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A NEEDS ANALYSIS FOR
PHILLIP ISLAND INFORMATION CENTRE,
WITHIN THE "FAUNA ISLAND" PROJECT.

BY

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TABLE OF CONTENTS

	Page No.
Abstract	i
EXECUTIVE SUMMARY	ii
Abbreviations	vi
Acknowledgements	vi
CHAPTER ONE : INTRODUCTION	11
1.1 Background	11
1.2 Problem Statement	17
1.3 Objectives of Study	18
1.4 Scope of Study	19
1.5 Implications of Study	20
CHAPTER TWO : METHODOLOGY	21
CHAPTER THREE : REVIEW OF LITERATURE AND STATISTICS	29
3.1 Review of Literature	29
3.2 Statistical Review	52
CHAPTER FOUR : "FAUNA ISLAND" WILDLIFE EXPERIENCES	59
CHAPTER FIVE : COLLECTION OF PRIMARY DATA	69
CHAPTER SIX : COLLECTION OF SECONDARY DATA	98
CHAPTER SEVEN : DISCUSSION	114
CHAPTER EIGHT : RECOMMENDATIONS	141
BIBLIOGRAPHY	

TABLE OF CONTENTS , CONTINUED

APPENDIX ONE	:	"FAUNA ISLAND" DEVELOPMENT PRO-FORMA
APPENDIX TWO	:	PROJECT IMPLEMENTATION DECISION-MAKING
APPENDIX THREE	:	PIIC - FACT SHEET
APPENDIX FOUR	:	PIIC - OPERATING POLICY
APPENDIX FIVE	:	PERSONAL INTERVIEW QUESTIONNAIRE - VISITOR USE OF PIIC
APPENDIX SIX	:	ORGANISATIONS TO CONSULT
APPENDIX SEVEN	:	TELEPHONE QUESTIONNAIRE - VISITOR ATTITUDES AND SATISFACTIONS OF PIIC
APPENDIX EIGHT	:	OBSERVATIONS OF VISITOR TIMES SPENT IN PIIC
APPENDIX NINE	:	PIIC STATEMENT OF REVENUES AND EXPENDITURES
APPENDIX TEN	:	PHILLIP ISLAND ATTRACTIONS
APPENDIX ELEVEN	:	SURVEY QUESTIONS FOR DCE VISITOR CENTRE REVIEW
APPENDIX TWELVE	:	PIPR VISITOR CENTRE FACILITIES AND SERVICES
APPENDIX THIRTEEN	:	PIIC FLOOR PLAN
APPENDIX FOURTEEN	:	MIMETIC MAP OF PHILLIP ISLAND ATTRACTIONS
APPENDIX FIFTEEN	:	DCE TOURISM POLICY AS AT OCTOBER 4, 1989

TABLE OF CONTENTS, CONTINUED

Page No.

LIST OF FIGURES

FIGURE ONE	: PHILLIP ISLAND LOCATION MAP	12
FIGURE TWO	: THE OUTDOOR RECREATION SYSTEMS MODEL	38
FIGURE THREE:	PERSONAL CONTACT TIME REQUIRED, BY TYPE OF COMMUNICATION	48
FIGURE FOUR	: PROFILE OF VISITORS TO PIPR, 1989	53
FIGURE FIVE	: VTC TOURISM REGIONS	56

LIST OF TABLES

TABLE ONE	: MOST POPULAR VICTORIAN DAY TRIPPER DESTINATIONS, 1986	57
TABLE TWO	: VISITOR TIMES SPENT IN PIIC	86
TABLE THREE	: RATING FACTOR OF FACILITIES BY WHICH ATTRACTIONS JUDGED, BY COACH AND INBOUND OPERATORS	104
TABLE FOUR	: VISITOR CENTRE INVENTORY, 1989	109

ABSTRACT

The Victorian Department of Conservation & Environment (DCE), "Fauna Island" project brief targeted the redevelopment of the information centre at Newhaven as one of several strategies in improving tourism and the wildlife viewing on Phillip Island. This study examined this little researched priority through a broad review of relevant literature; surveys and interviews with intrastate, interstate, and international visitors to the Island and existing centre; and consultation with relevant tourism operators and providers of tourist related facilities and infrastructure.

The study of the centre revealed useful information on current visitor attitudes and profiles, anticipated needs, innovative facilities and services, and highlights the potential advantages of utilising the centre in attracting and manipulating visitor flows to ensure that satisfied experiences result from the ongoing investment of wildlife-viewing opportunities on Phillip Island, by all visitors, well into the 21st Century.

EXECUTIVE SUMMARY

The most important finding from the various surveys and interviews conducted on Phillip Island in regard to the facilities and services of the information centre, was that the visitors, whether intrastate, interstate or international, were satisfied with those currently provided. This finding does not support a redevelopment of the Centre based on current visitor needs, but the anticipated needs of visitors and managers from the "Fauna Island" range of projects.

Other findings included :

- * Visitor respondent groups that contained children were minority visitors to the centre.
- * Most visitors did not seek information about the Island's experiences and tourism infrastructure until they arrive at the Island.
- * The visit to the centre by respondents did not increase the awareness of wildlife opportunities available on the Island.
- * No demand for wildlife ranger tours.
- * Agreement that the number of visitors to attractions should be controlled to preserve natural habitats.

- * The Island's accommodation advertising exhibits in the centre were perceived as contributing to the 'commercialism' of the centre.
- * Access to the centre was seen as difficult and unattractive.
- * Demand for specialised information handouts on the various wildlife experiences and habitats for use in supplementing self-guided walks or souvenir purposes.
- * Demand for better photographic displays and a topographic model. Maps, displays and exhibits can be more effective in attention and retention of information, when designed for visitor interaction, and modular for interchangeability.
- * A need to align the centre's hours of operation to the increased flow of all visitors past the centre, after 5pm, through the summer months.

A useful parameter for attracting tour organizers to include the centre in itineraries with tight schedules, was that an average of between 15 and 20 minutes was spent in the centre by satisfied visitors surveyed. Viewing the penguin parade at dusk and a quality meal experience were essential ingredients of a tightly scheduled trip to Phillip Island that a visit to the centre must compliment.

Coach visitors, representing 80 percent of internationals, (approximately a third of annual visitors to the penguin reserve, i.e. 190,000), are the least price sensitive, and could be attracted to the centre by providing blankets for the penguin parade.

