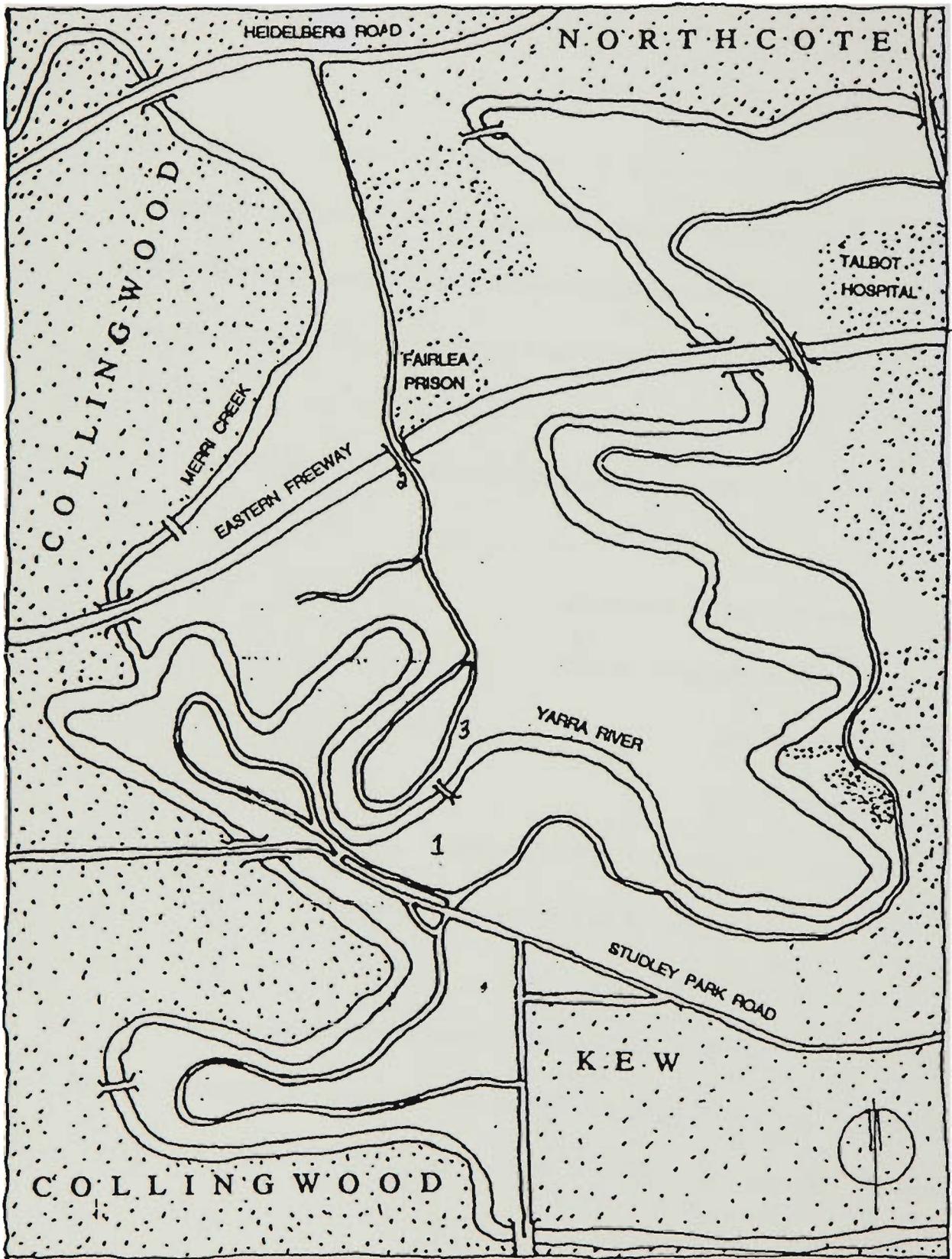
An in-depth study on the carrying capacity of park usage conducted by Lindsay, (1986), on national parks in the United States and on attitudes of those involved with the Park found that carrying capacity of national parks depends on a number of factors. These factors involved the resources of the park, visitors to the park and park management.

Lindsay formalised his study and expressed carrying capacity as a function of:

- . the quantity of the park's resources,
- . the tolerance of its resources to use,
- . the number of visitors,
- . the type of use,
- . the design and management of visitor facilities, and,
- . the attitude and behaviour of its visitors and managers.

It followed then, that, given visitor facilities are properly designed and visitors educated to correctly use the Park, the carrying capacity of the Park could be increased without degradation of its natural resources.

MAP 15: TRAFFIC SURVEY SITES



1. Studley Park boathouse car park
2. Yarra Bend Road south of Freeway overpass
3. Yarra Bend Road, loop road

Most of the factors involved in Lindsay's formulation, such as the Park's resources are difficult to study. This minor thesis concentrated on analysing the parking facilities and the pattern of visitor numbers to Yarra Bend Park to estimate its physical carrying capacity, and makes commentary on other aspects of the Park's carrying capacity.

3.3 Analysis of Current Usage

The Yarra Bend Park Trust, in its 1989-90 annual report estimated visitor numbers to be between 300,000 and 400,000 a year. This number remains an estimate because there are no records of actual park usage since entry to the Park has always been free.

Preliminary observations confirmed that the Park's popularity persists during the summer months, and especially on Sundays and public holidays. In the main, users came by car. In comparison, the number of cyclists and pedestrians was insignificant. Other users who came by public transport or chartered buses tended to be school or community groups.

To determine park usage, a car count was performed at the car park adjacent to the Studley Park boathouse (see Map 15 (1) & Appendix I). This survey consisted of a physical count of the number of car arrivals (including minibuses), and the number of people in each vehicle as they entered this area of the Park. From this, the average number of people per car that visited that area of the Park was obtained.

Because the Park has many unmanned entrances and these entrances are also being used by commuters to and from the suburbs and the city, the choice of location used had to ensure that cars surveyed belonged to park visitors. The car park area at the Studley Park boathouse was selected because it is off the main thoroughfare for commuter traffic and would represent an area for genuine park visitors. A note was also made on the weather condition for each day. The survey was conducted from 5th Nov 1991 to 10th Nov 1991 inclusive. These dates included a public holiday (Melbourne Cup Day), week days and a weekend. Follow-up spot checks have been made of the usage of the car park and number of visitors using the nearby facilities.

Over the time period surveyed, the result of the count showed that:

- . Wet weather appeared to be only a minor deterrent for Park users. And, in particular, once at the Park, wet weather did not appear to have much effect on them.

- . Cup Day and Sunday were very popular days. On both these days the car park was filled to beyond capacity, and overflowing to the lawned areas just after 1 p.m. Long before that, cars were parking outside the car park area, with consequent understatement of the number of visitors recorded in the car count survey.

- . The Park, though not as popular on Saturdays and week days, did show an increased number of visits from around noon to 3 p.m.

- . The average number of people per car on Cup Day was 2.7, with 2.3 at week ends and 1.7 during the week.¹

In the 27 hours of observation, 2,000 visitors were observed to use the car park. It is estimated that in a normal Summer month, the number of visitors using this car park alone would be in the order of 11,000. Additional visitors would use the facilities, having parked nearby.

The count deliberately did not include cyclists and school groups. Although cyclists use the Park, they tended not to remain at the survey area. School groups were observed only on week days. Because they arrive by bus they were not included in the count.

The above survey was supported by two electronic vehicle counts set up by the Northcote City Council. Both were laid on Yarra Bend Road. One of these, laid immediately south of the Freeway overpass, (see Map 15 (2) & Appendix II), gave data on vehicles using the Loop Road as well as those going to the Yarra Bend National Park Golf Course. The other, laid at the Loop Road at River Bend, (see Map 15 (3) & Appendix III), excluded data on cars parking at the golf course.

¹ A follow-up survey of the number of car arrivals and visitor numbers on Cup Day, Tues 3 Nov 1992, showed a substantial decrease in the number of cars at the Studley Park boathouse car park between the hours 10 a.m. to 3 p.m. compared with that observed on Cup Day 1991. This decrease in number can in part be attributed to the upgrading works being carried out by the Yarra Bend Trust to the Boathouse and to its immediate surrounds, hence limiting the area useable as a picnic area. However, it can equally be attributed to the heavy rain showers experienced on that day, and the lack of adequate shelter provided within the park.

The data from immediately south of the Freeway overpass covered five days, 23 Nov to 27 Nov 1991, inclusive, and included a weekend. Results from this indicated that:

- . Sunday was the busiest day with number of cars, 1,300 in each direction, for that day doubling that of the average for a week day.
- . Saturday was relatively busy, amounting to 75% of the Sunday numbers. This is still greater than the weekday traffic flow.
- . Peak arrival times at weekends appears to be between the times of 11 a.m and 2 p.m., whereas the peak flow on weekdays was between the times of 5 to 7 p.m.

This data gives a rough estimate of 54,750 visitors per month (see Appendix II), and include visitors to the loop road, the golf course and the sporting ovals south of the Freeway.

The data for the Loop Road covered the 54 days of observation over the period 18 Dec 1991 to 9 Feb 1992 and included public and school holidays. Results from this survey indicate that:

- . Average number of cars for Sundays and public holidays more than doubled that for Saturdays and week days.

- . Average number of cars for Saturdays is the same as that for week days.
- . Peak time for weekdays is from about 1 to 2 pm., Sundays and public holidays an hour later; and Saturdays a further hour later, 3 to 4 pm.
- . More cars visited the Park towards the end of the survey than at the beginning. This was an unexpected result, as the school holidays had ended. It is suspected that a contributing factor might have been weather conditions.

The surveys were not conducted over the whole year, therefore no comparison is made on park usage between the seasons. One explanation for the apparent different peak times between the two surveys is the usage of the golf course and public ovals.

Using an estimated average of 2.3 visitors per vehicle, it is calculated that around $75,000 \pm 4,100$ visitors used the Loop Road in the observation period of 54 days, giving an estimated $42,000 \pm 3,100$ using the Loop Road facility each month of summer.

Combining this information with the earlier electronic vehicle count, an estimated 12,750 visitors arrive at the golf course and sporting ovals each summer month, giving an approximate total of 40,000 over the three months of summer. This is consistent with the Yarra Bend Park Trust's annual figure of 92,000 reported visitors to the golf course.

Thus, incorporating the golf course, the loop road and the boathouse car park, it is calculated that some $197,000 \pm 15,000$ visitors would use one or more of these facilities alone during the 3 months of summer. Consequently, it would not be surprising, that, taking the whole of the park into consideration, adjusting for the remaining nine months of the year, and including estimates for sporting bodies using the ovals, the Yarra Bend Park Trust's upper estimate of 400,000 visitors per year would be well and truly exceeded.

To study the effect of weather conditions on the number of car arrivals, a regression analysis was made on the total number of cars, using as variables the temperature and rainfall data (see Appendix III). The regression result suggest that there would be an additional 80 ± 34 cars to the loop road, per day, per 10°C rise in temperature.

Over the observation period, more than half the days experienced no rainfall. The median rainfall for wet days was 2.4 mm, and on such a day, there would be an estimated 80 ± 20 cars visiting the loop road less than on a dry day.

Overall, the surveys showed that, to avoid peak periods, the best times to use the park for tourism is on Saturdays or during the week provided that day is not a public holiday. The central part of the Park is used to over capacity on Sundays and public holidays. However, because it is not practicable to isolate these days as non-tourist days, the challenge for park usage is to develop the infrastructure to cater for both current usage and tourism on these days. One of the strategies available to the Yarra Bend Park Trust is to 'spread the load' by encouraging local usage in its other areas.

The degradation of the environment is evident at a number of areas of the Park. Not all of these areas are a result of tourism. Some deterioration, such as the embankment above Dight's Falls is a result of weather erosion rather than a result of tourism. Deterioration to areas such as the once grassed area east of the Boathouse can only be attributed to over-use. Even though the Park is used extensively only at certain periods of the year, it would appear that the duration of the slack period is not sufficiently long for the recovery of the grass in that area, hence it can be concluded that this area has exceeded its environmental capacity.

The perceptual capacity of the visitors will also have been exceeded when large numbers of visitors are clustered in the one area. The amount of space each group of visitors would normally seek will not be available. However, the observations made of the visitors on public holidays and weekends near the boathouse, indicate that there appears to be no perceived perceptual degradation or any diminution of visitors' enjoyment, for, despite the physical evidence, this area remains highly popular with park goers. This observation is supported by a study on perceived crowding in an urban recreational setting which concludes that 'it becomes increasingly clear that not only is there no simple association between social density and recreation satisfaction, but there is also no consistent relationship between site levels and perceived crowding' (Graefe et al 1984 in Westover, T. and Collins, J. 1985).

The popularity of the areas in near vicinity of the boathouse can, in part, be attributed to the parking facilities (a largish parking area), to the boathouse which serves food and drinks and also provides shelter and canoes, kayaks and boats for river activities.

In addition, there are numerous walks and the historic Kanes Bridge provides a link to the Northern regions of the Park. The walks aid to disperse visitors and help reduce any perceived crowding.

Carrying capacity is also a judgemental measure, and difference of opinion may exist between administrators and visitors. Although it would appear, from one aspect, that carrying capacity of the boathouse area has not been exceeded, environmentally, the degraded grassed area, now being restored, is a telling tale that capacity has been exceeded, but only locally. Currently environmental degradation appears to be patchy and is mainly confined to the area adjoining the car park area. Other areas such as the Westfield Reserve, Dickinson Reserve and Bellbird Reserve have not suffered the same fate, as the area adjacent to the boathouse. There are other areas of the Park which are neither widely known nor used, and the challenge for Park Management is to divert users to these other areas. One way is to create an 'attraction' at these areas to 'draw the crowd' to them thus levelling out usage of the Park.

CHAPTER IV SOCIAL BENEFITS, SOCIAL COSTS, REVENUE AND FUNDING

4.1 Social Benefits

For international visitors to Victoria, Melbourne City centre represents the hotel base. The close proximity of Yarra Bend Park to this centre means that the Park is a valuable aesthetic and recreational resource for tourism to Victoria.

Development of the park for tourism is not in conflict with the recreational use of the park for local residents. Indeed, development for tourism will have spin-offs for the people of Melbourne and represent an advantage for tour developers.

Benefits will come in a variety of forms. Park enhancement and better facilities such as an up-market restaurant, cleaner and more modern toilet facilities, better maintained grassed barbecue areas, upgraded walking trails with the identification of flora and fauna of the region and the establishment of attractions to draw in tourism, will add to the enjoyment of the park for locals. A renovated boathouse could be an attraction for special functions such as weddings, anniversaries and other celebrations, or reserved for more intimate occasions.

Other benefits will include the potential for the generation of jobs and tourism dollars.

4.2 **Social Costs**

On the other hand, tourists and locals will be competing for the same resources. Facilities traditionally used by locals will have to be shared with tourists. This potential decrease in opportunity for local usage will need to be monitored. Unconstrained usage could result in deterioration of facilities and the park itself to the detrimental enjoyment of all users. All these factors need to be considered in a developmental proposal.

4.3 **Revenue and Funding**

Yarra Bend Park has the potential to be put on the tourist map because it has the capacity to be developed for tourism activities plus retain the popularity it currently enjoys among the residents of Melbourne. A managed build-up of tourism is unlikely to detract from its unspoilt appearance. It would not require any loss of ovals, playing fields, golf courses or other recreational facilities. Tourism development will in fact add entertainment value to the park and provide additional resources for self-funding.

4.3.1 Current sources of funds:

Internal Sources

The Park's main source of funds (78%) originate from self funding projects, with 64% from its two golf courses. Others sources are from rent from the boathouse and the Studley Park Reception, (7%), hiring out of its grounds, (3%), and interest and miscellaneous sources accounting for the remaining 4% (Yarra Bend Park Trust, 1991).

Government

The remaining sources of funds are derived from the Victorian Government (15%) and adjoining local councils (7%). State Government grants are project based such as those of tree planting, the development of walking trails and other environmental related projects, while local councils provide help to the Park for the maintenance of its many ovals and playing fields used by its residents.

Voluntary Contributions

Yarra Bend Park is fortunate in that it has the support of community based ethnic organisations and volunteer support groups such as the Friends of the Yarra. Organisations are able to contribute valuable equipment, such as the Associazione Nazionde Alpini society which donated the barbecue and shelter (1988) at Westfield Reserve. Similarly, individuals offer time and effort towards the upkeep and beautification of the park with planting and weeding programs. These organisations and groups represent a hidden, yet highly valuable source of funds which the Park

would otherwise have to find.

4.3.2 Future sources of funds:

Government

The current economic downturn of the early 1990's has resulted in Governments changing budget requirements to require authorities such as Park management to produce plans for self-sustained projects. An example of such Government action is the recent funding cut experienced by the Royal Botanic Gardens. Yarra Bend Park could find itself facing a similar financial situation at some future date. It therefore needs to explore and establish self-funding projects.

One of the strategies for making parks self sufficient involves expanding their role into tourist areas as a means of generating funds.

'Tourism in its best form can be an important means to encourage and help pay for environmental conservation because features of the natural environment are often the reason for tourists to visit an area; and these features must be conserved in order to develop and maintain tourism.'
(Inskeep, 1987).

However, the Government could and should remain an important contributor to capital projects proposed to encourage tourism. This will enable parks, such as Yarra Bend Park, the means to become self-sufficient in the future.

Sponsorship

Sponsorship is a business deal between the parties for their mutual benefit. Sponsorship to the Park could be in the form of funds or equipment, or the assistance of manpower and specialist knowledge, and may be identified for specific project development, events or programs, or allocated for general promotion. In return the sponsor would expect the organisation's name to be advertised, possibly in the form of naming rights. Basically, an organisation will enter into sponsorship where the associated advertisement, will enhance its image, profile and reputation with the public, and create a greater awareness of its product. Companies have different images they may wish to portray. Such images include being in tune with nature, the creation of security and stability, or more generally, an image of success. Sponsorships not only create public confidence towards companies but can also be a means for boosting employee morale.

Sponsorship programs are widely used by the Department of Conservation and Environment (DCE) as a means of attracting funds for its various projects. This is reflected in a recently produced 'Sponsorship Policy' DCE has provided as a working framework for its staff.

Revegetation programs are currently high-profile issues and can attract significant sponsorship from private companies. One example of this is the revegetation program at Healesville Sanctuary. In 1988, Healesville Sanctuary sought the help of Western Mining Corporation, (WMC), to combat its jarrah dieback problem caused by the spread of fungal disease similar to that experienced in the great jarrah forests of

Western Australia. To revegetate the Park, WMC offered a sponsorship of \$800,000 to be spent over a five year period. Additionally it also offered its vast environmental and technical expertise from its Alcoa branch (WMC, 1990).

A number of industries and institutes such as Hewlett Packard, Country Road, and a branch of Latrobe University, lie on the perimeter of Yarra Bend Park. These organisations could be invited to identify with the Park and show their commitment to improving the environment and the development of self funding projects through sponsorship programs. The immediate benefit to these organisations would be the beautification of their neighbouring environment and the linking of the organisations' name with the Park, thus providing them a form of cheap advertisement. Other subtle spin-offs would include the provision of a backyard park for the enjoyment of the employees during their tea and lunch breaks. Upgrading of Yarra Bend Park would encourage a greater number of visitors. This, in turn, could act as a stimulus to new businesses, in particular, those associated with hospitality, such as food outlets and different types of tourism accommodation, along its boundaries.

Patronage and philanthropy

Unlike sponsorship, both patronage and philanthropy are financial or material assistance given without expectation of any direct or indirect return. Organisations, clubs or individuals may choose to act as a patron of the Park with the donation of a yearly sum of money.

Membership

Sovereign Hill runs a highly successful Park membership program incorporating individual, family or corporate membership. This brings in sums of money to the value of \$30, \$52 or \$250 per annum, respectively, to itself. In return, it offers free admission and other discounts to its members. (Ballarat Historical Park Association, 1991).

Yarra Bend Park could look into offering a similar graded membership program with free or discounted meal and with a free golf package or admission to 'user pay' developments. This system could represent an invaluable source of funding and cost management as the bulk of the money is received at a fixed time each year, and there is potential for growth through increases in membership numbers.

Financial Ventures

The developmental proposals (see Chapter VI) aim at making the Park more attractive to tourism and also at making the Park self sufficient. The proposed developments should attract tourist and local dollars, sufficient to cover a major portion of the running costs initially. Like any business venture, the Park needs initial funding from some external source or sources to finance the infrastructure associated with the venture. Types of funding could include the sale of its physical assets such as land for urban development, fund raising through its own resources, borrowings, Government grants, or funding through private enterprise.

Capital raising by the sale of assets would be unpopular at a time when, in the spirit of *'Open Space 2000'*, the Park should be looking at acquisition. However, the other funding sources, in particular, Government grants or funding through private enterprise, are possibilities and should be looked at.

Friends of the Park

Once the Park has established itself as a tourist destination, friends of the Park, such as *'The Men of the Trees'* and the *'Tree Project Group'*, could play a more visible role by becoming interpretive volunteer guides or participating in the various projects associated with the Park. This would provide a level of community involvement that offers the public the chance to learn more about the natural environment, the history, and the changing nature of their Park, and would provide an additional source of revenue. Such programs have proved highly successful in other tourism related projects such as *'Puffing Billy'* and the *'Scienceworks'* museum.

Miscellaneous Funds

Additional sources of funds could arise from catering to tourism in conjunction with tourism development of the park. These could include special photographs taken with a koala or with a friendly kangaroo or while feeding the birds, and the sale of animal feed, books, posters, souvenirs and other tourism items.

CHAPTER V INTERNATIONAL TOURISM

There is a belief that international tourism can, in certain circumstances, foster positive social and cultural links between nations. Such links formed by personal experiences of people and places, can support the broader less personal trade and political links between the nations (Leiper, 1985). Tourism development of Yarra Bend Park will not only be a benefit to the Park, but also add value to Melbourne and Victoria as a whole.

5.1 Australia

5.1.1 Growth of International Tourism to Australia

In the post World War II period of the last 40 to 50 years, tourism worldwide has seen massive increases. This is due to various factors, the main ones being:

- . technological advances in communication which made nations more aware of each other, thus generating a desire in people to travel and see new places for themselves,

- . advances in transportation, particularly aviation which made mass travel possible,

- . the economic growth of nations exemplified by countries such as America, Germany and Japan, where increases in discretionary income made it possible for people to travel widely, and,
- . an increase in paid holidays plus increased leisure time.

Data from ABS (Cat. No. 3401.0) shows that up until 1988, there has been a steady increase in the number of international tourists to Australia.

The substantial increases in tourist numbers in 1987 and 1988 were attributed to a number of factors, amongst which were the special events in Australia such as the America's Cup return match (1986 and early 1987), World Expo '88 and the Bicentenary Celebrations (1988). Other factors included the lifting of Australia's profile overseas as a result of the success of popular Australian music and films, and continuation of advertisements conducted overseas by the Australian Tourist Commission (ATC).

The decline in 1989 and slow recovery since then, can be attributed in part to the recent lack of special events and the discontinuation of advertisements, in part to the crippling pilot's strike in the latter half of 1989 and early 1990, in part to the global unrest as a result of the Gulf war in early 1991 and more generally, to the continuing downturn in world economy which affected not only the number of visitors to Australia, but also directly or indirectly brought about the collapse of several of

Australia's highly-g geared tourism developmental projects such as the Interwest group of hotels.

5.1.2 Importance of tourism to the Australian economy

Governments, both at the Federal and State level, well understand that tourism is important to Australia and plays an increasingly important role in servicing its foreign debt. As far back as 1976, the House of Representatives Select Committee on Tourism was established. This committee has since played a significant role through advocating funding and assistance to tourism related projects.

The Victorian State Government and the City of Melbourne recognised the value that tourism would bring to Victoria, when it generated its concerted bid to hold the 1996 Olympics in Melbourne.

Without tourism income, Australia's balance of trade would be far worse. The Governor of the Reserve Bank of Australia, Bernie Fraser (1990) stated recently that,

'the merchandise trade balance, ..., has deteriorated considerably in the 1980's. While this has been offset to some extent by an improvement in the performance of the services sector, due mainly to improved receipts from tourism ...'.

The Australian Bureau of Statistics (Cat No. 5303.0) also reflects the importance of tourism by including a new item, 'travel', which represents, 'acquisition of goods and

services in Australia by non-resident travellers', and shows an increase from \$ 1,921 million in 1985-86 to \$ 4,902 million in 1990-91. This may be used as an estimate of the direct spending by international tourists.

Income and employment multipliers attributable to this direct spending can be obtained from Input-Output studies.

TABLE I
Income and Employment Multipliers 1984
of the effect of tourism dollars for Australia

	Income (\$M)	Employment
Direct	0.351	17.4
Indirect	0.116	4.6
Total	0.467	22.0

Source: Bureau of Industry Economics Australia, (Research Paper 16) "*Tourism Expenditure in Australia*", 1984 in Gamage, A., & Langowoj, I., "*Tourism Australia - Facts from Figures*", 1990.

The figures from Table I imply that for every \$1(M) spent by tourists, \$0.351(M) could be expected to be generated directly by way of salary and wages and a further \$0.116(M) indirectly to salaries and wages of support and tourism industries. Further, a \$1(M) tourism expenditure, would be expected to create a total of 22 jobs. Of these, 17.4 would represent direct employment for tourism; and the remaining 4.6 to tourism support industries.

The above data is to be used with caution, because:

- . firstly, it is ten years old. However, a telephone call to the Bureau of Tourism Research, (BTR), confirms that more recent data is unavailable. The employment multiplier would need to be deflated to reflect the current employment climate, and a figure of 12.9 was offered as a more realistic total employment multiplier; whilst the income multiplier would also need to be reviewed, but is unlikely to change substantially, and,
- . secondly, more recent studies conducted by members of the Centre of Policy at Monash University contend that although Input-Output models provide useful assessment of the impact of growth industries, such as tourism, for the economy, they tend to overstate benefits by not taking into account supply-side constraints, price response as a result of increased demand, and balance of payment and public sector effects (BTR, 1991b).

5.1.3 Source of International Tourism to Australia

The number of tourists from traditional sources namely USA and New Zealand have been on the decline since 1988.

Fortunately for Australia, the decline in numbers from the American and New Zealand market is balanced by an increase from the Asian and European markets with 1990

figures exceeding those of the same period in 1988. Factors attributable to this increase are that there has been a growth in competitive marketing in Asia with corresponding increased air capacity, that Australia is a relatively new destination which is safe from terrorists attacks and civil wars, and that Australia is on a time zone which is the same as, or similar to, that of the Asian countries.

TABLE II
International Visitor Arrivals 1986 - 1991

Country	Japan	Other Asia	USA	Europe	New Zealand	Others	Total
Year	'000	'000	'000	'000	'000	'000	'000
1986	145.6	203.9	245.4	347.5	336.7	150.3	1429.4
1987	215.6	255.3	309.0	411.9	427.3	165.8	1784.9
1988	352.3	308.0	322.3	529.6	534.3	202.8	2249.3
1989	349.5	321.0	260.7	530.7	449.3	169.1	2080.3
1990	479.9	348.1	250.7	548.4	418.4	169.4	2214.9
1991	528.5	388.7	271.7	530.8	480.6	170.1	2370.4
Avg annual growth	29.4%	13.8%	2.1%	8.8%	7.4%	2.5%	10.6%

Note: Table compiled from raw data in ABS Cat. No. 3401.0

Table II shows strong growth increases from the mainland Asian and European markets. These were, however, insignificant when compared with those from Japan which showed an increase in excess of 130,000 tourists for 1990 over the previous year and a massive average 29.4% growth rate per annum since 1986. This substantial increase is attributed in part to Japan's huge balance of payments surplus and in part to the Japanese Government, in 1987, introducing programmes designed to double the number of overseas Japanese tourists to 10 million by 1992. (International Tourism Reports, No.1 1988). Since 1990, Japan has surpassed New Zealand to take top place

as supplier of tourists to Australia.

There are many reasons for developing tourism in Australia to attract the Japanese market. The two most important ones are, that Japan is one of the world's largest traveller-generating countries, and that the Japanese market is the fastest growing sector of International tourism to Australia.

Furthermore, Australia as a destination for Japanese tourists has particular significance to the Australian economy. For, although the majority of Japanese currently stay less than two weeks, they are big spenders on a per day basis (Leiper, N., 1985 & Table III).

TABLE III
Expenditure Data, 1991

Country	Total/trip /person	Avg Nights stayed	Avg spent/trip /person/day
Japan	\$1320	8	\$166
US	\$1836	27	\$ 68
N.Z.	\$1281	21	\$ 61
Asia (ex Japan)	\$2169	35	\$ 62
UK/Ireland	\$2431	60	\$ 41
All	\$1819	30	\$ 61

Source: Telephone call to BTR made on 26 May 1992.

Note: *Total expenditure has been revised downward from figures available prior to 1992.*

Development of tourism projects to encourage the Japanese tourists to stay longer in Australia should impact strongly on the Australian economy.

5.1.4 The Japanese Market

In late 1988, a survey conducted by the Nippon Research centre found, in a poll commissioned by the Australian Embassy, that most Japanese preferred to visit Australia over any other country (Hertan, 1989).

A study conducted by the Research Department of Tourism, Brisbane, in 1988 divided the Japanese tourist market into three segments: the Office Ladies Market, the Honeymoon Market and the Mature Age market.

The Office Ladies Market consists of young, unmarried female workers in the 20-24 age group who have a high proportion of disposable income used for overseas travel. Earlier studies (ATC, Market Brief - Japan, 1983) indicated that this market tended to demand an exotic place with a tropical atmosphere, but that future needs will be for greater leisure-oriented travel featuring sports.

The Honeymoon market seems to be guided by the Office Ladies Market as it is usually the bride-to-be that makes decisions regarding overseas travel. Honeymooners are reported to form the largest market group. They typically travel on prepaid package tours at prices starting at about \$3,000 a couple. In addition, they spend an average \$1,400 a week on souvenirs, entertainment and sightseeing. A second survey by the Nippon Research centre showed that in 1988 Australia replaced Hawaii as Japan's top honeymoon destination when it attracted nearly one-third of the 660,000 Japanese newlyweds who travelled overseas (Hertan, 1989).

The third segment, the 'Silver' Market consists of mature, retired single tourists or married couples, aged 50 and over, with spare leisure time and savings which they are prepared to use for travel purposes. The Mainichi Shimbun survey of Japanese overseas travellers (1980) identified this group as having a high number of repeat travellers and stated that their top three activity preferences, in order, are visits to famous sightseeing spots, relaxed visits to one spot, and shopping. The ATC Market Seminars on Japan, 1989, reports that Japan is an aging society, and that by the year 2000, 23% of its population will be over 55 years old. This may mean there will be an increase in the proportion from this age group to Australia. Although this new market is thought to be less adventurous and more Japanese in their needs, this older group has stronger expectations regarding safety and comfort, which Australia can supply.

Tifft, (1986) sums up the special attraction of Australia as a holiday destination for Japanese tourists in the words of Hiroyuki Hashimoto, general manager of the overseas division of the Tokyo-based Japan Travel Bureau:

'Australia presents to us Japanese an ideal combination of Occidental culture and a delightful resort - something hard to find anywhere else in this part of the world.'

It is important, therefore, that in catering for the Japanese tourist, Australia retains its own national flavour, and do not attempt to create a little bit of Japan in Australia.

Similarly, Tifft report that Japanese recognise that

'spaciousness and unspoiled natural beauty are hard to find.' (Tifft, 1986)

The Japanese Holiday Satisfaction Study reports that the top reason for Japanese taking a holiday in Australia is to be '*nearer to nature*' (ATC, 1990).

There are many places around Australia that would fit this description. However, few would be within such a readily accessible position as Yarra Bend Park.

5.1.5 Statistics and Profile of the Japanese Tourist in Australia

Statistics

TABLE IV
The Japanese Market, 1988 & 1991

	1988	1991
Market Size	352,300	528,500
% of total	16%	22%
Growth rate over previous year	60%	10%
% Share of Visitor Nights	4%	4%
Average Visitor Nights	13 days	8 days
Avg trip Expenditure	\$ 1701	\$ 1320
Avg per night	\$ 131	\$ 166

Source: BTR, '*International Visitors Survey 1988*.'
BTR, '*Tourism update Mar 1992*'.

Table IV compares statistics on the Japanese tourist for 1991 and the peak tourist year, 1988.

The 1991 figures indicate that the number of Japanese tourists to Australia represent 22.2% of all visitors with a growth rate of 10% over the previous year.

Although the average length of stay of Japanese tourists in 1991 has decreased by five days, Japanese tourists still represent the highest spenders. On a per trip basis, they spend an average of \$844 on shopping and \$533 on food, drinks and accommodation.

Profile

Demographic study of age groups places half of all Japanese tourists in the 20 to 34 age-group bracket with males being on the average four years older than females (ABS Cat No. 3402.0).

The proportion of Japanese tourists in the work force is 69%, which is only slightly below the average 70% of all international tourists to Australia and a higher than average proportion, 26%, of all Japanese visitors are executives or managers. 72% prefer to stay in first class hotel accommodation.

The following is a response of the Japanese tourists to questionnaires listing aspects of the Australian holiday they would like (Langowoj, 1991), and what they would have

preferred to have done most (BTR, 1991).