The outstanding value of the centre, ie. its strategic location, would be ideal for the monitoring and manipulation of visitor traffic flows around the "Fauna Island" attractions, fundamental in preserving the Island's natural attributes.

Initially, investment towards exterior aesthetics, supplementary facilities, car and bus parking areas, creation of a magnetic 'wildlife welcoming committee', and a linkage between all "Fauna Island" facilities and accredited tourism infrastructure are recommended to attract more people who visit the Island, to utilise the centre. Problems of inconsistent accommodation and the unwillingness of some accommodation owners to offer commissions should be met by a long-term strategy to educate and organise proprietors of tourist facilities to standardise services and tariffs via local interest groups. This would meet travel industry demands and maximise the flow of tourism dollars to the local economy.

Improving the unique wildlife-viewing opportunities of visitors to Phillip Island through the development of the "Fauna Island" range of projects, will require the information centre to be far more sophisticated, communicative and innovative in fulfilling its functions of orientation and visitor flow manipulation, to ensure the competitive advantage of "Fauna Island" experiences over other similar attractions in Australia, while sustaining it's own long-term survival.

This study, together with the contemporary global trends of tourists being more mobile; wanting to be better informed; seeking natural, environmentally sensitive, quality 'playgrounds' - **supports an increased momentum** for the development of further wildlife facilities and experiences on Phillip Island with **an interactive and improved, information centre.**

ABBREVIATIONS

DCE	Department of Conservation & Environment
CFL	Conservation, Forests & Lands
SPI	Shire of Phillip Island
PIIC	Phillip Island Information Centre
PIPR	Phillip Island Penguin Reserve
WRPCC	Westernport Regional Planning & Coordination C'tee
APR	Australian Parks and Ranger Journal
ARB	Australian Ranger Bulletin
VTC	Victorian Tourism Commission
PIPRCM	Phillip Island Penguin Reserve Committee of Management
YCHW	Yann Campbell Hoare Wheeler
ROS	Recreational Opportunity Spectrum
VUT	Victoria University of Technology

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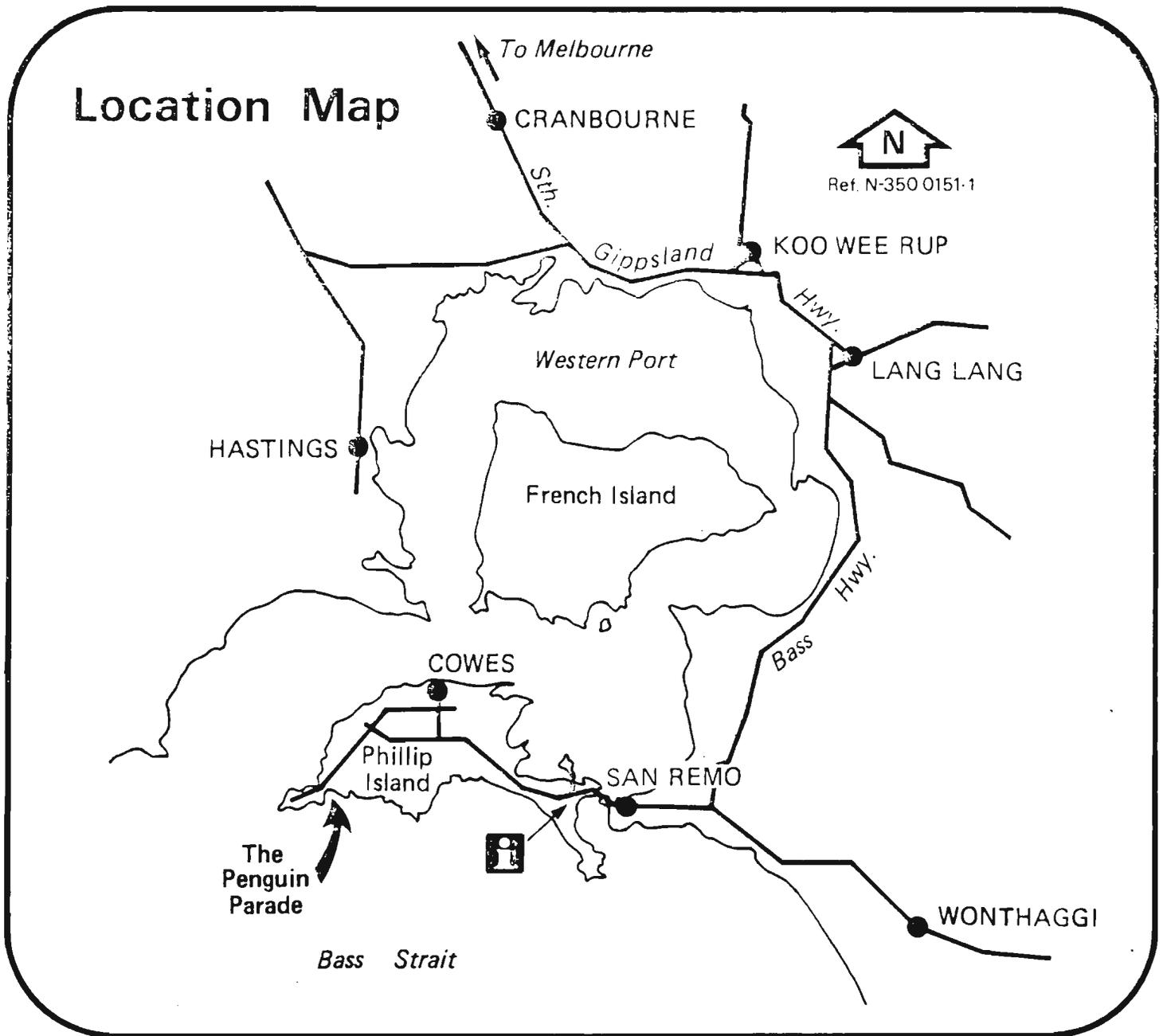
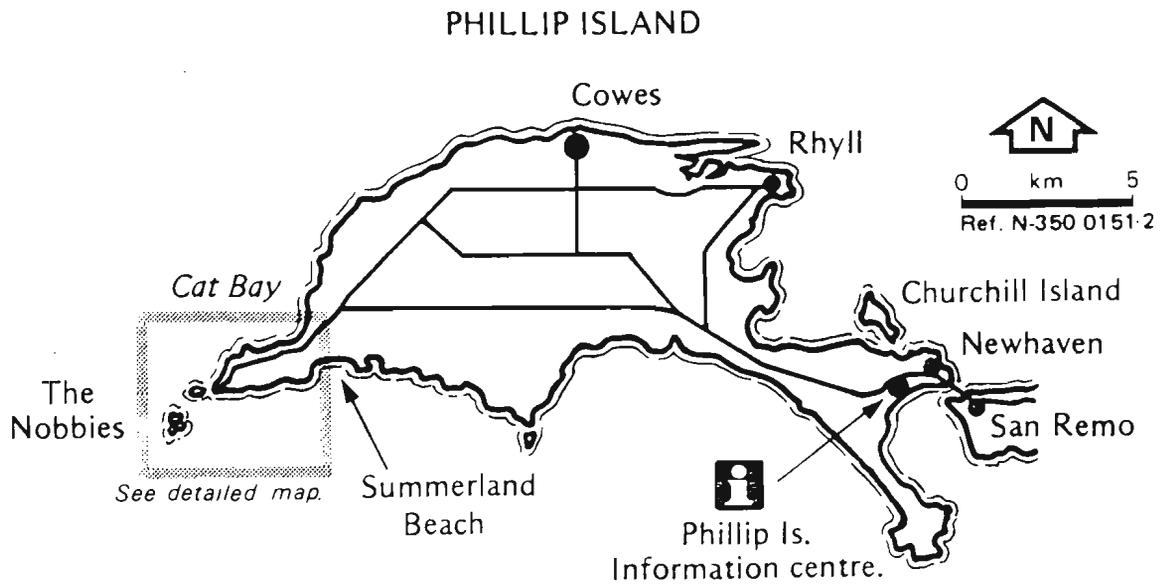
CHAPTER ONE : INTRODUCTION

1.1 BACKGROUND

Phillip Island is located 140 km, South-South-East, of Melbourne and approximately two hours by road. The Island is situated at the entrance to Western Port Bay and comprises 10 100 hectares. 96 km of scenic coastline is available from a length of 21 km and width of 10 km. Refer Figure One. The Island supports a wealth of Australian wildlife habitats, the most recognised being, the little fairy penguins. Other recognised, natural attributes of the Island include - koalas, seals, shearwaters/mutton birds, various other waterbirds, wetland habitats, caves, beaches, rock formations, and access to historic Churchill Island.

Phillip Island has an established reputation as a tourist destination due to its closeness to Melbourne and abundant fauna resources. The significance of tourism to the local economy and it's development, was revealed in a 1975 survey that estimated 2.5 million day trippers visited the Island annually, with a contribution to the Victorian economy of \$50 million. (\$20 per visitor) (DCE,1989)

FIGURE ONE : " LOCATION MAP "



The Phillip Island Penguin Reserve is the primary visitor attraction, now attracting more than 500,000 visitors a year. However, concern from all public and private interest groups has mounted over the declining fauna populations and failing wildlife expectations of the Island's most promoted wildlife attributes, ie. the penguins and koalas. A belief also exists that the many other wildlife habitats and experiences available on the Island are under-rated.

With two-thirds of the Island being Public Land, inclusive of most areas, supportive of the fauna habitats and natural attributes; the State Government has inherited the role of protecting, preserving, managing, enhancing wildlife awareness, and generally - promoting Phillip Island as a destination where vast recreational and educational opportunities exist for the benefit of the environment, the local community, tourism and all Victorians.

The Victorian Government's 1988 Conservation and Environment Policy recognised the above concerns, and has targeted development on Phillip Island as a priority in establishing it as Australia's premier Fauna Island, with the goals of :

'achieving greater awareness and protection of the unique range of wildlife, whilst increasing opportunities for tourism and contributing to the economic well-being of the local community'.(DCE)

Thus, with tourism the primary impetus , " Phillip Island : The Fauna Island " project, has evolved under the jurisdiction of The Department of Conservation and Environment, ie., DCE (formerly Department of Conservation, Forests, & Lands, CF&L)

'The Fauna Island' concept's, planned budget; range of projects ; and development timetable are detailed in Appendix One. The projects include :

1. Wildlife strategy plan.
2. Koala conservation enclosure and research centre.
3. Facilities for remote viewing of fur seals on Seal Rocks.
4. Development of Shearwater viewing facilities at Cape Woolamai.
5. Development of wildlife habitat on cleared private/public land.
6. Redevelopment of Newhaven Information Centre into a Heritage Centre.
7. Vermin control program. (DCE,1989)

DCE and their consultants are presently working on Projects 1 and 2 (i.e., Wildlife Management Plan and Koala Centre). The implementation of the projects is to be guided by -

'a steering committee comprising, representatives of the Dandenong Region, Tourism Unit, and the National Parks and Wildlife Divisions of DCE. The Shire of Phillip island, and other DCE managed lands/parks and Officers

will attend meetings of the steering committee for information sharing and technical support. Public consultation and information sharing will be achieved through the formation of a Phillip Island Consultative Forum, convened by the Dandenong Region, DCE and will include all relevant local and State, public and private interest and development bodies.'

(DCE,1990)

Refer to Appendix Two, "Model For Fauna Island Project Implementation and Decision Making"

This thesis will concern itself exclusively with the proposed 'Heritage Centre' at Newhaven, albeit, this is not to deny the significance of the broader scope of projects currently at hand, and having direct /indirect influences upon whatever redevelopment of the 'Phillip Island Information Centre' (PIIC) should take place.

There are several preliminary drafts for this project. For the basis of this thesis, The draft proposal of June, 1989, is selected and suggests that the redevelopment would require :

- * expansion of existing Centre
- * wildlife displays
- * co-ordination of wildlife tours
- * reservation facilities
- * briefing of bus operators
- * starting point for guided tours by DCE
- * a base for public liaison

(DCE,1989:8)

The Information Centre is strategically located at Newhaven to the Island's main access road and various attraction nodes. It has played an important role in the Island's tourism since opening in 1977. Refer Figure One, 'MAP'. It has been operated by the Shire of Phillip Island (SPI) since 1978. Approximately 100,000 visitors pass through it's doors annually. The current function of the Centre is to orientate visitors to the Island's tourist resources, supply tourist information, and encourage more use of the Centre. (SPI, 1990) Refer Appendices Three & Four, 'Fact Sheet' and 'Operating Policy', respectfully.