- . try marine sport (not applicable in Victoria),
- . see wildlife, in particular, the koala,
- . visit sea coast and open space areas,
- . meet and talk with Australians in an environment other than at the hotel or a restaurant,
- . relax and have a nice time,
- . play golf,
- . try Australian food, but have Japanese food as a standby,
- . be served by Australians who speak Japanese,
- . have signs and information in Japanese,
- . participate in outdoor barbecue,
- . hike or walk in a national park, (translated as a gentle stroll in an urban

park),

- . try camping, and,

- . visit a farm.

Other aspects of the surveys found that although Japanese tourists found Australians to be friendly and easy to interact with, there was a language barrier. Their preference would be to mix with Australians who speak their language. A significant point brought out was that the Japanese tourist indicated that there was nothing to do in the evenings.

5.2 Victoria

5.2.1 International Visitors to Victoria

Since 1988, the proportion of international tourists to Australia visiting Victoria has declined from 34% to 29%. The proportion of Japanese tourists has declined from 50% to 27%. This can be attributed largely to the domestic air pilot's strike in the second half of 1989, thereby influencing a larger proportion of Japanese to make only one stopover in their visit to Australia.

Despite these figures, the pattern of visitors to Victoria differ only slightly from that to Australia as a whole. Historically, Victoria's biggest market was from the United States. However, in 1988, (Table V), visitor numbers from Japan surpassed that from the USA to take first place with 23% of international visitors to Victoria compared with 18% from the USA.

TABLE V
Summary of International Visitors to Victoria 1985 - 1990

Country	1985 '000	1986 '000	1987 '000	1988 '000	1989 '000	1990 '000
Japan	59.2	65.5	103.5	179.7	119.8	123.7
NZ	61.3	80.8	89.7	90.8	81.7	75.5
USA	86.9	98.2	132.9	145.0	125.5	111.5
Other Asia	57.2	79.5	102.1	126.3	94.8	108.0
Others	154.9	176.3	214.4	219.4	226.1	231.1
Total	419.5	500.3	642.6	761.2	647.9	649.8

Sources: BTR, 'International Visitors Survey 1989'.
VTC, 'Trends in International Visitors to Victoria 1984 to 1988'.
VTC, 'International Visitors To Victoria - 1990'.

More recent figures are yet to be published.

Table VI gives brief statistics of the Japanese market and, for each aspect, compares Japan with that other country or zone making the most significant contribution to Victoria and to the total International visits to Victoria.

TABLE VI
Japan vs. Largest Other & Total

	Japan	Largest Other	TOTAL
Market Size	123,700	111,500 (USA)	649,800
Share of Victoria's Market	19%	17%	100%
Forecast for 2000	445,300	304,500 (USA)	1,886,500
Forecast share of Victoria's Market	25%	16%	100%
Victoria's Market share of Australian tourists	27	43 (Other Europe)	31
Avg. length of stay (Nights)	4	27 (NZ)	18
Avg trip expenditure	\$ 450	\$ 1580 (NZ)	\$ 1097
Avg expenditure per night	\$ 125	\$ 48	\$ 61

Source: VTC, 'Annual Report 1989/90'.
VTC, 'International Visitors To Victoria - 1990'.

5.2.2 The Role of Parks in Victoria

Victoria, commonly called the Garden State, is best known for its best known for its historical parks and natural spectacular world-famous coastline. Its natural beauty includes mountains, which range from snowfields to rain forests.

Victoria's authorities acknowledge the role Parks play in tourism. At the October 1991 Royal Australian Institute of Parks and Recreation Conference, the Victorian Tourism Commission recognised that consumers accept Parks and Gardens as motivators to travel and presented their recent promotional campaign on Melbourne's Parks and Gardens. The campaign is aimed not only at the domestic market but also at the International market.

The Bureau of Tourism Research, (BTR, 1991b), identified the top five attractions for International Visitors to Victoria as the Queen Victoria Markets, the Royal Botanic Gardens, Captain Cook's Cottage, Philip Island and the Royal Melbourne Zoo. Apart from Philip Island, all are within the Melbourne metropolitan region. Two of the five encapsulate the promotion of parks and gardens.

5.3 Melbourne

5.3.1 Melbourne Public Parks & Gardens

Melbourne is already an important destination for the international tourist. It has an international reputation as the cultural focus of Victoria, providing world class performing arts such as opera, ballet and symphony orchestras (City of Melbourne Strategy Plan 1985) which attract both domestic and international visitors.

Melbourne also boasts historical buildings, many of which are found within the Central Business District area.

Parks and gardens around the City of Melbourne contribute to the city's physical appearance and image, thereby, adding to the enjoyment of locals and tourist staying within the city.

Royal Botanic Gardens

The Royal Botanic Gardens occupies a natural basin fronting the Yarra River and consist of 36 hectares of superbly landscaped parklands. It was first conceived by Governor Gibbs as a '*public domain for the purpose of rearing and cultivating indigenous and exotic plants*' (Tanner, 1976). Hence, it was laid out in the tradition of an eighteenth century park which uses the natural contours of the land together with a

series of rolling, sweeping, large lush lawns of buffalo and couch grasses, interspersed with a variety of foliage and trees. The Royal Botanic Gardens uses imported species such as the Algerian Oak and Moreton Bay Figs and flowering shrubs such as Camellias, Azaleas and Rhododendrons. Picturesque groups are achieved by the use of tall trees to form the centre feature, graded down with smaller trees and shrubs by size and colour to the edges. These groups are then connected by paths of various size and shape. The Gardens today is regarded by writers of parks and gardens as one of the great landscaped gardens in the world (Prescott, 1974) and therefore a 'must' for tourists.

Fitzroy Gardens

Fitzroy Gardens is considered to be amongst one of Australia's most beautiful urban gardens. It was laid out by James Sinclair in the late 1850's as an elegant translation of English park landscape. Sinclair made use of great avenues of trees, lawns and garden areas which are neatly separated from curved walks by white iron railings to emphasise the natural landscape. (Tanner, 1976). The original gardens had a number of classical figures, but as a result of vandalism over the years, these have been removed. Visually, Fitzroy Gardens looks larger than its 25 hectares of public land because it merges particularly well with the Treasury Gardens on the far side of Lansdowne St. Included into the Gardens is a model Tudor Village, a Conservatory, Captain Cook's Cottage which has been relocated from England, a 'Faerie' Tree and playgrounds. The popularity of this garden is attributed to the presence of Captain

Cook's Cottage and to its close proximity to major hotels such as the Hilton International.

Prominent Victorian tour operators such as AAT Kings, Pioneer Gray Line and Australian Pacific Tours feature Melbourne's parks and gardens in their day and half-day tour itineraries. As a result of this, The Royal Botanic Gardens and the Fitzroy Gardens are the best-known amongst tourists. Other significant historic gardens in the Melbourne region that are used by tour operators are, King's Domain, Carlton, Treasury and Flagstaff. Yarra Bend Park, as yet is not on the itinerary of tour operators. However, given the appropriate development of infrastructure, these operators have expressed interest.

5.3.2 Melbourne and Japanese tourism

The view that Melbourne may be an attractive destination for tourists from Japan is supported by the Australian Tourist Commission. In its market report on Japan, it states that it supports the development of Melbourne as Australia's major entry point. Although at the moment Sydney is the main entry point to Australia for the Japanese, Sydney has problems of overpricing and problems of the dual airport terminals as compared with Tullamarine (ATC, 1989b). Completion of the redevelopment of the international terminal should make Melbourne airport even more attractive.

Developers are also realising it is important to attract Japanese tourism. Plans made

in 1988 by Consulare for the development of Herring Island, an inner-city island on the Yarra River, four kilometres from the Central Business District of Melbourne, included 'a \$20 million tourist centre with a 750-seat reception centre, six exhibition halls and a 200-seat Japanese restaurant'. However, the Department of Conservation and Environment recognises the tourism potential of a bush park within close proximity to the city. It prevented the sale of Herring Island for development, in order that the island could be converted into an 'inner-city wilderness' (Deane, 1991).

In the Victorian Tourism Commission's Annual Report 1989/90, it is stated that 'Recent research confirms that visitors' image of country Victoria depends to a large extent on their image of Melbourne', and the image of Melbourne is often provided by the tour packages. Captain Cook's Cottage, one of the most visited Victorian attraction for Japanese tourists, is a prime example.

In considering the development of Yarra Bend Park as a tourist venue, it is noted that, the Park could build and advertise itself as Melbourne's 'other botanic gardens' specialising in the indigenous flora and fauna of the Yarra Valley and of Australia, while the Royal Botanic Gardens includes all species of flora. This could then serve as an introduction for international tourists to the beauty and interesting aspects of natural parks that are to be found throughout Victoria. It would give Melbourne yet another venue to support its name as 'The Garden City'.

Yarra Bend Park has the advantage of being only 4 km to the city as well as already being an 'inner-city wilderness' ready to be tapped. All it needs is accessibility,

saleability and appeal. It has the potential to become more popular than 'Captain Cook's Cottage' in Fitzroy Gardens, and provide the type of destination sought after by Japanese tourism.

In addition, should the plan for an International hotel by Jennings Industries eventuate at Willsmere, adjacent to the park, it could add significantly to its appeal.

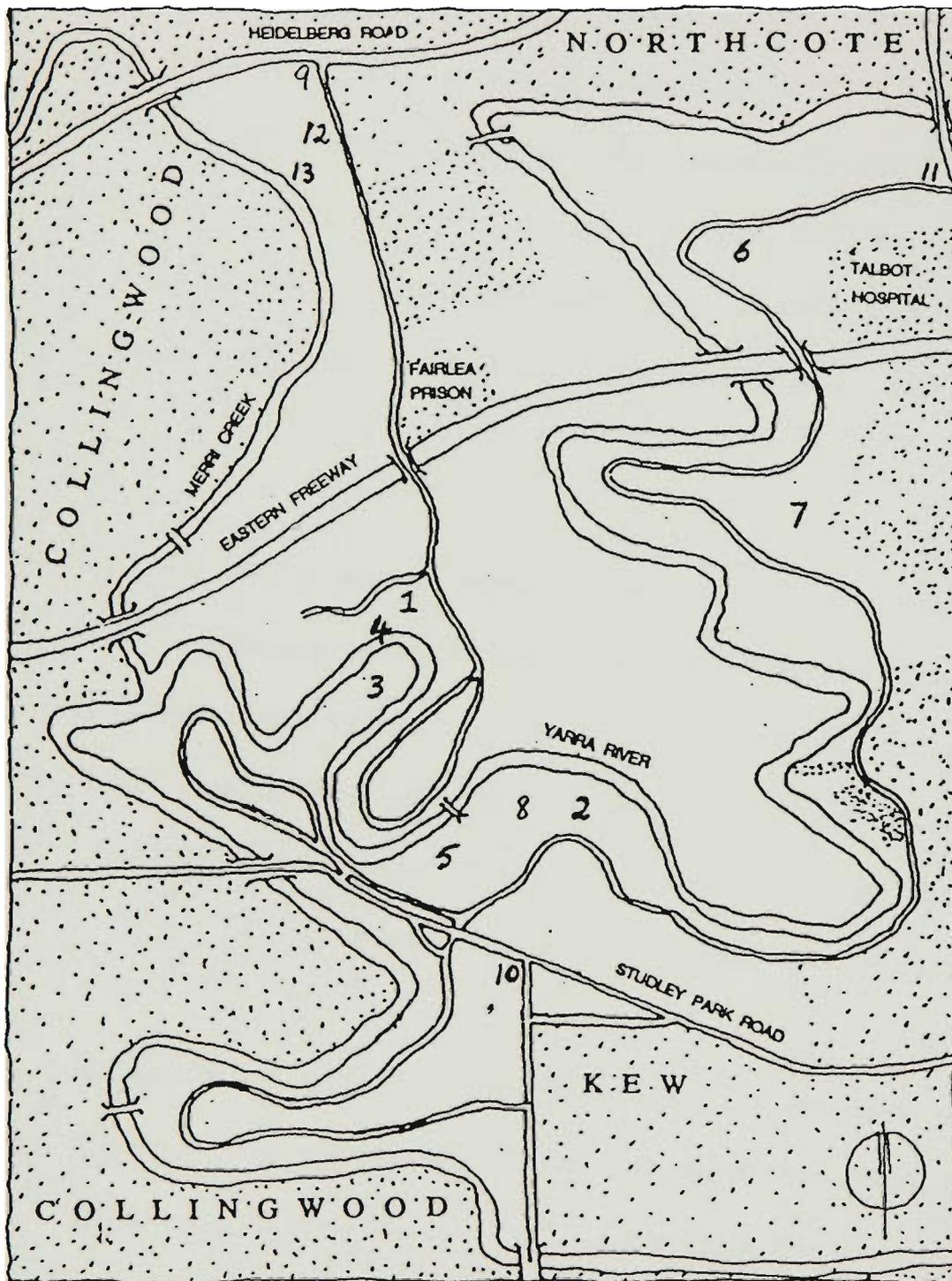
CHAPTER VI YARRA BEND PARK - TOURISM DEVELOPMENT

Developmental proposals for parks in the Metropolitan region of Melbourne have to satisfy conservation guidelines to preserve their natural environment. Within these guidelines, development of Yarra Bend Park under trust management provides flexibility and the potential to develop it into a park with unique characteristics that would meet the needs of its users and would be of an acceptable standard to attract international tourism.

Places that attract tourists usually have a special interest or focus, natural or man-made, which is offered at that location. Two such examples are the penguins at Philip Island and Puffing Billy at Belgrave. Tours to Penguin Parade are popular with the Japanese tourists because they offer a package which includes the highlights of Philip Island and a restaurant experience. Puffing Billy is also popular with the Japanese tourists and coach tours include a shortened ride in their itinerary.

Similarly, as an international tourist destination, Yarra Bend Park has the potential to offer a variety of experiences to Japanese and other international tourists. These proposed experiences could be enjoyed singly, or be combined together as a half day or full day package tour.

MAP 16: DEVELOPMENTAL PROPOSAL SITES



MAIN PROPOSALS

1. Flora Conservatory
2. Nocturnal koala enclosure
3. Avifauna and small terrestrial fauna
4. Light unstiffened suspension bridge
5. Restaurant and function centre
6. Rotating restaurant and tower

SUPPORT PROPOSALS

7. Kangaroo and Wallaby park
8. Kangaroo and Wombat enclosure
9. }
10. } Possible entrances
11. }
12. Parking and public amenities
13. Temporary visitors centre

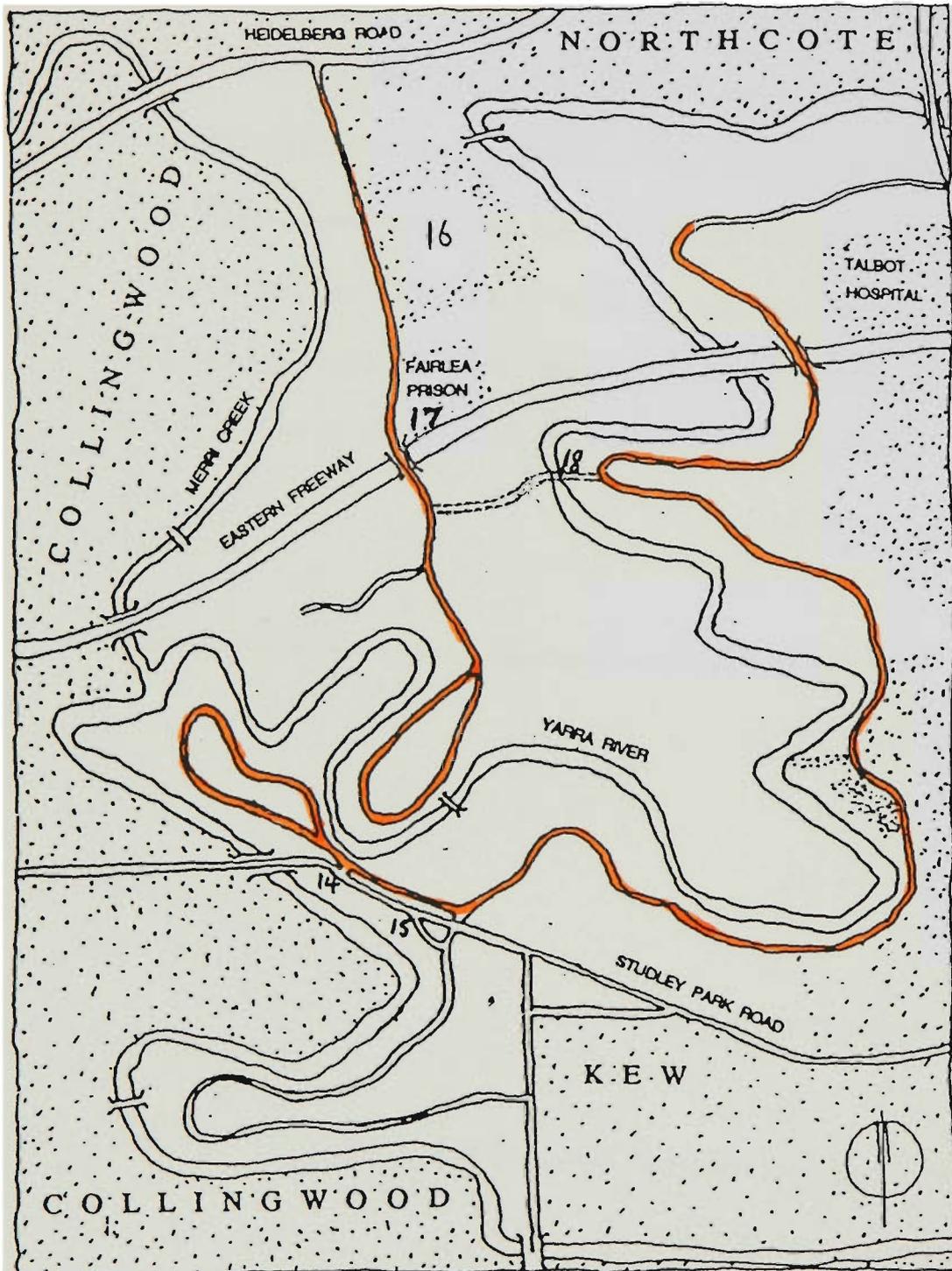
6.1 Developmental Proposals

The main developmental proposals involve those connected with flora, fauna and restaurants. Other proposals, associated with the mobility and structural enhancement of the park and with recreation within the park are recommended to support the main proposals. Finally, additional proposals are made of a future vision for the Park, wherein its value and unique heritage are recognised by government bodies and city planners and steps are taken to turn over facilities to the park and to insulate it from the 9 - 5 rush of commuter traffic.