The Council accepts responsibility for funding an operating deficit, albeit this has been diminishing due to the increasing mix of merchandising, advertising and ticket sales in revenues. (PIIC, 1990) The Victorian Grants Commission compensates a proportion of the operating deficit.

Under the 'Fauna Island' project, the Centre is targeted to be redeveloped to perform the anticipated roles of orientation; co-ordination of visitors and tour groups to "Fauna Island" attractions; and wildlife conservation awareness (as per DCE, 'Fauna Island Strategy', 1990) ; as well as provide a visitor management function to the 'Fauna Island' attractions, with significant autonomy, so as to compliment the other facilities, exhibits, and interpretive functions of the other planned projects.

1.2 PROBLEM STATEMENT

Although the sponsor (DCE) has recognised the need for upgrading the Centre's facilities and functions as intrinsic in the success of the programmed range of "Fauna Island" projects, little research has been established, to identify if the facilities/ functions planned for the redevelopment (which it does not operate) :

- best meet the needs of visitor markets and tourism operators, and
- are able to serve as a coordinating and monitoring function for effective visitor management to the 'Fauna Island' attractions.

Initial screening of the research problem with the sponsor indicated that many of the present visitors may be dissatisfied with the present facilities and services of the centre. This hypothesis was to be tested via a sample survey of visitors to the centre and is detailed in 2.1.2 .

1.3 OBJECTIVES OF THE STUDY

- * Establish the present **visitor** dissatisfactions, ie., the adequacy of present Information Centre facilities and services via a hypothesis test on sampled users.

- * Indicate the various facility and service options that the Centre could provide for the 'Fauna Island' range of projects, with emphasis on retaining and utilising elements of the existing Centre.

- * From a comparative analysis of other **relevant** Australian and International Centres, provide information on innovative facilities and services; and how contemporary visitor needs have been catered for, elsewhere.

- * Recommend a range of the preferred facilities/services/functions for the redevelopment, that would meet the demands and satisfaction of visitors to the 'Fauna Island' range of projects; and facilitate in the management of potential visitors to those attractions.

1.4 SCOPE OF THE STUDY

- * Consideration was to be given to the overall planned 'concept' , stated Draft Guidelines, and relevant Local and State Government, Tourism Strategies and Policies.

- * The recommendations for the Centre are not intended to detail the architectural measurements or specific costings, but suggest informed, realistic judgements as to the preferred ingredients.

- * "Due to the lack of policy or processes for prioritising the renewal of existing Visitor Centres and their facilities" (DCE,1989), a substantial amount of consultative information gathering is anticipated.

- * The study does not seek to detail the complex political issues arising over a proposed joint DCE/Shire operation of the redeveloped Centre or the possible addition of a Regional Office function.

1.5 IMPLICATIONS OF RESEARCH

The intended result of this research is to provide a set of informed and objective recommendations for the redevelopment of the 'Fauna Island', Phillip Island Information Centre.

CHAPTER TWO : METHODOLOGY FOR COLLECTION OF DATA

After numerous consultations with the sponsor, during the first half of 1990, in both Melbourne and at Phillip Island, it was decided that the following mix of primary and secondary data collection methods and techniques were considered appropriate, to satisfy the objectives of this study:

2.1 Primary Data Collection Methods -

A range of communicative and observational techniques were to be employed to collect accurate and useful primary data.

Conducting a survey is generally thought to be least preferred option, in collecting data, due to their expensive nature and bias of respondents in pleasing the interviewer. However, secondary data sources were considered to be insufficient in providing site specific data on visitor needs, characteristics and behaviours. The objectives of the study also sort to conduct an audit of the centre's facilities and services and establish present visitor dissatisfactions and attitudes; hence, resources were channelled into the collection of data, via the use of the personal interview method on sampled users. The advantages of this method included the ability of the interviewer to record observations, further clarify questions to respondents, and achieve a minimum non-response rate.

A short questionnaire consisting of several close-ended questions, together with two open-ended questions, were carefully designed.

Personal interview questionnaires were to be conducted at the Phillip Island Information Centre, to collect a quota of 350 samples of visitor respondents, exiting the Centre, on a simple random sampling basis, over one full week of operation.

The specific areas of questioning related to :

- indication of specific visitor dissatisfactions,
- present facilities and service inadequacies,
- demand for potential services to be offered by the redevelopment,
- purpose of usage,
- visitation behaviours,
- awareness of wildlife experiences available,
- reaction to restricted access.

The questionnaire is shown in Appendix 5.

This technique was to be employed for the purposes of both qualitative and quantitative analysis.

2.1.1 Qualitative Methods

Qualitative techniques were to be used to describe and interpret the survey data, pertaining to the visitor use of the Phillip Island Information Centre. Through survey questions 5,7,8,9, and 13 (Appendix 5), qualitative analysis could be undertaken to gauge the attitudes of present visitors to the potential services to be offered by the redevelopment.

2.1.2 Quantitative Methods

However, merely interpreting the survey data can be insufficient. We wanted to generate inferences from the sampled respondents, to the population, from which it was drawn. Therefore, this study will seek to test the validity of the following hypothesis via a quantitative research technique :

- * A belief existed that the present visitors may be dissatisfied with the present facilities and services of the Centre. Refer survey question 4 and 6, Appendix 5.

This hypothesis can be further refined into a 'null hypothesis' to provide a more useful research parameter. It was objectively decided that if 30 percent of the sampled

visitors were dissatisfied with present facilities and services at the Centre, then, this pre-set parameter lead to the specific inference , that the facilities and services do require upgrading.

Although the redevelopment of the Centre is programmed, proving this hypothesis would offer further impetus and grounding for the project planners in securing adequate resources for the redevelopment.

A pilot survey was to be initially conducted to refine the terms used, the length of the questionnaire, and the effectiveness and relevance of questions in testing the hypotheses (refer Section 2.1.1 & 2.1.2), in light of their contribution to the study.

2.1.3 Subjective Methods

In conjunction with the personal interview questionnaire technique, various subjective observations were to be recorded of visitor behaviours at the Centre. These refer to - time spent in the Centre, flow patterns, and adverse cognitive behaviours. This data was to be collected by assisting in the operation of the Information Centre; and used to validate and cross-check the qualitative analysis of the questionnaire.

Due to the limited knowledge on the topic and subject material, by the author, substantial information needed to be gathered via numerous personal interviews and communications with the relevant personnel from Organisations and Public Agencies listed in Appendix Six ('Organisations Consulted').

Through the use of informal discussions and open-ended questions, this communicative technique was used to expose and generally establish, the direct and indirect forces impacting upon the 'Tourism Environment', surrounding the redevelopment of the Information Centre and its role in the development of further wildlife product on the Island. As listed in Appendix Six, these consultations were to held with:

- Tour/Coach Operators/Charters and Bus Drivers to Phillip Island,
- Public sectors involved in tourism promotion, and
- Visitor segments.

These subjective techniques were pursued, together with secondary data collection methods, to compile a range of potential facilities and services for the planned redevelopment, that were demand driven, with consideration to effective visitor management.

2.2 Secondary Data Collection Methods -

The following sources and topics were to be utilised, to compile relevant literature and statistics, complement the collection of primary data and satisfy the research objectives

SOURCES: DCE Offices - Melbourne, Dandenong, Cowes.

Western Port Regional Planning & Coordinating C'ttee
,Cranbourne.

(Collection of "Fauna Island Project" drafts and briefs; relevant Consultancy Reports; DCE Policies and Reports, Tourism and Recreation Strategies and Tourism Development Guidelines.)

- * visitor segments, seasonality, and visitation levels to the Island;
- * supply of visitor wildlife experiences available from the 'Fauna Island' range of projects;
- * analysis of visitor behaviours and attitudes to public land usage in Victoria;
- * previous Phillip Island survey on visitor usage and satisfactions of the Penguin Reserve.
- * A comparative analysis of DCE Information Centres.

SOURCES: Library indices, abstracts, and bibliographies at:

Victoria University of Technology (FIT Campus)

(accessing UK, US abstracts via computer search 'Dialog International Information Services'),

Melbourne University (Education & Resource Centre),

Ministry of Planning & Urban Growth (Melbourne),

DCE (East Melbourne)

Review literature on -

- * the functions, objectives, design characteristics of information/ visitor centres;
- * development of visitor centres and operational experiences in Australia;
- * the needs, requirements and behaviours of users of information centres that cater for similar themes;
- * Various methods of monitoring/ controlling/ assessing visitor traffic/ flow patterns and Reservation systems used at Information Centres to assist and co-ordinate tourism flows.
- * Visitor management practices and philosophies in outdoor recreation.

SOURCES: Phillip Island Information Centre, Shire of Phillip Island (Cowes), Victorian Tourism Commission (VTC), Road Transport Authority (RTA), Australian Bureau of Statistics (ABS), Melbourne Tourist Authority (MTA)-

- * establish the various visitor segments, usage patterns, and trends.

SOURCES: Travel Brochures, & Tabloids - Phillip Island, Melbourne.

- * current wildlife and nature experiences and opportunities available on the Island to visitors.

CHAPTER THREE : REVIEW OF LITERATURE AND STATISTICS

3.1 Review of Literature

A broad range of the literature available on visitor/information centres was reviewed. The psychographics of visitors using such centres; typical functions, objectives and design characteristics; use as a management tool in enhancing, monitoring and manipulating visitor flow patterns; the operational realities and current economic climate for developing visitor centres. The purpose was to expose the author and to be conversant with most aspects in the planning, development, operation and the upgrading of visitor centres in Australia - in the light of the task at hand.

There appears to be well established principles and methods concerning the discipline of visitor management. Most literature originates from America and UK/Europe, where vast populations seeking recreational opportunities, has necessitated formal management/access guidelines, to preserve abundant natural and historical resources. For more specific detail on the subjects and references covered in this literature review, refer to the bibliography at the end of the thesis.

Gunn (1988,pp.1-21) was explicit, that the key to all tourism is visitor satisfaction. Satisfied experiences depend upon the successful match between the availability of

attractions and visitor preferences.

She recognises that the various market segments are more sophisticated these days, better educated, and have preconceived travel experience expectations. They constantly seek more and better information due to, security of experience factors, and available advancing telecommunications. Added to this, is the fact that tourists seeking to gain the greatest satisfaction, must choose from a greater number of competitive places-of-interest and recreational experiences, with only limited time and resources.

Gunn (1988, pp.22-26) was annoyed by the scattering of inconsistent private and public developments that often present complex and confusing views to tourists, whose actions and needs are generally consistent throughout their travel experience. She recognises that the immediate users perspective are often neglected and different from the landowners/managers/policy makers who design the environment. Gunn believes that design in the provision of information and promotion should be used to 'emphasize the creative and artistic manipulation of structures and landscapes for the purposes of better tourism' and greater visitor satisfaction. Screven (1986) emphasises the needs of physical and conceptual orientation in visitor centre design to create the initial satisfying and secure feeling.

Haiblen (1989,p15) revealed that better road signage and the establishment of adjacent commercial recreational developments, led to growing interest and visitation of the Namadgi National Park Visitors Centre from the Canberra populous.

Manning, (1986) agrees that the Managers' perception of visitors motivations, attitudes, preferences, and perceptions of recreation impacts and problems, have often been found inaccurate. Manning believes " these findings reinforce the need for systematic and objective information about visitors." He applies the behavioral approach to the motives of visitors to outdoor recreational experiences, recognising four levels of demand:

- 1) activities,
- 2) settings,
- 3) experiences, and
- 4) the benefits.

He believes that measures of satisfaction should be judged by the degree to which opportunities satisfy user needs, and where the specific experiences, are planned and managed. He advises us that efforts to measure visitor satisfaction have encountered many difficulties, due to the diversity in motives for outdoor recreation, and the multi-dimensional nature of satisfaction.

Manning also suggests that outdoor recreation opportunities should be managed for relatively homogeneous groups of visitors. This is supported by Brown and Ross (1982) who revealed statistically through multiple regression analysis, that visitors engaged in the same activity, have more uniform relationships between motivations and setting preferences, than all recreationalists considered together.

Moscardo's (1987) script's concept is consistent with this view that visitor behaviours in information centres are highly ordered and routinely enacted. For example, he observed in museums that adults are more interested in collecting information pamphlets while children are more interested in exhibits.

Loone (1989, pp.9-11) stresses the need for facility planners to accurately identify the prime users and investigate other possible options within the 'terms of reference'.

Pearce (1988) reminds us of the many practical motives of visitors attracted to information centres, including the need to use the toilets, refuge from inclement weather, and the desire to use recreational time more efficiently.

Stevens (1989, pp.8-9) reflects on the importance of accurate visitor profiles so that the five types of potential communication (i.e., promotion, information, interpretation, education and dialogue) match the hierarchical development of

visitors and their implicit, preferred messages.