The main proposals, (see Map 16), that have potential for immediate consideration, subject to funding, are identified as:

- . a flora conservatory (1),
- . a nocturnal koala enclosure (2),
- . a sanctuary for avifauna and small terrestrial fauna (3),
- . a light unstiffened suspension bridge to Galatea Point (4), and,
- . restaurants, both of historic character and modern architecture (5 & 6).

MAP 17: VISIONARY DEVELOPMENTAL SITES



- 14. Closure of road entry
- 15. Closure of road exit
- 16. Fairfield Hospital
- 17. Fairlea Prison
- 18. Transporter Bridge

~ Internal transportation route

Support proposals, (see Map 16), that serve to enhance the park and give it a greater marketing value are identified to include:

- . the promotion of leisure activities,
- . introduction of kangaroos, wallabies (7),
- . supplementary enclosure for kangaroos, wallabies and wombats (8),
- . prominent entrance(s) to the park (9, 10, 11),
- . development of parking facilities and public amenities (12), and,
- . a central visitors centre (13).

The vision for the future, (see map 17), includes:

- . the closure of the Park to commuter traffic and commercial traffic (14, 15),
- . the relocation of the functions of the Fairfield Hospital complex (16),
- . the removal of the Fairlea Prison (17), to a more appropriate site and the upgrading of the current Fairlea Prison site,

- . an internal transportation service, and,
- . the construction of a bridge (18), to allow tour buses access to both the northern and southern sections.

Cost estimates for some of these proposed developments were sought from professional bodies such as the building and transport industry, Vic Roads, and the Melbourne Zoo, and include individual advice from Mr. P. Alsop, Mr. G. Bishop and Emeritus Professor F.B. Bull. Developmental costs for the proposed restaurants are not included in this thesis as it is anticipated that these would be open for tender.

6.2 Main proposals

6.2.1 Flora Conservatory

Professor Snow Barlow in '*Can Australian Horticulture Afford to be Unique?*' (1991 RAIPR Conference) believes that,

'Our unique flora is an essential feature of the Australian landscape that the tourism industry markets.'

Yarra Bend Park, in particular the Studley Park area, has retained much of its original flora. Ongoing weed clearing and revegetation programs currently being carried out at the Park, particularly around the Boulevard and Galatea Point and its surroundings,

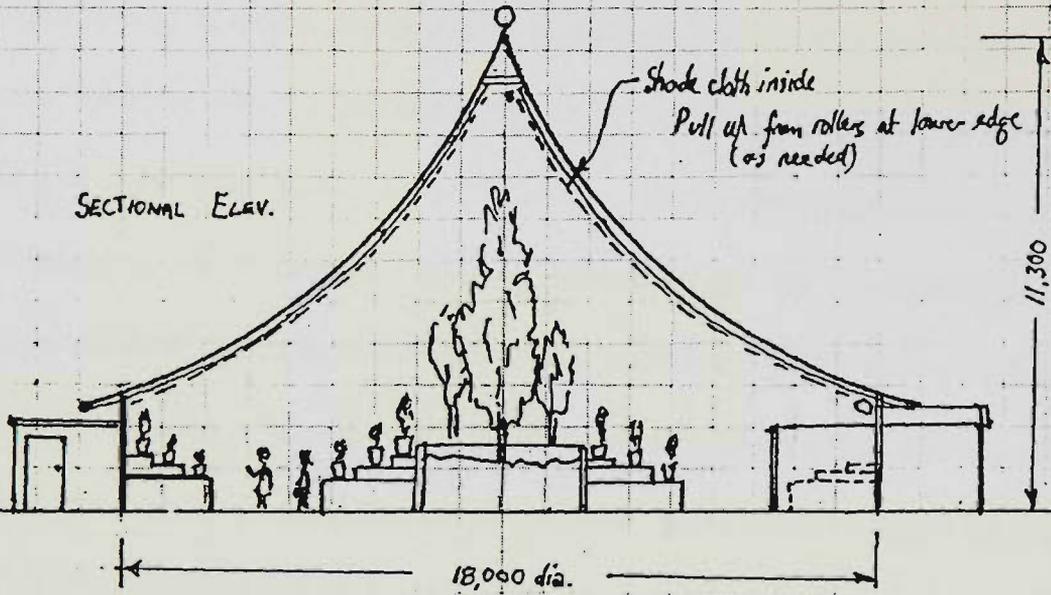
are ensuring that the Park is returned to its original form.

However, to increase its tourism potential, the Management of Yarra Bend Park should look at ways to display its flora (and that of Australia) when they are at their peak. One way to achieve this is to explore the development of a flora conservatory. The advantages in having a conservatory as a supplement to the open areas are that it would focus attention on the plants, would provide a sheltered environment for longer peak display and would have the immediate benefit of aiding in beautifying the Park thus making it more attractive as a tourist venue for interstate and international tourism. It would satisfy conservation guidelines governing native plants within the Park, and create the opportunity for establishing a centre for native plants, not necessarily restricted to those at Yarra Bend Park. The resulting herbarium would complement that of non-native plants at the Fitzroy Gardens.

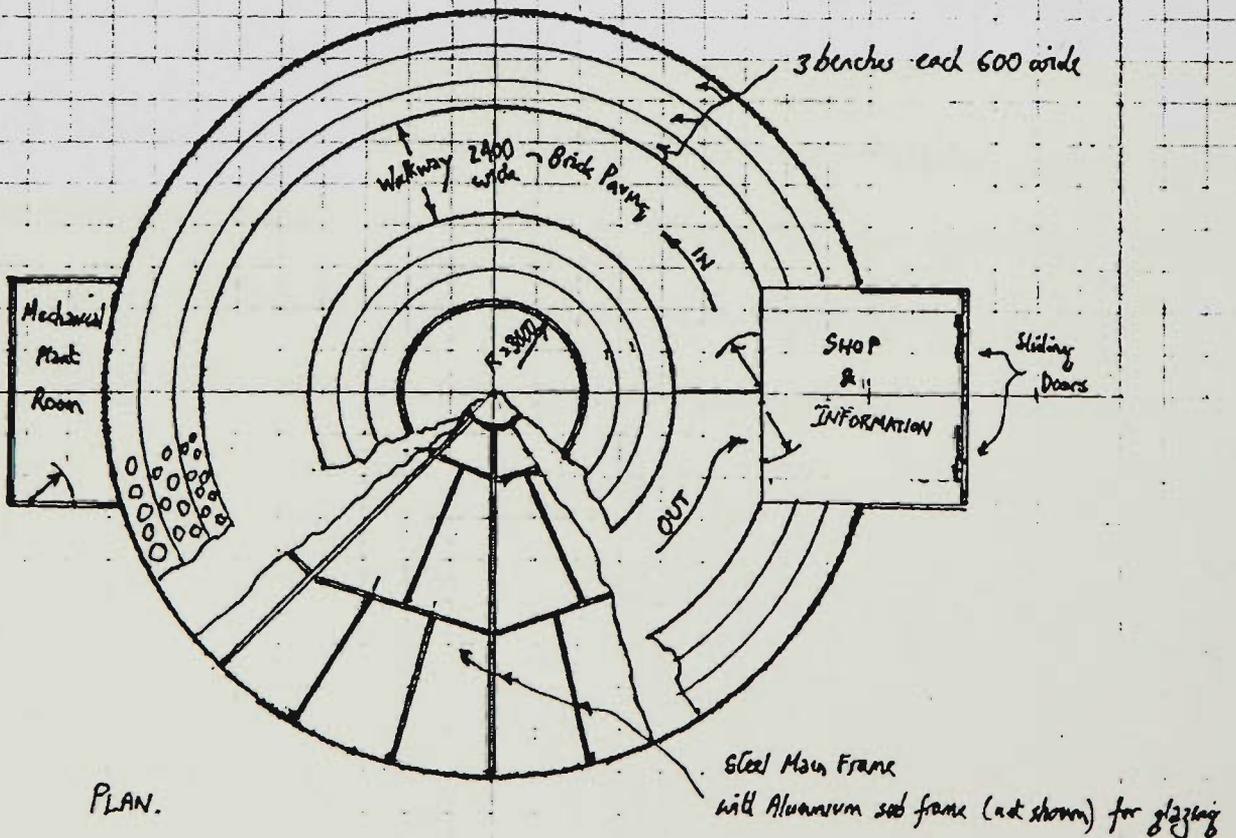
Using Fitzroy Gardens' conservatory and other floral conservatories as models, a 'glass house' conservatory with a terrace or step structure along its circumference and a central island is proposed to allow plants to be placed for best display. The conservatory would have to be aesthetically pleasing, and large enough to cater to the comfort of tourists.

FIGURE A: FLORA CONSERVATORY

SECTIONAL ELEV.



Rough Estimate of cost = \$120,000 - excluding cost of mechanical plant (site unseen)



PROPOSAL FOR HOUSE FOR DISPLAY OF POT PLANTS

Figure A outlines a circular structure made from glass and aluminium rods and topped with a pagoda or dome roof. The idea was to reflect the architecture of the nearby arts centre, thus creating a harmony of culture, whilst retaining an individual unique focal point for the Park and presenting the opportunity to advertise internationally the two structures as a symbol of Melbourne. Inside, the circular path is flanked on both sides by three levels of displays. Plants are grown at a nursery not necessarily adjacent to the conservatory, and transferred to it when they are at their peak. The displays could be changed three to four times in the year. A shop and information bay cater to the needs of the tourists.

The rough estimated cost for the conservatory is \$120,000. This excludes the installation of a climate or temperature control systems, which could be required if plants indigenous to other areas of Australia were to be displayed, depending upon the type of native plants used and their place of origin. Such controls might add a further \$ 30,000 in capital cost and add significantly to the running cost, but are not regarded as a necessary component of the proposal.

6.2.2 Nocturnal Koala Enclosure

Yarra Bend Park also has the potential to be developed into a fauna reserve specialising in fauna that were part of the Melbourne area before urbanisation. This development would be consistent with the Yarra Bend Management philosophy to return substantial parts of the Park to their original form, and consistent with research

findings on tourism in Australia. A sixth of all Japanese visitors surveyed by the Bureau of Tourism Research in 1989 listed wildlife as the most enjoyable aspect of their trip. More recent data supports this finding (BTR, 1991a). The tourism experience could be enhanced if tourists were given the opportunity to learn more about Australian fauna, be able to handle or feel them and to have their photographs taken with them.

The koala is one of Australia's greatest tourist attractions, especially to the Japanese tourists. Because the koala is nocturnal, it is often seen during the day as a sleepy, docile animal, hanging on to the trunk of the Eucalyptus tree.

In order to catch a glimpse of an active koala, tourists will have to visit the Park in the evening or under night conditions. This might be compared to the popular penguin parade, available only at night time. However, as most tourism activities are carried out during the day, the Park could erect a nocturnal enclosure with artificial habitat for the koalas.

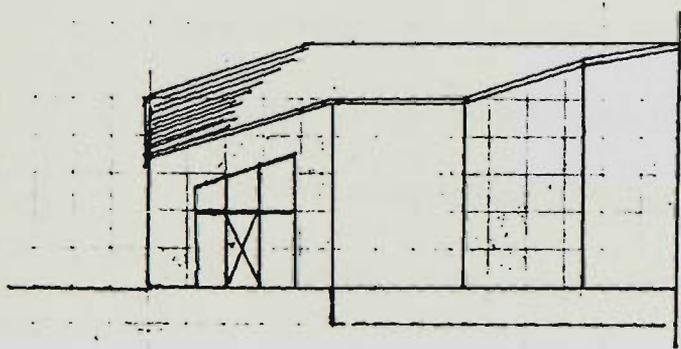
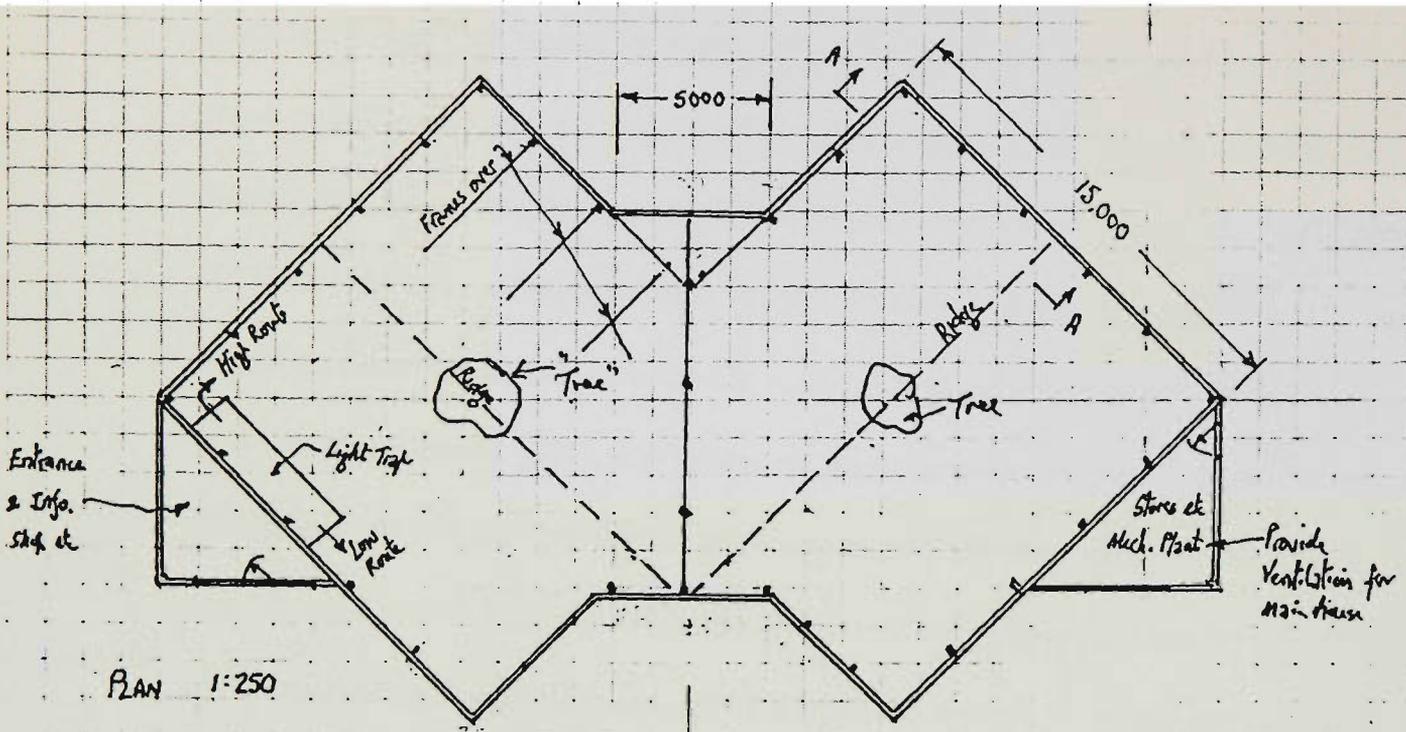
'*Nocturnal*' enclosures are ones with special lighting that will reverse day into night and night into day and have been used to advantage in zoological gardens around the world. Nocturnal enclosures ensure that both the needs of the animals and that of tourism are well looked after.