Manning discusses the values and drawbacks in using site surveys, participation surveys, and observational studies in establishing present and potential demand for recreational resources. His research has revealed the following useful facts:

- * " That observational studies provide valuable cross-checks on the validity of survey based studies of visitor attitudes and preferences to visitor services and facilities; and
- * That many on-site studies tend to be highly site-specific in their results."

The mail-back survey on visitor profiles and attitudes has been successful in gathering relevant data for the Kakadu National Park in 1982 (ARB, Vol.2, No.4:1984) and the Phillip Island Penguin Reserve in 1985 (Phillip Island Penguin Reserve Committee of Management, 1985). The major advantages of this technique are their cost effectiveness and ongoing capability.

Assessing surveys on the use of visitor centres, their spending on site, and their likes and dislikes, was difficult for Manning. One such survey, (Locke, 1985) revealed that one in five visitors to a country park had not decided to visit on

setting out from home, until attracted by signposts as they drove along. The results of a study by Glyptis (1989, pp.135-52) revealed that greater attention should be paid to local roadside information.

Manning reveals other North American studies of wilderness visitor preferences for facilities and services, indicating that:

- * Low standard trails are preferred to high standard trails. (Lucas,1980; Murray,1974)

- * Information signs (eg. trail names, directions, and distances) are favoured along trail systems. (Lucas,1980; Merriam and Ammons,1968)

- * Most visitors prefer to have maps and informational pamphlets available during their wildlife experience. (Lucas,1980; Stankey,1973; Hendee et al.,1968)

- * Most visitors favour the presence of wilderness rangers. (Lucas,1980; Echelberger & Moeller,1977; Stankey,1973)

Manning(1986) reviews other completed studies of wilderness visitor attitudes toward management policies in North America. Results relevant to this thesis include:

- * Most visitors favoured use limitations during peak visitations. (Stankey,1980; Bultena et al.,1981; Towler,1977)

- * No general consensus on the method by which use limits should be administered. Studies by Bultena et al.,1981 supported a 'first-come first-served' system; while studies by Shelby et al.,1982 supports a reservation rationing system.

- * Fixed travel routes or itineraries appeared to be unpopular. (Stankey,1973 & 1980)

- * Support for self-registration. (contact numbers and addresses would be useful for promotion and feedback surveys) (Echelberger and Moeller, 1977)

- * Visitors favour limits on party size in group experiences. (Stankey,1980; Towler, 1977)

Manning notes that information and education programs, mandatory permit systems, and differential fees have shown to be most effective in fulfilling visitor management objectives. He believes that management priorities have correctly focused on educating visitors about sensitive environments rather than attracting visitors.

Manning has found little statistical relationship between density, crowding, or satisfaction in groups and individuals pursuing wildlife experiences. He suggests that this is due to methodologies, normative definitions of crowding, and the coping behaviour of recreationalists. In reality, he finds the concept of 'carrying capacity' is difficult to rationalise and quantify, as no single topology of tourism, or the environment, exists. He directs us to the findings of Mitchell, (1979); Lindsay, (1986); Shelby and Heberlein, (1987) which tend to focus on the recreational capacities and especially, the behavioural component of carrying capacities.

Manning, as well as other researchers (Stankey et.al.,1985; Stankey et.al., 1984; Hunt & Brooks,1983; Chilman et.al.,1981; Frissell et.al., 1980; Brown et.al.,1979; Gold,1973) have stressed the need for a systematic management planning process, that is well documented and subject to public participation and review. Thus, ensuring explicit, rational, and defensible value judgments.

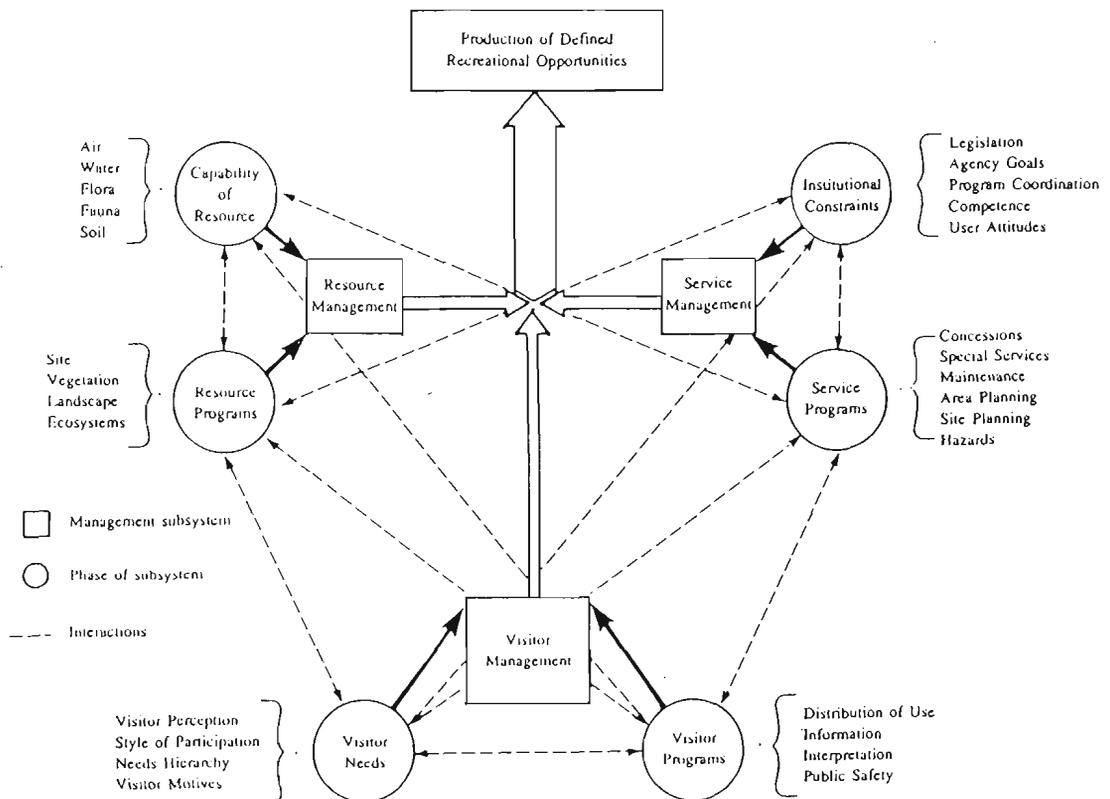
Burkart and Medlik (1986) find that planning and management for tourism carrying capacity is essential for any tourism development. That it becomes necessary to lay down standards of capacity and apply them where pressures of demand are great. They find, that the carrying capacity of tourist sites is directly linked with the capacity of access, with the latter effectively determining the pressure of use.