This proposal recommends the construction of a nocturnal 'house' at Yarra Bend Park, much like that for koalas found at the Los Angeles Zoo in California. Other small nocturnal fauna such as the already mentioned echidna, the brushtail and ringtail possum, eastern quolls and skinks could also be included as an added attraction. Tourists could then enjoy watching the activities of the koala and other small nocturnal fauna during normal daylight hours in an environment when they are most active. Due to the lack of sunlight, the enclosure would not support trees. Tree stumps would be 'planted' in the house and eucalyptus branches brought in and tied to the stumps. The koala feeds on the leaves of swamp eucalyptus such as the Manna, Candlebark or the Messmate. Branches of these leaves would need to be moved in and out of the enclosure to ensure that the koalas have a fresh supply of food.² A platform or ramp constructed around the perimeter of the 'house' will allow tourists to view the koala at ground level or tree top level. To ensure minimal disturbance and interaction of tourists with the koalas, a net could be used to separate the two from each other. This would allow tourists to get close to the koalas without frightening them.

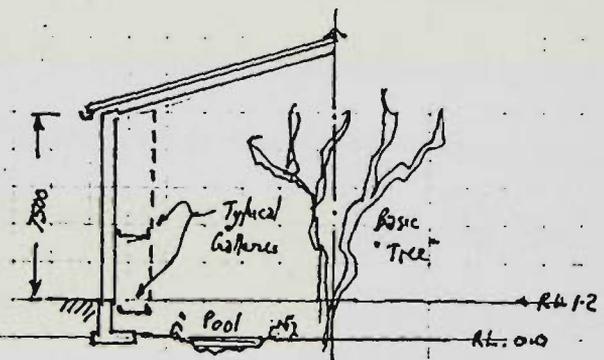
Tourists walking in from daylight to a darkened area will need special subdued lighting on the ramp so that they could see where they are going, and also see the koalas in

² The Melbourne Zoological Gardens has seven koalas in an open enclosure. These seven koalas require twelve big branches and around 170 small branches of swamp eucalyptus per week for food. Food for them is collected once a week from a farm. The branches of eucalyptus are placed in buckets of water within the enclosure to keep them fresh. The bigger branches are replaced once a week and the smaller ones, daily. Surplus branches are kept in a refrigerator until required.

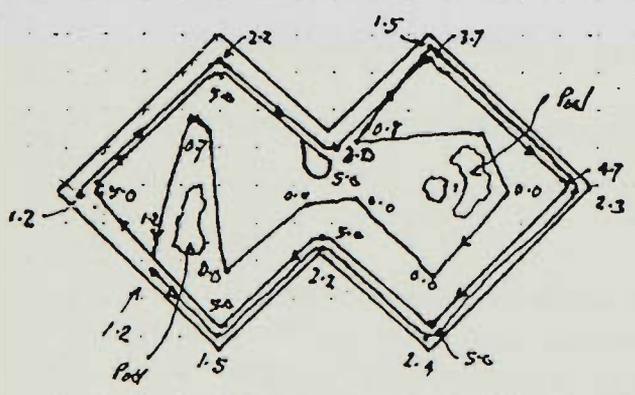
FIGURE B: NOCTURNAL KOALA HOUSE



HALF FRONT ELEV



SECTION A-A



SMALL ANIMAL HOUSE
(KOALAS ETC.)

Very approx cost, site unseen, \$220,000

Elevated Routes
 — High Route } Ramp (No. steps)
 — Low Route } max grade 1:12

Levels given:
 When possible paths stack one above the other
 Paths 1200 wide - enclosed in mesh to prevent falls

the enclosure. At night, spot lights could be used to simulate day, and a watering system to simulate rainfall could be timed to switch on periodically.

It is proposed that the enclosure be large enough to house 10 to 20 koalas comfortably. Free supply of koalas might be obtained from reserves such as French Island which have a surplus. Manna eucalyptus is already found at Yarra Bend Park but these might not be in sufficient quantities to sustain the proposed colony of koalas. Food can be obtained from farms similar to those the Melbourne Zoo use to get its supply and the Park might look at a program that will eventually generate its own supply of swamp eucalyptus.

Figure B utilises two square blocks in an imaginative way to produce an interesting structure as the koala 'house'. Excavation of the site would create the required height for the 'trees' while avoiding the impression of having a tall building on site. The sketch provides for an entrance incorporating an information bay, sale of tourism products and photographic session with a koala. A light trap allows tourists to adjust to the changes in light conditions of the two environments. Two separate ramps take tourists either to tree top level or to the ground level of the house where two shallow pools of water provide added interest to the whole set-up. This arrangement would be more intimate than that at Healesville Sanctuary or the Melbourne Zoo, and the construction is costed out at a rough approximation of \$ 220,000.

Because of the popularity of the koala as a tourist attraction and because Australia does not have a nocturnal house for the Koala, this attraction could become the major

highlight for international tourism for Yarra Bend Park.

Alternate proposal for koalas

A cheaper alternative proposal would have been to colonise the existing Manna trees with koalas, relying on a more standard enclosure established with netting and ramps situated on the natural embankments of the landscape. In this way a larger area might be established capable of sustaining a colony of koalas. Establishment and running costs would be reduced to a minimum. Evening tours with a 'torchlight' night walk at the Park with a ranger might enable tourists to capture Koala movements. Lighted walkways and ramps could be introduced to allow tourists the opportunity to wander by themselves. However, this alternative would not make Yarra Bend Park unique, and, apart from the night walk, would emulate the set up at the Healesville Sanctuary.

6.2.3 Sanctuary for Avifauna and Small Terrestrial Fauna

Native flora is vital to the survival of native fauna for the food and shelter it provides. In the past, as now, Yarra Bend Park has been a place of refuge for native birds and animals. Suburban sprawl with its introduction of exotic plants and weeds has destroyed much of the original flora. This, in turn, affected animal life dependent on that flora. Over the years, this cycle of neglect has progressed to the extent that a number of native animals have totally disappeared from the Park.

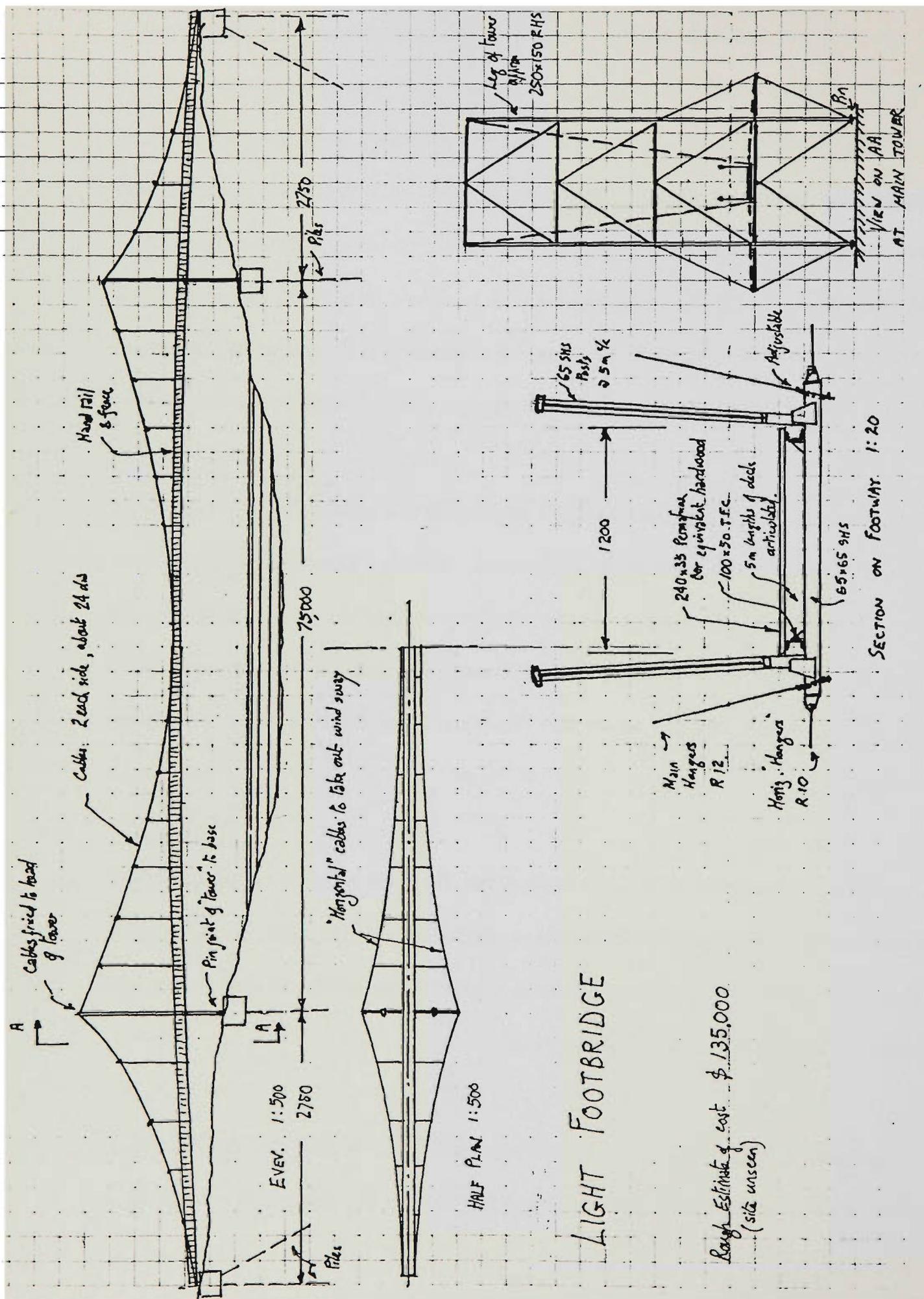
A current project of the Park is the revegetation of Galatea Point, an abutment of land off the road between Studley Point and the boathouse. Galatea Point is separated from most of the Park by the Yarra River and by steep escarpments on two of its sides. This geographical isolation provides a natural haven for avifauna and could be developed for small native fauna such as rock wallabies, possums and echidnas. Galatea Point has attracted a rich variety of birds since the start of this program. Surveys conducted by members of a local bird club, (Bird Observers Club of Australia), indicate that there has been an increase in both species and numbers over recent years. Sulphur Crested White Cockatoos are becoming a common feature.

This thesis proposes that Galatea Point be developed as a special tourist area, a place where more birds could be encouraged to come. Planned tourism to Galatea Point could be organised to vantage points, carefully designed to allow tourists the opportunity to get near to feed the birds and the animals and to have their photographs taken. Tourists could also 'bush walk' amongst the birds and native animals.

The reintroduction of native animals back to the Park will enhance its marketability. The program would be aimed to complement rather than detract from similar displays at the zoological gardens, and the expertise of the Zoological Board could be sought in establishing and developing the program.

The introduced fauna constitutes a secondary attraction which will require special fencing to keep out predatory cats and dogs. Warrawong Sanctuary in South Australia

FIGURE C: LIGHT UNSTIFFENED SUSPENSION BRIDGE



has successfully fenced its 1,130 hectares using a combination of taut wires and slack netting. A similar fencing structure could be adopted here.

Fencing also serves other purposes. It keeps the animals from wandering onto neighbouring suburban roads. Fencing, in general, also allows the control of visitors within the Park and enables the park to have the option of charging an entry fee to these special areas. Gates allowing visitors into these areas can act as minor information points where tourists could pick up fact sheets about the enclosure.

A rough estimate of the cost of fencing is from \$ 3,860 to \$ 4,300 (see Appendix IV, part A).

6.2.4 Light unstiffened suspension footbridge

Most of the proposed major tourism activities and the golf course are within easy reach from Yarra Bend Road. Galatea Point is separated from these by the Yarra River. The proposal for a light unstiffened suspension footbridge (see Figure C), across the Yarra River would provide the vital link to Galatea Point. Alternatively, from Yarra Bend Road, tourists will still need to cross the river and also negotiate a steep climb to the fenced entrance.

The proposal for an unstiffened bridge has merit over a conventional one. It will possibly be unique in Victoria; its vertical swing, when walked upon, will give added

thrill to the tourist; and, very importantly, the contours of the proposed site would allow for such a construction.

Rough estimation of cost for this light footbridge is \$ 135,000.

6.2.5 Restaurants

Central to any enjoyable tourism experience is that associated with food and drink. The Park offers numerous barbecue facilities for picnickers and has two commercial outlets, one at the boathouse and the other at the Studley Park Reception Centre. Currently, both these outlets offer lunches, morning and afternoon teas and various snacks. In addition, dinner functions are catered for at the Reception Centre.

Studley Park boathouse

The Studley Park boathouse is currently facing strong competition from its neighbour, the Fairfield boathouse. Unfortunately the latter is seen to be a more popular venue for dining and for family barbecues by tourists and locals alike. It is speculated that this popularity may be due to the recent restoration of Fairfield boathouse to its former, late Victorian - early Edwardian charm and character, which, in comparison, has left the Studley Park boathouse looking drab and run-down. It may also be due to the barbecue facilities which are free and cleaner looking at Fairfield Park compared to the coin operated ones at Studley Park, and to the presence of a nearby

children's playground.

However, developmental proposals for the Studley Park boathouse are underway. These proposals are to restore and extend it in keeping with its former Edwardian character, yet with modern and up-market facilities that could cope with an influx of international tourists.

The Yarra Bend Park Trust have recently tendered for development of this area. These tenders are under consideration. The selected developer will be responsible for all developmental costs and in return be granted a lease to operate the premises for a set period of time. Yarra Bend Park benefits from such an arrangement because it does not have to find the funds to finance such a capital project, and the lease will provide a regular source of future funds.

Melbourne is currently marketed through its Art Centre tower. It is envisaged that these two historic boathouses, in close proximity to each other, could become an alternate symbol for the marketing of the Park and Melbourne, for international tourism.

Restaurant at Trig Point

Another potential development is that of a modern and exclusive 'rotating' restaurant at Trig Point. Trig Point, is an ideal site as it is readily accessible, located along a ridge, and is the highest point of the Park. As mentioned earlier, it provides

outstanding 360 degree views and overlooks the Melbourne Metropolitan region, the city, as well as two major areas of the Park - Wurundjeri Spur and the grassy woodland area. The natural location will offer visitors the panoramic views in a park setting now only available at the Dandenongs. It is envisaged that a tower type structure will capitalise on the views and leave sufficient ground space for car parking. The development is aimed at the 'big spenders' which include both locals and the Japanese market. During the day, tourists will be able to ascend this lookout tower.

Whilst recognising that such a development might not 'blend' with the natural landscape, the location is on the edge of the Park and in close proximity to other large structures such as the Willsmere Hospital complex and the Royal Talbot Rehabilitation Hospital and Royal.

It is proposed that development for this area should also be tendered to private industry. As with the case of the Studley Park Boathouse development, the Yarra Bend Park Trust could oversee the plans to ensure that the Park's values are maintained.

6.3 Other developmental proposals

6.3.1 Leisure activities

The demand for leisure activities result from the current increase in participation in activities such as jogging, fun runs and orienteering programmes. It is acknowledged that more tourists are pursuing their physical health needs as an extension of their recreational needs whilst they are on holiday. Natural parks satisfy both tourism and health needs of the tourist. The profile of the largest (and youngest) group of Japanese tourists records that leisure oriented activity is part of their preferred holiday experience. Many other international tourists would presumably have the same objectives.

Leisure activities that can be offered at Yarra Bend Park include golf at its courses, sport activities at its ovals, activities on the river, and walking and cycling along its many picturesque and interesting trails.

Cultural activities can also be developed and advertised.

Golf

Golf is a leisure activity that has become increasingly more popular since television promotion of the Masters and other International Series. It is seen as a relatively inexpensive sport in Australia compared to golf in South East Asian countries such as

Singapore and Japan and as a leisure sport is an attraction for many international tourists.

A survey conducted in 1990 on pre-trip activities revealed that golf, in particular, was one of the preferred activities much sought after by the Japanese (Langowoj, 1990) where lack of space in their own country precludes development of many golf courses and the cost of participating in the sport is very expensive.

The Yarra Bend Park Trust introduced two nine-hole golf courses, one in the 1930's and the other in the 1960's. These proved popular and generated an income for the park. One of these courses, the Yarra Bend National Park Golf Course, has since been upgraded to an 18 hole golf course. It is already a popular venue for both locals and tourists. The company, Koala Golf, which markets golf at an International level uses this golf course as one of its venues. The Yarra Bend Park Trust, realising the marketability of this commodity for international tourism, in late 1991 produced brochures preparatory to the introduction of a 'golf and lunch' package aimed at international tourists in the form of a morning's golf with provision of clubs and balls, lunch at Fairfield Park Boathouse (until such time as the Studley Park boathouse is brought up to standard), and transfers to hotels. At the time of writing , the programme had not been effected.

Yarra Bend Park's second golf course, the Studley Park Par-3 course, is sited at Lower Yarra. For tourism, this area could be promoted as a beginner's course and packaged with introductory golf lessons.