Sorensen et. al.,1984 draws our attention to new methodologies evolving where evaluations of 'carrying capacities' seek to avoid probabilities of tourism saturation, by taking an integrative approach to planning, where tourism developments or redevelopments are viewed as one of several phases of development which ultimately increase the capacity of land in the long-term.

In assessing the need, capacities, and requirements for a tourist facility, Burkart and Medlik (1986) advise us that the volume, expenditure and characteristics of tourists movements have to be determined, quantitatively. These statistics are sort in the following section and should help evaluate the trends, magnitude and significance of tourism to the Island and should justify the development of the "Fauna Island" range of facilities.

Jubenville et. al. (1987,p.19) make use of the 'Recreation Opportunity Spectrum (ROS)'conceptual framework as described by Brown et.al.(1978) in their 'Outdoor Recreation Systems Model'. (Refer Figure Two)

FIGURE TWO : " OUTDOOR RECREATION SYSTEMS MODEL "



Source: Jubenville et al, 'Outdoor Recreation Mgt.', '87, p19.

Whately (1987, pp.34-36) agrees that the total management program consists of the interaction of three subsystems- resource; visitor; and service. All suggest, that in creating diversity in recreational or wildlife opportunities through settings, the variables of environmental, social, and managerial conditions should remain linear in their implicit relationship to each other.

Thus, the emphasis should be on the manager who must take charge of the recreational opportunities, so that the alternative experiences available for user choice (e.g., wildlife experiences promoted through an information centre) are definable, manageable and meet the needs and satisfaction of most of it's users.

The majority of outdoor recreation writers discuss information, interpretation, distribution of use, and public safety; as essential visitor management programs, that manipulate visitors to protect/enhance their recreational experiences and /or to protect, enhance, or rehabilitate the resource base. They suggest that the success or failure of a program should be judged in relation to the opportunity being provided.

Information programs serve three purposes:

- 1) Provide visitors with sufficient information to increase their knowledge to help make rational choices between competing recreational opportunities;
- 2) To manage visitor use patterns by clearly establishing norms of behaviour and warning of potential hazards; and
- 3) To explain the necessity for specific management actions, normally to protect ecosystems.

Various verbal and non-verbal, formal and informal information mediums exist. Useful criteria worth noting on information programs available at Visitor Centres include:

- * simplicity,
- * cost efficiency in design,
- * different 'forms' must be aligned,
- * more contemporary wildlife viewing opportunities require more specialised information,
- * each sign should only convey one message and international symbols be adopted.
- * Careful consideration in publications should be given to- overall appearance, attractive cover, size and shape, conciseness, pictures and diagrams, elimination of agency rhetoric and bias, and local contacts given for further enquiries.
- * the evolution of desired programs relies on the continuous interchange of information between visitors and motivated Centre operators.

Carter (1984,p.118) reminds us of the need for information programs to:

- * Create expectations,
- * Clarify expectations and orientate,
- * Facilitate recreation experiences, and
- * Reinforce positive aspects of the experience.

Screven (1987) is emphatical that visitors need to be well orientated with information such as maps, exhibits and displays.

Winkel et. al. (1974) report that visitors prefer to consult maps and signs rather than to ask directions from attendants. Bartz (1969) found that maps were easier to read when they contained the least number of steps involved in the mental transformation of map information into real perspectives. Pearce points to numerous studies that show that the longer it takes to mentally process information, the harder it is to remember that information. Garland, Haynes and Grubb (1979) found that colour maps were superior to black and white versions. Pearce and Black (1984) found that maps with mimetic images were superior to cartographic maps. Bartz also revealed that maps with names set in different typefaces allowed quicker search times by readers if legends were initially viewed. Pearce draws our attention to other map options such as rotating maps and maps indexed to a legend.

Screven found that four factors were significant in visitor attention levels of exhibits. These are:

- 1) content of the material on display,
- 2) display technique employed,
- 3) spatial location of the exhibit, and
- 4) emotional positioning style of the surrounding exhibits.

Washbourne and Wager (1972) found from 550 people interviewed in four visitor centres in north western States of USA, that there was a significant preference for dynamic, animated , violent subject nature and changing presentations in exhibits.

Pearce (1989) and Breidahl (1990) indicate that interactive exhibits are preferred and hold visitor attention the best. Albeit, Pearce believes that visitors generally pay very little attention to exhibits.

Prince (1982) and Washbourne and Wager found that displays using 'cause and effect' were most effective. Displays containing only text were least preferred, while those containing models, photos, artifacts and text were most preferred. Through behavioural observations the Countryside Commission (1978) found that dynamic, physically interactive and animated displays captured the attention of all ages and social backgrounds.

Tilden (1975) considers interpretation as a communication or more precisely as a revelation of environmental relationships based on information or firsthand experience; while Sharpe (1982) lists the aims of interpretation programs as:

- developing greater visitor awareness, enhancing appreciation, and understanding of relationships in a natural ecosystem;

- encouraging recreation opportunities; and
- promoting public understanding of an agency and its conservation programs.

Jubenville et al indicate that the three common methods of interpretation in the total visitor management program are:

- 1) Personal services - liaison, talks, demonstrations, and walks.
- 2) Non-personal - assisted by special self-guiding materials and facilities.
- 3) Gadgetry - use of electronic devices to communicate with visitors and their senses.

They also indicate that Information Centres are only one of many medias used to supplement the interpretation of a recreational experience. The centre must align it's messages with relevant trails; road, trail and water signs and displays; publications; and radio and television. In addition, advise is directed to continually evaluate the total interpretive program so that it's desired purpose is being achieved, is resource efficient, and not 'over-done'.

Freeth (1989,pp.24-25) sites the success of the 'Bool Lagoon' wetland where visitation has increased six-fold through the introduction of interpretive walks, non-personal visitor services and promotion. His review offered useful advice for potential interpretive services, if the option of

developing the adjacent Newhaven wetland as part of the Information Centre redevelopment, is appropriate.