Group Sport activities

Yarra Bend Park supports a number of ovals which are used by local clubs for sport activities such as football. The Park has the potential to arrange and organise specialised 'Aussie Rules' tours. The tour would have as its highlight a friendly game of 'Aussie Rules' football between the tourists and members of a local club providing fund raising for the Park and the local club, and organised on a rotational basis between interested clubs in the region. This unique experience for the tourist could be the starting point of a friendship between individuals from different cultures.

River Recreation

Apart from barbecue and picnic facilities along its banks, the river setting at the Park provides opportunities for a range of leisure activities such as a conducted boat ride up the river for its scenic view and for the identification of river flora and fauna, purely for enjoyment, or as an educational tour; fishing at a number of picnic areas along the river, such as at Dight's Falls and at River Bend; or boating and canoeing, with boat hire facilities available at its boathouse. Other potential activities for locals and tourists alike include the introduction of small craft such as paddle boats and the small hydrofoils.

Current aquatic fauna is limited to some fish, water rats and a variety of frog species. There have been only occasional sightings of the platypus, one of Australia's rare monotremes, along this stretch of waters. The wildlife corridor along the river may be

the link for the return of the platypus to Yarra Bend Park.

River development to encourage aquatic fauna include:

- . cleaning and clearing the Yarra of rubbish and weeds,
- . testing and monitoring the waters for industrial waste discharges,
- . restocking the river with fish,
- . construction of fish habitat and fish ladders to encourage breeding.

River development improves the overall quality of the Park and aids in attracting Japanese tourists who are particularly sensitive to their environment.

Cycling

As a result of Open Space 2000, the Park has an extensive cycle path. This creates the opportunity for the Park to rent out bikes to tourists seeking leisure activities in the open. A refundable deposit should ensure that bikes are returned.

Cultural activities

Yarra Bend Park is socially and culturally relevant to the City of Melbourne. Its surrounding suburbs house a high proportion of non-English speaking residents and the Park is used by the different ethnic groups. The Park has a close relationship with these diverse ethnic groups. This relationship could result in the Park becoming the venue for the promotion of cultural activities. These activities can range from displays such as Aboriginal or ethnic Art and Craft, to special events such as a corroboree, boomerang throwing, kite flying, music and dance or the celebration of festivities of the different nationalities.

The Park could promote a 'Boomerang Festivity' with boomerang throwing lessons conducted by Kooris and individuals versed in the art followed by a competition and demonstration of techniques. Supportive extras for the festivity could include various aspects of Aboriginal culture, music, dreamtime stories, food and lifestyle.

Similarly, kite flying can be promoted as another cultural activity, this time involving an ethnic community, (such as the Cambodians), that uses the park. A kite flying day could include demonstrations of the art of kite making and competitive 'kite fighting'. Such activities would add to the overall enjoyment of park users and could be promoted as annual 'one day' events to attract international tourism.

6.3.2 Introduction of Kangaroos, Wallabies and Wombats

Kangaroos and Wallabies

The kangaroo and the wallaby are two other popular tourist attractions for international tourism. Kangaroos come in different sizes and the smaller species native to the area, would be better suited for Yarra Bend Park. Because the park is used as a picnic ground, as a highway, and also as a place for exercising family dogs, a practical approach is to consider an enclosure for kangaroos and wallabies. There are many areas within the Park suitable for this purpose. Such areas include the grassed and woodland areas of Willsmere, at Wurundjeri Spur and along the river escarpments.

Supplementing a larger area, a well grassed enclosure of approximately 1500 square metres would be sufficient to house five to six kangaroos and wallabies for the purpose of close contact with tourists. This would create the opportunity for tourists to get near them without fear of harm to themselves.

Different species may be housed together, but care will be needed to select those that will live harmoniously with each other. The enclosure will require a shelter to provide areas for sleeping and protection from rain and may be stocked from discarded pet kangaroos.

The cost of materials and construction for this enclosure is estimated at between \$ 2,350 and \$ 3,300 (see Appendix IV, part B).

To avoid indiscriminate feeding of the wrong type of food to the kangaroos and wallabies, the Park could make available, for sale, supplementary foods such as apples, carrots and green lucerne. This will allow the tourists the opportunity to entice the animals near to them with the food.

Wombats

Wombats are a nocturnal animal and are generally considered to be quite destructive because of their burrowing habits. Because of this and because of their size, they have not been included into the nocturnal house. However they could be enclosed within an area similar to that for the kangaroo and wallaby. Fencing material will need to extend below ground level and the enclosure filled with a good mound of dirt provided for the wombat to dig into. Hollow tree trunks provide sleeping quarters.

It is proposed that the wombat enclosure of approximately eight meters square be constructed adjacent to the kangaroo and wallaby enclosure to house 2 to 3 wombats. For their own safety, tourists are not encouraged into this enclosure, but a baby wombat could roam the kangaroo enclosure and be introduced to tourists.

Material and construction cost for the wombat enclosure is estimated at between \$730 and \$ 850 (see Appendix IV, part C).

These developments could be handled in co-operation with the Zoological Board and the Department of Conservation and Environment.

6.3.3 Park Identity

Entrance

The Park has visibility problems. At Yarra Bend Road, there is a wooden notice at the corner of the Park. The notice is hard to see, and, surprisingly, does not mention Yarra Bend Park, but instead advertises the golf course and the park's hospitality facilities. Hence, tourists are not given a 'sense of entry' when they arrive at the Park. Indeed, most local residents were unaware of the extent of the park.

This lack of visibility and 'sense of entry' could be solved with the construction of a gateway such as the memorial arch, (see Figure D), located over the Great Ocean Road, Victoria, at its entrance. This gateway is constructed from two types of timber, Grey Ironbark and Blackbutt. The Ironbark piles are set in concrete below ground and faced with a sandstone box to a height of 1.5 metre. It is estimated that such a construction could cost in excess of \$ 50,000.

A far cheaper, but less natural gateway could be erected using a 'hot dip galvanised' steel framework for the whole structure. The name, '**YARRA BEND PARK**' could be painted on a plate placed across the arch. The estimated cost for this arrangement is \$ 5,500 (see Appendix V).

It is proposed that the one vehicle entry point at Yarra Bend Road be developed as the main entrance to the Park and the entry point for the northern section. For the

southern section, a decision has to be made to establish one or at most two of its entry roads as significant entrances. The Chandler Highway and the Walmer Road entrances are selected; the former because of the proposed restaurant development at Trig Point and the commencement of a scenic drive along the Yarra Boulevard; and the latter because it will help promote the Studley Park Reception Centre and the adjacent golf course.

Access

The flow and movement of visitors to and through the Park is an important consideration.

Public transport to the park is restricted to buses which operate along Heidelberg Road and Studley Park Road. The park has a number of footbridges which allow for pedestrian access to both the northern and southern perimeters from suburbs. However it is highly unlikely that tourists will be using public transport or these footbridges. Most will be using either tour buses or taxis to get to the park.

At the Chandler Highway entrance, the lack of traffic lights is a major cause for concern. During peak hour traffic, it is very difficult to make right hand turns either into or out of the Park.

At Studley Park Road, the Johnson Street entrance only allows entry of traffic travelling away from the city.

The lack of access and prominence of signs at its several entrances poses problems. These could affect tour bus drivers, taxi drivers or international tourists sightseeing Melbourne on their own. The signs to Yarra Bend Park at Heidelberg Road give greater prominence to the hospital and to the prison. Signs to the park at other entrances are non-existent. This problem can be rectified by the use of large and prominent signs along the roads leading to and at the entrances of the Park . Cost of putting up such signs is minimal and the Park should propose the funding of these to its adjoining City Councils. The placement of traffic lights at the Chandler Highway entrance could be investigated.

6.3.4 Parking Facilities and Public Amenities

Parking

The Park has a number of formal car parking areas, in particular, the parking area adjacent to the boathouse, and that around the Loop Road, with connecting access via the historic Kane's Bridge. It was observed that these areas were not large enough to cater for visitors at week-ends and on public holidays such as Melbourne Cup day. Insufficient parking space forced Park patrons to park on lawned areas and on the already degraded nearby bushland. It was also observed that although there is traffic congestion and parking problems, the Park has periods of time with very few visitors.

There are limited parking facilities at the nearby Yarra Bend National Golf Course

club house, but this facility is largely directed to club patrons and should not be considered as alternate parking for other venues within Yarra Bend Park.

It is proposed that the existing car parking facilities at Westfield be enlarged and upgraded, and that, in general, work be undertaken to upgrade and enlarge other current parking areas within the Park to meet the demands of the existing clientele and accommodate tourist coaches. The upgrading and enlarging of current parking areas to meet existing and future demand can be complemented by a number of smaller areas strategically placed to promote other areas of the Park. Allotted parking bays for tour buses would incur minimal cost such as the erection and the painting of signs.

Public Amenities

In general, to promote international tourism to the Park, facilities such as toilets and barbecues will need to be upgraded to international standards. Such facilities could, in part, be incorporated into the restaurant development and car parking program. No attempt is made to provide an estimated cost.

6.3.5 Central Visitor Centre

Once tourists are attracted to the Park, they will need to be informed of the available attractions of flora, fauna, geological features and historical interests spread over a

wide area, and often not immediately obvious to the casual visitor. The Park needs to establish a visitor centre near the main northern entrance at Westfield. This centre could function for the purposes of supplying information about the Park, for the sale of tickets to its 'user pay' attractions and the sale of tourism souvenirs. It is proposed that the information supplied should be multilingual and that in addition to literature, the centre should also have on display a topological model of the Park.

It is proposed that a demountable visitor centre, size 6 metre by 3 metre be established adjacent to the redeveloped park entrance and car park at Westfield.

Capital cost involved is estimated in the region of \$ 6,000 (excluding delivery and site cost).

A part of the existing Studley Park Reception Centre or the boathouse could be used to cater for tourist information for its southern entrances. Based on the experience of the other tourist venues in Victoria, it would be proposed that the information centres could be manned predominantly by 'Friends of the Park', on a scheme similar to that used by 'Puffing Billy' or 'Sovereign Hill', during the peak summer months, and, then, extended upon demand.

6.4 A Vision for the Future

6.4.1 Closure of the Park to commuter traffic

Ideally and in the long term, all areas of the Park except the golf courses and some picnic areas should be made free for kangaroos and wallabies to roam. The Park could then become a park where visitors are greeted by the sight of kangaroos and wallabies upon their arrival. This means that, for the safety of the animals and for other reasons, Yarra Bend Road and the Yarra Boulevard should be turned into 'Park usage only' roads instead of providing the commuter access they do today.

That is, on a long term basis the roads within the park should be closed to private cars and commercial traffic, with the exception of tour buses and vehicular traffic to the restaurants.

Analysis of Current Traffic

The two vehicular routes within the park are Yarra Bend Road and The Boulevard.

A high volume of traffic on Yarra Bend Road is attributed to commuters to and from the hospital and prison. Northcote City Council traffic surveys conducted in April 1991 and November 1991, and casual observation of usage of the Fairfield Hospital car park support this observation.

A higher volume of traffic on the Boulevard derives from the Boulevard acting as a thoroughfare for city bound traffic in the morning, and return traffic in the evening.

Closure of the Johnson Street access roads would limit this '9 to 5' traffic without in any way hampering the genuine visitor to the park. It would ease current traffic congestion and make it safer and more pleasant for visitors.

6.4.2 Relocation of Fairfield Hospital

A long term vision for the Park proposes that the Government considers the relocation of both the Hospital and the Prison to other venues. Indeed past Governments have already dismantled the original asylum for the insane and turned the land over for park use; and the current Government was investigating a proposal in 1990 to change the focus of the Fairfield Hospital as an economic measure. Most of the patients at the Hospital would have been relocated to other sites such as the Austin Hospital. A more recent response to public pressure, (The Age, 1992), leaves the functions of the Fairfield Hospital basically intact. The future of the Hospital remains an open question for both Government and Opposition.

A new role for Fairfield Hospital in 1991, was the implementation of a National Centre for health program evaluation and could well pave the way for a new image for Yarra Bend Park, that of a promoter of community and recreational health. This thesis perceives the vision of the total relocation of all patients, pending the establishment of technology and facilities at another hospital to handle their condition. The relocation of the Fairfield Hospital would immediately relieve traffic congestion on Yarra Bend Road. In addition buildings and grounds could be redirected for community health programs and park usage. The newly created health programs of the Fairfield Hospital could then complement the recreational programs of Yarra Bend Park serving to contribute towards a better quality of life.

6.4.3 Upgrading of the Fairlea Prison site

On similar lines, the location of Fairlea Prison within the Park detracts from the scenic values of the Park and limit access to the grounds beyond it. The prison sits on a basalt outcrop and is an eyesore to motorists driving along the freeway. This thesis recommends Government bodies consider the transfer of inmates of the Fairlea prison to another location or their absorption into other remand centres. The current prison buildings could then be demolished as they hold no historic or aesthetic value. The important adjacent area would be opened up for recreation, and allow for easier access to the fly casting pool and adjoining river bushland.

Revegetation of this area with flowering native plants would enhance the high landscape values of the area and attract tourism.

It is to be emphasised that the developmental proposals for tourism at Yarra Bend Park which have already been introduced are not dependent upon Government's policies in regard to the hospital and the prison. However, given that the Park has free use of these premises, the long term plans can give reconsideration to the main entrance facilities, parking and visitor centre.

Entrance and Parking

Development of the main entrance at Yarra Bend Road placed focus upon the need for a major parking area adjacent to the entrance. The relocation of the functions of Fairfield Hospital and its merger with Yarra Bend Park would serve to release much needed grounds for such a car park.

Visitor Centre

The largely vacated premises of Fairfield Hospital could be established as a visitor centre rather than the demountable previously proposed. At a later date, an auditorium could feature a continuous video display of the assets and activities of the Park and the health centre to mutual benefit. The centre could also be used as a venue for cultural functions and activities; a display centre for local art and craft; and as a museum of natural history, incorporating flora, fauna, geology and history.

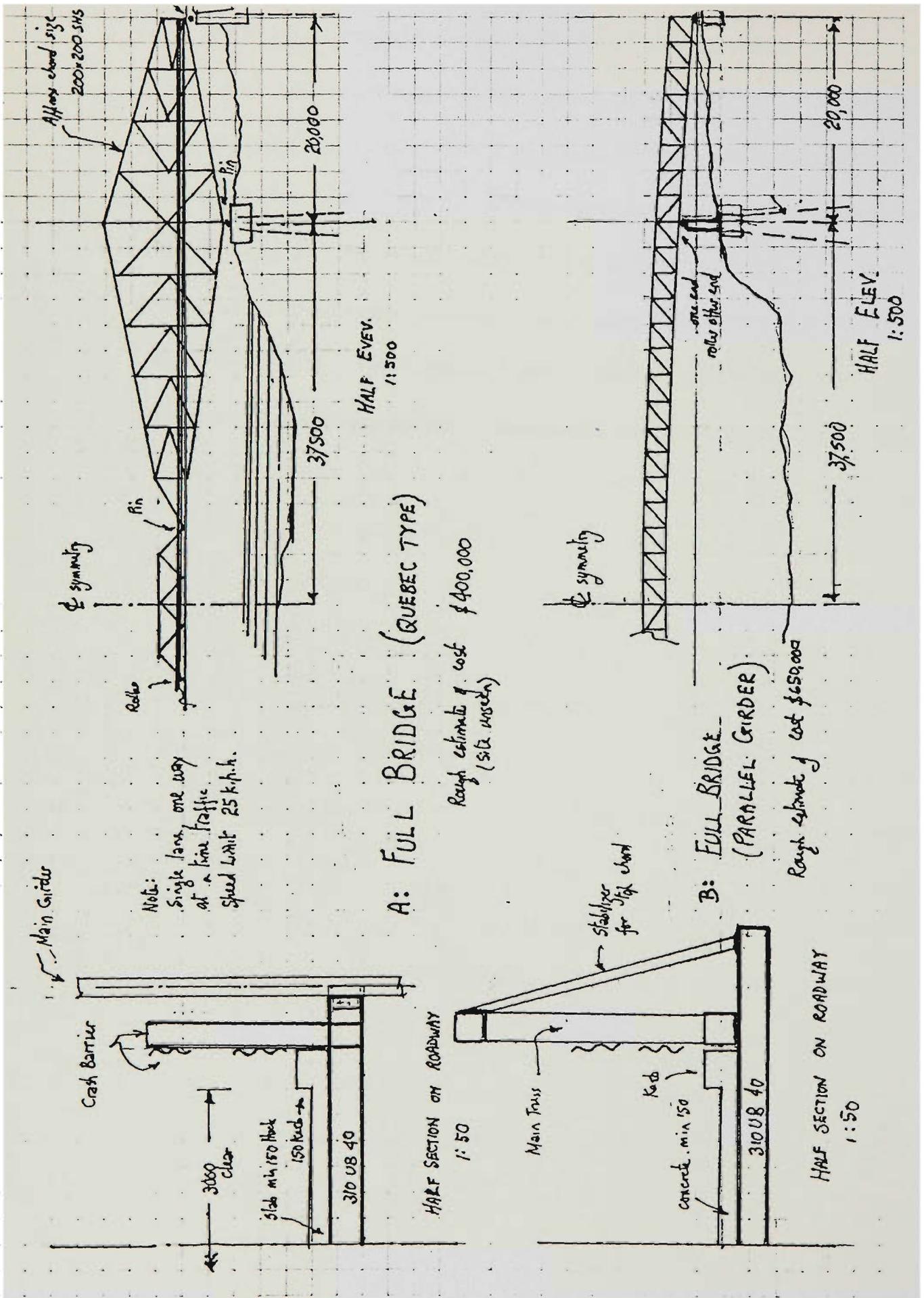
Another consideration for use of the hospital buildings is that of accommodation for tourism. It is recognised that conversion of an older type building is expensive and a carefully prepared feasibility study of this project would be necessary. Nevertheless, it is reliant upon the Government program relating to Fairfield Hospital. Consequently, costing of the ideas is considered beyond the scope of this thesis.

6.4.4 Internal Transportation Service

If the proposal for closure or limitation of the Park to private vehicles is adopted, the Park will need to develop some form of transportation system that will take visitors from the car park to its attractions. For the system to succeed the Park would need to provide an efficient and effective service with respect to cost. At the extreme and expensive end of the scale is a system such as the train service offered by Singapore's Santosa Island management. Development of a similar circular route transport system would need to consider the capital cost involved, the impact on the visual environment, and the running costs. However, because of the current existing road system, this proposal recommends the use of mini buses. It is envisaged that the internal bus service could provide transportation to the various major recreational areas of the Park, be a link to public transport systems providing an access to the local community, and provide the scenic drives along the Boulevard to Studley Point and to Trig Point without impacting on the environment in any way. The commuter bus services would need to be capable of handling the disabled which includes visitors in wheelchairs and also meet the needs of golfers.

Mini buses come in three sizes, 8-seaters, 12-seaters and 15-seaters. Of these, the smaller two have the advantage that no special licence is required for the driver. This may be an important consideration as it gives the management of the Park greater flexibility. Another consideration is the acquisition of the buses. The Park could look at purchasing these or investigate a leasing scheme. Of the two schemes, the latter is recommended as this would not involve a high capital expenditure. A table of typical hiring cost for the different types of mini buses is given in Appendix VI. The number of mini buses required will need to be looked at and could be tried out over a nominated period, taking into account the number of people that are likely to visit the Park over that period of time.

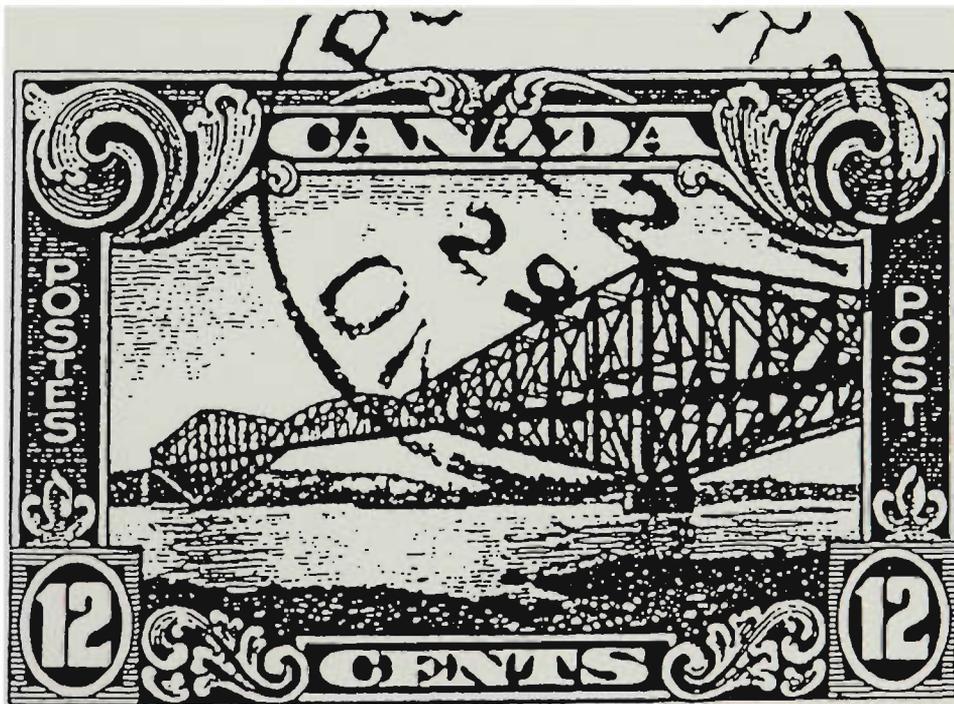
FIGURE E: TWO STEEL GIRDER, CONCRETE DECK BRIDGES



6.4.5 Transporter Bridge linking northern and southern sections

Because there is no vehicular access between both sections of the Park, each commuter bus would be restricted to one side or the other. Tourists would have to use Kane's footbridge to get between buses. This is highly inconvenient, and will not be practical, given Melbourne's inclement weather.

A number of proposals were examined for a vehicle link. To keep cost down to a minimum, the first proposal looks at a single lane bridge suitable for light vehicles such as mini buses. Since the bridge will only be used by tour buses and park maintenance vehicles, one lane should be sufficient to serve the purpose. Rough quotes for two standard type steel girder, concrete deck bridges, a 'Quebec' type full bridge (see Photograph 8), modelled after a major bridge across the St Lawrence river in Quebec, at \$ 400,000 or a 'Parallel Girder' type at \$ 650,000 are given (see Figure E).



Photograph 8: Quebec Bridge depicted on a postage stamp.



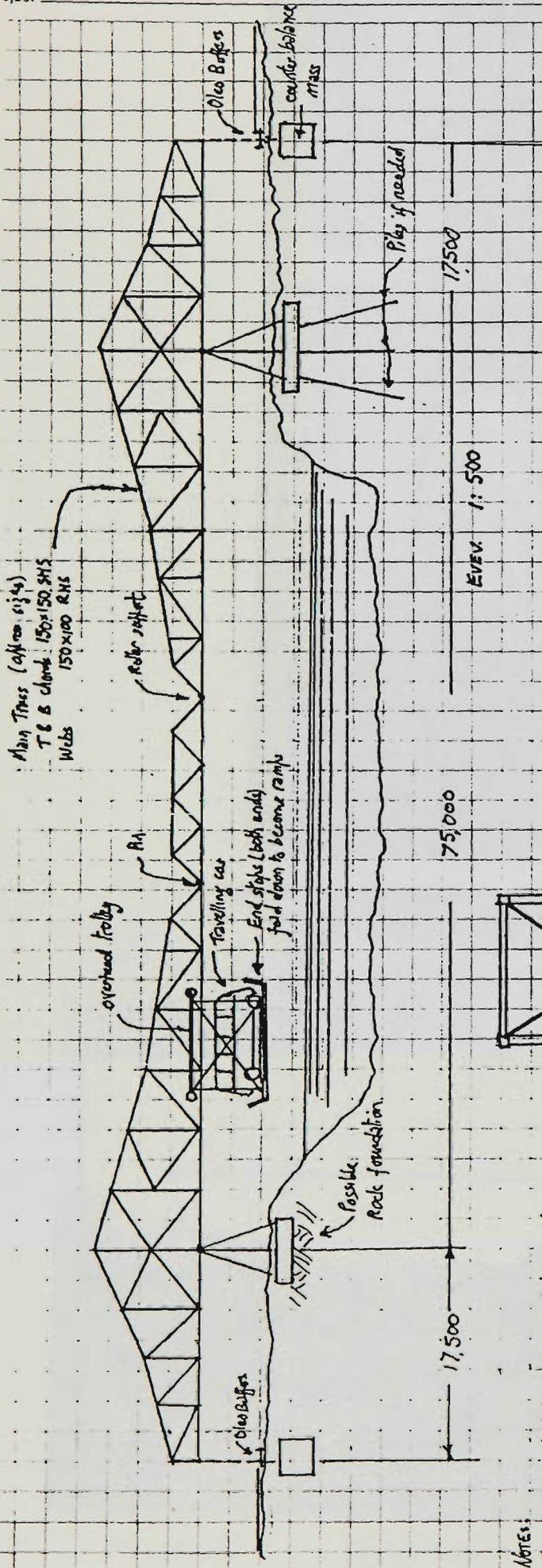
Photograph 9 (Top) View along the Transporter bridge, Middlesborough.
Photograph 10 (Bottom) Side view of the Transporter bridge, Middlesborough.

FIGURE F: TRANSPORTER BRIDGE

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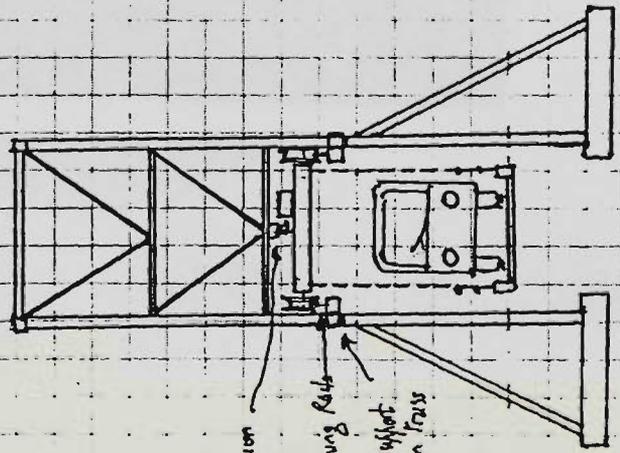
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of



TRANSPORTER BRIDGE
PROPOSED FOR RIVER CROSSING

Rough estimate of total cost \$270,000 (in 1992)
[site unseen]



END VIEW 11,200

- NOTES:
- Travelling car to take one 30 seat bus or two twelve seat mini buses. Max load 8 tonnes
 - Speed about 2m/sec - Time to cross approx 1 minute.
 - Motor - approx 6 HP - use 32 volts (safety)
 - Automatic / improved operation with full safety interlocks. (i.e. unmanned operation)
 - Authorised drivers alone, have keys to operate
 - Estimated weight of structural steel (total) 45 tonnes

Note that by eliminating a continuous deck the self weight of bridge is much reduced as is also the possible limit of traffic load. Compare the design with that of full bridge on steel B

NOTE: A transporter bridge would be a return, after about 100 years, to a design type used in late 19th Century. Then obsolete as it allowed crossing of full ships without having to elevate the roadway at either end. No longer a design viable for major arteries as the delay in traffic is unacceptable - but ok for minor traffic use. A few of the originals survive in Europe

The second proposal looks at the novel idea of using a '*Transporter Bridge*' (see Figure F), a design used in the late 19th Century. Few of these bridges are now left in operation in the world because of increased traffic flow in cities which made it essential for a faster flow of traffic. However a working model still exists in Middlesborough, England (see Photographs 9 & 10). Basically, a transporter bridge acts like a horizontal lift for cars, capable of taking a 30 seat bus or two 12 seater mini buses across at a time. The original bridges were manually operated but today could be made to be electronically controlled and operated by using a 'smart card' which will be inserted by the tour bus driver. The rough estimated cost for a Transporter Bridge is \$ 270,000, a saving of \$ 130,000 from the cost of the cheaper of the steel girder bridges. The appeal of the '*Transporter Bridge*' to tourism is:

- . the unique and totally different mode of transportation,

- . the fact that there are so few transporter bridges left in the world and all of them in England or Europe, thus, this would be the only one in Australia, and,

- . that the 'age' of the transporter bridge fits in with that of Kane's Bridge and the Studley Park boathouse.

The site for the location of the Transporter Bridge also needs to be considered. The proposed site, (see Map 17), has the advantage that the bridge will be seen from the Freeway, it will have minimal impact on the natural vegetation, and tourists will get

to visit this difficult to access, yet highly scenic part of the Park.

6.5 Development of Tourism Packages

Yarra Bend Park already charges a fee for users of its golf courses and as already mentioned is currently offering a golf package aimed at international tourists. Other packages could be promoted.

Standard tours may be organised by a tour guide and could include the main attractions together with at least one specialised attraction such as geological formations. Tour alternatives could be formed by using a combination of attractions to make up the itinerary. Alternatively, tourists may visit the Park free of charge and pay to see each attraction as they wish.

A general tour of Yarra Bend Park based on its theme of flora and fauna could include a visit to the visitor centre, flora conservatory, crossing the suspension bridge to Galatea Point, Koala enclosure, kangaroos and wallabies, refreshments at the boathouse and scenic drives.

Special interest tours include specialised attractions combined with main attractions to complete the package. Thus an 'extended' historical tour would follow the steps of Robert Hoddle from Lower Yarra to Upper Yarra by bus. A stop at Dight's Falls would give tourists a chance to see the historic mill stream, view the exposed unique

geological formations near this point, visit the Koori revegetation area, bluestone mining site at Merri Creek, wetlands, enjoy the thrills of the suspension bridge to the fauna reserve at Galatea Point, visit the flora conservatory, Kane's Bridge, see the koalas, meet kangaroos and wallabies, visit memorial cairn, lunch at the newly renovated boathouse and pick up a bus there to continue the journey to Warrandyte for a bush tea. Highlights along the way include the historic bridges in the Lower Yarra reaches, stately homes of the Middle Yarra, through picturesque countryside to the historic townships of the Upper Yarra. Such tours have the potential to generate funds for the Park.

Although the previous two examples include fee-charging attractions, the Park has plenty of scope for bush walks and other activities which are free. These include a walk from Fairlea to Talbot via the historic Pipe bridge to Wurundjeri Spur onto Trig Point, or along the cliff at Westfield, cross Roseneath footbridge and back amongst native trees and shrubs along the Merri Creek bed. This area is rich in bird life. Other picturesque bush walks include those along the river.

Alternatively, as the Park also has an extensive cycle path that connects with other parks along the Yarra, tourists could select a cycle tour with or without the fee-charging attractions of the Park.

These attractions could be promoted on special days with the already mentioned cultural activities, music and ethnic dances by school groups or clubs, tai chi and aerobic work-outs performed by various clubs and other park activities or family

entertainments such as singing, poetry reading and performances by local groups.

6.6 Summary of The Vision

1. Flora Conservatory of native plants.
2. Nocturnal koala enclosure at Studley Park, east of the Boathouse.
3. Kangaroos and wallabies at Studley Park, free to roam in the area.
4. Bird and small native fauna reserve at Galatea Point.
5. Light suspension bridge to Galatea Point.
6. Major entrance at Westfield Reserve.
7. Relocation of Fairfield Hospital and Fairlea Prison.
8. Conversion of Fairfield Hospital into a visitor centre.
9. Closure of roads within the Park to private cars.
10. Internal transportation service.
11. Transporter bridge across the Yarra.
12. Demolish buildings comprising Fairlea Prison and develop area to accommodate flora.
13. Restaurant and function centre at the Studley Park Boathouse.
14. Rotating restaurant and tower at Trig Point.

6.7 **Benefit to the Park and to tourism in Melbourne**

Yarra Bend Park's proximity to the Central Business District makes it a valuable asset for tourism. However it is only by the development of features sought after by tourism that the park will have appeal for the International tourist.

The development of the Yarra Bend Golf Course in 1933 was progressed as a means of generating funds for the Park. The Park today should be looking towards its future source of finance, and in particular focussing upon tourism as the area of highest potential. In return for the tourist dollar, the park can continue the process of becoming self-sufficient. Consequently, to encourage tourism, Yarra Bend Park has to identify with tourism generating projects that will attract and retain the International tourist, and, in the process, draw International tourism to Melbourne as a whole.

Australia's flora and fauna are unique in the world. A conservatory specialising in indigenous flora will allow the display of flora at their peak for a longer period of time than if the plants had to battle the elements; a nocturnal enclosure for the Koala would be a first in Victoria, if not the first in Australia, and would complement, without detracting from the set up in the Melbourne Zoo or that of Healesville, ten times further away.

Melbourne is renowned for its variation in climatic conditions from hot summer's days with cool nights, to cold and wet, blustery winter days right in the middle of summer. Structures such as the flora conservatory, the nocturnal koala enclosure and restaurants, in addition to being focal points for tourism activities, insulate the visitor

from Melbourne's inclement weather and will allow the park to be used more consistently rather than to be dictated to by weather conditions as at present.

This would encourage a greater number of tourists who currently come to Melbourne for short periods of time to extend their stay.

The proposals for the construction of the bridges provide functional support in novel measure as additional means to draw tourism to the Park and allow easier access from one part of the Park to another. It is envisaged that these developments will spread the visitor load more evenly through the park. As an example, currently very few visitors visit Galatea Point. Once Galatea Point is established as a 'reserve' for native fauna, the light suspension bridge will provide alternative access to this area from River Bend without having to negotiate a climb up to Studley Point.

6.8 Summary of Costs

1.	Flora Conservatory	\$ 120,000 - \$ 150,000
2.	Nocturnal koala enclosure	\$ 220,000
3.	Animal enclosures	\$ 3,080 - \$ 4,150
4.	Fencing at Galatea Point	\$ 3,860 - \$4,300
5.	Light suspension bridge	\$ 135,000
6.	Entrance gateway	\$ 5,560 - \$ 50,000
7.	Temporary visitor centre	\$ 6,000
8.	Transporter Bridge	\$ 270,000
9.	Restaurant & function centre at Boathouse	Not Costed
10.	Rotating restaurant & tower at Trigg Point	Not Costed
	Estimated Total	\$ 763,500 - \$ 839,500

CONCLUSION:

This study has proposed *'that Yarra Bend Park has the potential for being developed into a park for International tourism, and in particular, Japanese tourism'*.

The study has identified the assets of the Park with respect to its location, its geographical, geological and biological components and the potential to develop these with a focus on the tourist market.

Yarra Bend Park, a natural bushland park, is only 4 km from the Central Business District of Melbourne. This close proximity represents rapid access, and therefore, a saving of time to the tourist.

The Park offers a 'natural setting', a different type of experience to the tourist from that of other nearby parks. Its natural attractions include the Yarra River, which meanders through the Park, and forms a scenic corridor for the flora and fauna of the Yarra Valley. The Yarra has carved its way through the basalt and sedimentary rocks of the region, and produced interesting outcrops, escarpments and ridges within the Park which offer a number of scenic look-out points with great visual impact.

Recognition is given to the work carried out by the Yarra Bend Park Trust and other bodies to improve, among other things: the natural beauty of the park with its revegetation programs; its quality of use with the construction of sound mounds to cut down traffic noise from the Freeway; and the linkage to other metropolitan parks with the construction of cycle paths.

The impact of tourism development on the environment has been considered. Although uncontrolled tourism has negative effects on the environment, damage can be minimised through general good management. Current visitor numbers and the impact of this on the Park have been studied. A vision for the future have been proposed for managing an influx of tourists with minimal damage to the Park environment.

The study focuses on the benefits to the Park and to the community as a result of proposed developments. It recognises the limitations of the Park's current funding sources and proposes other possible sources of funding and the philosophy that Park management should be pro-active in utilising these resources.

Australia holds attractions for Japanese tourism. It is a safe destination and its vast and beautiful open spaces contrasts with that of Japan. Its open spaces, unique fauna, resorts, first class restaurants and other attractions such as historic buildings, are much sought after by Japanese tourists.

The thesis identified the growth and importance of tourism to Australia and Victoria and has shown that the greatest growth has been from the Japanese sector. Economically this has been beneficial for Australia, because on a per day basis Japanese tourists are the biggest spenders.

Victoria offers a variety of park experiences for tourists. Its attractions range from tropical rain forests in the Dandenong National Park to formal parks and gardens

within the Melbourne region. Some parks attract tourists as a result of their developments. One such park is Fitzroy Gardens. Australia's unique fauna is an attraction which is sought after by Japanese tourism. In Victoria such fauna is found in the Zoological garden, and in a more natural setting, at sanctuaries such as Healesville, which is 50 km from Melbourne. The thesis proposed that Yarra Bend Park be promoted and recognised for its natural environment and for its native flora and fauna within an urban setting.

The Yarra River, the backbone of '*Open Space 2000*' has been examined as an important habitat corridor for bird life and wildlife species, allowing movement and migration along its length. Yarra Bend Park forms a major section of the Middle Yarra.

As a tourism destination, Yarra Bend Park will require development of focal points and improvement of its facilities to be internationally and environmentally acceptable.

The study identified current deficiencies of the Park with regard to tourism and recommends the following developments:

- . An entrance and car parking facilities,
- . an internal transportation system,
- . a native Flora Conservation,
- . revegetation of the Park
- . introduction of native fauna

- . a nocturnal koala enclosure,
- . a light suspension bridge to Galatea Point,
- . a vehicular bridge across the Yarra,
- . a restaurant and function centre at the Boathouse, and,
- . an exclusive restaurant at Trig Point.

The study also identifies the costs involved in some of these developments and believes that the capital cost of tourism projects should be funded by Governments or sponsored by organisations, both public and private, and that running costs be met through a 'user pay' principle and through the participation of volunteer bodies.

Appendix I

Studley Park boathouse car park survey

Survey 1. Studley Park Boathouse car park - 5/11/91 to 10/11/91.

Date	Time	No of Car Arrivals	Total No of People	Average Person/Car
Tues 5	10-11	20	54	2.7
Cup Day	11-12	68	184	2.7
Temp: 19.6°C	12-1	132	349	2.6
R'fall: 0.2 mm	1-2	101	276	2.7
	2-3	69	182	2.6
Total		390	1045	2.7
Wed 6	3-4	10	13	1.3
Temp: 21.3°C	4-5	9	14	1.6
R'fall: 0.0 mm	5-6	6	9	1.5
	6-7	10	24	2.4
	7-8	1	4	4.0
Total		36	64	1.8
Thur 7	8-9	4	5	1.3
Temp: 21.5°C	9-10	6	6	1.0
R'fall: 0.0 mm	10-11	6	10	1.7
	11-12	11	13	1.2
	12-1	14	31	2.2
Total		41	65	1.6
Sat 9	2-3	7	11	1.6
Temp: 17.9°C	3-4	13	21	1.6
R'fall: 0.6 mm	4-5	27	58	2.1
	5-6	11	21	1.9
	6-7	17	41	2.4
	7-8	10	31	3.1
Total		85	183	2.2
Sun 10	8-9	6	9	1.5
Temp: 16.9°C	9-10	28	54	1.9
R'fall: 0.4 mm	10-11	32	67	2.1
	11-12	43	97	2.3
	12-1	62	156	2.5
	1-2	109	259	2.4
Total		280	642	2.3

From the above hours surveyed and using the actual numbers and the hourly distribution pattern observed, it is projected that the number of visitors using this car park on a per day basis is approximately 1,500 for public holidays, 1,000 for a Sundays, 250 for a Saturdays and 150 for a weekday, giving a total of approximately 3,350 visitors in the week of observation.

Estimation of visitors per month over the summer months:

Assume 13 weeks and 4 public holidays during the summer months, and assume a normal week's data as that consisting of five weekdays, a saturday and a sunday.

Total number of visitors per week is estimated to be 2,000. Therefore, total for 13 weeks at 2,000 per week is 26,000. Add in 4 public holidays of 6,000 visitors gives a total of 32,000, or just under 11,000 per month using this car park alone, during the summer.

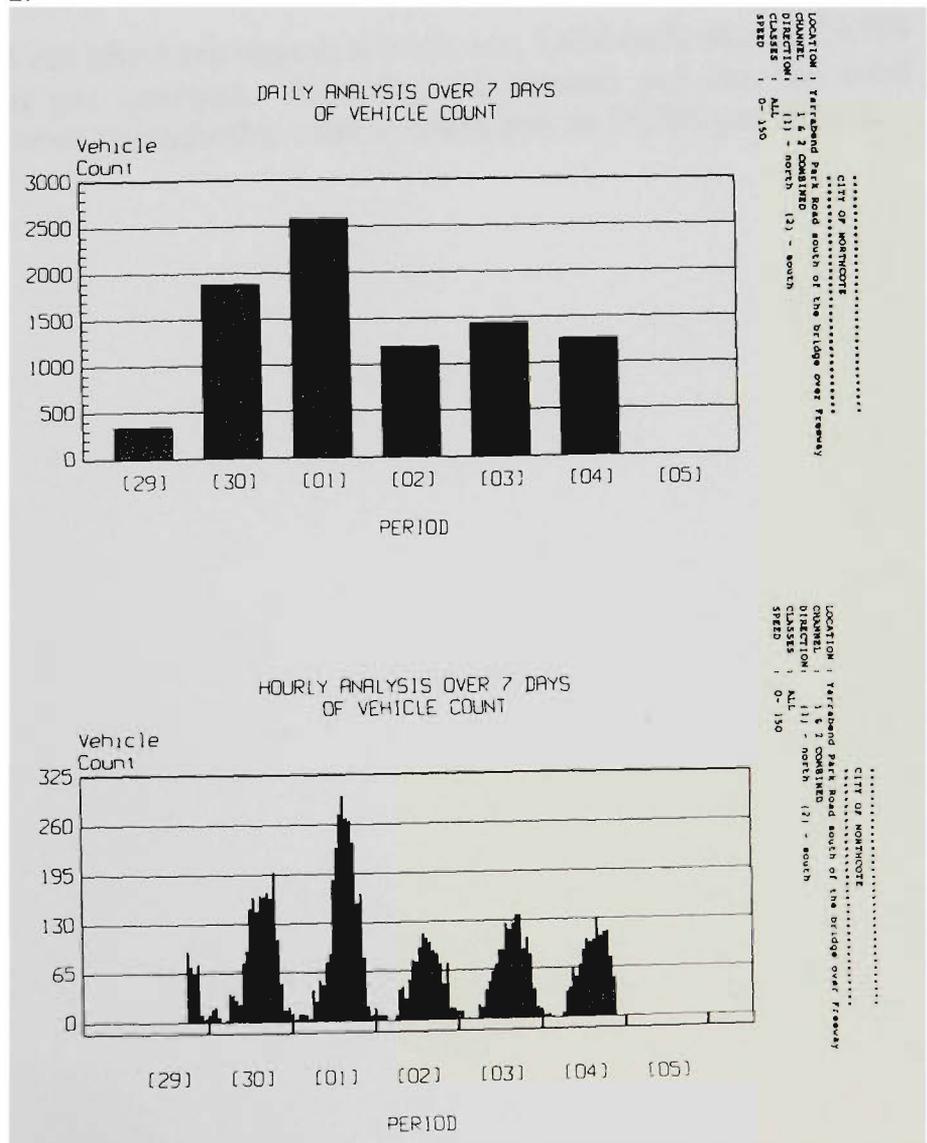
Appendix II

Yarra Bend Road surveys - South of Freeway Overpass

An electronic counter strip was used to count the number of cars that use Yarra Bend Road. Two surveys were conducted. The first survey, immediately south of the Freeway overpass measured traffic travelling in both directions and included visitors to the golf course and sporting ovals south of the Freeway overpass. The second survey, (Appendix III), at the Loop Road, a one way road, provides visitor numbers to the central part of the Park presumably for park enjoyment, and exposure of the golf course.

Note: The electronic counter strip required vehicles to be driven over it at speeds in excess of 20 kph.

Survey 2: Yarra Bend Road, South of the Freeway Overpass - 29/11/91 to 04/12/91.



Estimation of number of visitors per month:

Data was collected from Saturday to Wednesday inclusive. Thursday and Friday's data were estimated as the average of the data collected from the other week days.

DATA

Day	No. of vehicles
Sat	1886
Sun	2589
Mon	1196
Tues	1447
Wed	1262
Thur	1302 (Est)
Fri	1302 (Est)
Total	10984

This gives a total of 10,984 vehicles both ways in a week, i.e., 5,492 each way, or 23,799 per month (using 91 days per quarter). Assuming 2.3 persons per car, the total number of people that passed through this road is estimated as 54,750 per month.

Appendix III

Yarra Bend Road surveys - Yarra Bend Road, Loop Road

Summary of electronic counter survey of car numbers travelling along Yarra Bend Road to the central part of the Park.

Survey 3: Yarra Bend Road, Loop Road - 18/12/91 to 9/2/92.

Date	Total No Cars	Temp (Max)	Rainfall (mm)
Dec 18 F	360	14.9	20.8
19 S	333	23.0	1.2
20 S	553	21.3	2.4
21 M	531	21.3	3.2
22 T	825	19.0	0.8
23 W	521	22.1	0.0
24 T	425	23.7	0.0
25 F	504	29.5	0.0
26 S	977	35.6	0.0
27 S	570	27.5	0.0
28 M	392	20.5	0.2
29 T	888	25.5	0.0
30 W	540	23.5	0.0
31 T	405	23.4	29.4
Jan 1 F	661	21.0	5.0
2 S	422	13.5	7.8
3 S	393	20.5	1.6
4 M	408	19.6	1.4
5 T	549	19.5	10.6
6 W	366	18.1	3.8
7 T	438	19.2	0.8
8 F	498	17.6	3.0
9 S	465	20.6	1.6
10 S	525	21.7	3.2
11 M	549	20.0	0.8
12 T	799	20.6	2.4
13 W	596	28.9	0.0
14 T	450	21.4	0.4

Survey 3: Yarra Bend Road, Loop Road - 18/12/91 to 9/2/92.

Date	Total No Cars	Temp (Max)	Rainfall (mm)
Jan 15 W	694	23.5	0.0
16 T	438	19.3	2.4
17 F	558	19.6	0.0
18 S	578	22.0	0.0
19 S	1243	34.7	0.0
20 M	531	39.4	0.0
21 T	726	24.5	0.0
22 W	628	31.7	0.0
23 T	460	19.9	0.0
24 F	492	19.0	0.0
25 S	723	22.3	0.0
26 S	731	21.1	0.0
27 M	1425	27.6	0.0
28 T	568	19.2	0.6
29 W	692	20.4	0.0
30 T	502	21.2	0.0
31 F	500	21.0	0.0
Feb 1 S	642	21.0	0.4
2 S	1168	25.1	0.0
3 M	492	24.0	-
4 T	564	25.0	0.0
5 W	653	34.1	0.0
6 T	344	19.5	9.2
7 F	339	20.1	1.6
8 S	523	27.6	0.0
9 S	1345	26.0	0.0

Analysis of the above car survey:

A least square regression analysis was run to attempt to predict the total number of visitor cars to the loop road on any one day.

The results show that:

For the 54 days,

No. of Cars = $377.5 + 7.9 T - 51.9 \text{SQRT}(R) + 382.8 S$, with a multiple correlation coefficient, $R^2 = 0.65$.

where T = Maximum Temperature,
R = Rainfall, and
S = 1 for Sundays and Public Holidays and 0 otherwise.

The F-statistic on 3 and 50 degrees of freedom is 30.4. This indicates that, on a one-tailed, 0.5% test, the regression is highly significant. The multiple correlation coefficients indicates a strong capacity to forecast current road usage and infer visitor numbers.

Note: The square root of the rainfall data was used to stabilise the variance because there were a large number of days with zero rainfall.

Appendix IV

Cost for fences

Rough Estimation of fencing costs for enclosures are compiled. Unit cost for the enclosure were obtained from retail outlets and would represent an overestimate of actual cost because the Park should be able to obtain these materials at a much cheaper price. Labour cost were quoted as \$25 to \$30 per hour.

Unit Costs:

6 ft chain mesh (100 m roll)	\$	300
10 - 12 ft steel posts	\$	7
Wire (500m roll)	\$	40
Spring sprung gate	\$	50 - \$ 70

A. Enclosure for Galatea Point:

3 rolls of chain mesh	\$	900
100 steel posts	\$	700
Two spring sprung gate	\$	100 - \$ 140
Wire (2,000 m)	\$	160
Labour (Approx 80 hrs)	\$	2,000 - \$ 2,400
Total Costs:	\$	3,860 - \$ 4,300

B. Kangaroo and wallaby enclosure:

2 rolls of chain mesh	\$	600
60 - 70 steel posts	\$	420 - \$ 490
Two spring sprung gate	\$	100 - \$ 140
4 - 5 rolls wire	\$	160 - \$ 200
Shelter	\$	70
Labour (Approx 40 - 60 hrs)	\$	1,000 - \$ 1,800
Total Costs:	\$	2,350 - \$ 3,300

C. Wombat enclosure:

24 m chain mesh	\$	72
10 steel posts	\$	70
1 gate	\$	48 - \$ 68
Wire (500 m)	\$	40
Labour (Approx 20 hrs)	\$	500 - \$ 600
Total Costs:	\$	730 - \$ 850

Appendix V

Cost of steel entrance archway

Approximate cost for the 'Hot Dip Galvanised' steel frame entrance arch on Yarra Bend road:

'Hot Dip Galvanised'	
steel frame	\$ 2,228
Labour	\$ 2,622
Metal Sheet across arch	\$ 150
Painting (Name)	\$ 560
<hr/>	
Total	\$ 5,560
<hr/>	

Appendix VI

Internal Transportation Service

Hire costs for mini-buses

Size (seats)	Cost (\$) per			
	day	week	month (1-3)	year
8	110	660	2600	21000
12	125	750	2600	24000
15	135			

Conditions associated with the hiring of the vehicles vary for each hiring firm. Typically, daily rates include a free 200 km travel together with a fixed rate for every kilometre in excess of the initial 200 km. Weekly and longer term hire often includes unlimited kilometres and insurance.

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