The need to redistribute visitor use around wildlife attraction nodes on Phillip Island, particularly during school holiday and summer periods has been recognised, in order for wildlife ecosystems to sustain an equilibrium over time.

Reactive measures to over-use by visitors generally result in the dispersion of use, limitation of use, or closure. Jubenville and Becker (1983) point to more proactive ideals of spatially and temporally redistributing users. Information programs are vital in this management program, so that preconceived itineraries are subject to minimal disruption, and visitors are offered more options and explanations. Beckmann (1987,pp.6-14) believes there is ample evidence from both Australia and abroad that interpretation has reduced the need for regulation and enforcement in the management of public lands.

The redistribution of use appears most effective in the planning phase of trips, hence the relevance for the Centre's location to include a briefing and co-ordinating function for visitors and tour groups before they proceed to each of the 'Fauna Island' attraction nodes.

The influenced of transport systems such as roads, trails, carparks - and their locations, types and character, in the

effective distribution of visitors to destination was also noted by Lawson & Boyd-Bovey (1977,pp.162-77) and the World Tourist Organisation, who recommend 'standards' on physical and facility capacities.(eg., number of people per square metre; bed spaces; equipment ratios; car park allocations; and host/tourist ratios)

Morris and Pullyblank (1988,pp.7-11) examined a redevelopment strategy for Healesville Sanctuary, Victoria, based on establishing a new circulation system for visitors to enhance total visitation experience. They recommended the following circulation systems:

1. Visitor arrival sequence;
2. Primary path system;
3. Secondary or satellite path system; and
4. Service road system.

This resulted in a trend of increased visitation, with new flow patterns that allowed visitors to be better controlled, while fulfilling their expectations. These design principles may be useful for possible self-guided walks and the distribution of visitors from the Centre to the surrounding Newhaven wetland and beach areas.

Jubenville et al indicate that the character and quality of facilities and information programs tend to reflect the incidence of threats to public safety. Johnston (1988) points to the proactive measures undertaken by the Victorian Outdoor

Education Association and other groups in Victoria in ensuring recreational users and facility providers are aware of public safety issues and legalities.

The funding of Victoria's Public Lands over the next few years will most likely be limited. There is an indication from Government discussion that 'user-pays' policies are being investigated for introduction where possible for DCE managed facilities. Glyptis,(1989), examines the arguments to user pay policies for countryside access and recreational services and facilities. Bovaird et al.(1984); Leuschner et al.(1987); and Stoakes (1982) argue that demand for wildlife experiences is generally price-inelastic, and would favour the adoption of pricing if a specific experience from the Information Centre was available in addition to the service of orientation.

The use of local volunteers in operating information centres and assisting in interpretive programs to reduce operating costs, while enabling sufficient liaison and interpretive opportunities, was topical. Oaten (1989,pp.37-38) and Saunders (1989,pp12-14) indicated that their use was effective in orientation functions and as intermediaries in interpretation.

However, as Patmore (1987) points out, each public area is often unique, offering different experiences and attracting different visitors. Together with consideration to social policies, he concludes that pricing and budgetary matters must

be tailored to circumstance.

In recent years, DCE and the VTC has produced management guidelines for National Parks and Tourism Development Strategies, stressing the importance of managing growing numbers of recreational (and educational) users, demanding ever increasing natural experiences, in scarce, fragile, attractive, environmental settings. An important ingredient in all visitor management programs on public lands, has been the strategic installation of information and interpretation facilities and functions at key access points, hence the targeting of the Centre at Newhaven, upon which all visitors confront, at their arrival at Phillip Island.

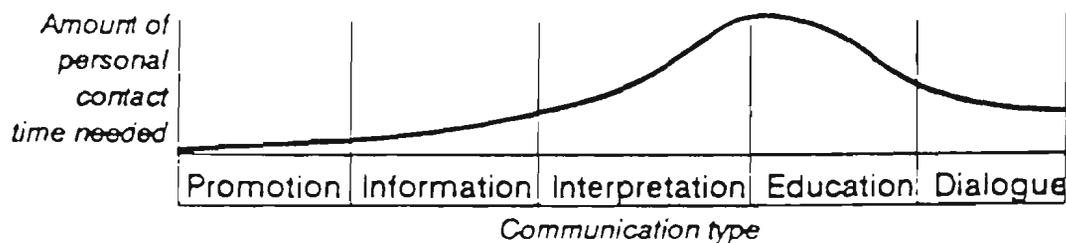
Beckmann found through a 1987 survey of major State and Federal organisations involved in the management of Australian National Parks , State Forests and fauna reserves, the following trends:

- lack of explicit interpretation policies,
- inadequate levels of staffing and funding,
- changing emphasis from personal (eg., ranger guided) to non- personal (eg., written) interpretive services.

The latter point is disappointing as the Victorian push for 'Cultural Tourism - A New Approach To Tourism' as reported by Varcoe (1988,pp.26-28) relies on personal contact and quality interpretation to enrich visitor experiences.

Though Figure Three, Stevens (1989) examines the amount of personal contact time needed by the communication type. This points to the need to evaluate the cost effectiveness of the various communication mediums or techniques used. He indicates that personal contact time would be most effective with interpretation, education and liaison.

FIGURE THREE : " PERSONAL CONTACT TIME NEEDED, BY TYPE OF COMMUNICATION "



Source: Stevens, 'Guidelines for Communicating', ARB, Vol. 5, No. 3, 1989.

In addition, this brings to light that the level of complexity may not indicate the quality. Occasionally too much emphasis has been placed on the communication mediums rather than communicating the desirable information.

Gare (1982,p.94) and Saunders stress that the Public Land Manager must first establish, what are the most effective means of communicating with visitors, before they enter an attraction node and during their visit. Unfortunately, they advise us that a facility development that seeks to minimise the peaking problems, and maximise the impact, can often tend to duplicate the bottlenecks, hassles, and invade one, of the various technologies one thought they were escaping, by such a visit.

They believed that good visitor information services were essential, but the installation of a centralised visitor centre may not be cost efficient. The question of establishing a staffed visitor's centre for information and interpretation services over other inexpensive, decentralised options, like smaller unsupervised centres, self-guided trails and covered signage boards, becomes debateable when resources become scarce. Saunders also believes further research is required to justify the effectiveness of Victorian visitor centres and to establish if respective facilities are fulfilling their objectives.

Dr McDonough (1982,pp.79-84) also reminds us that the objectives for the redeveloped Centre must form the basic principles that guide the redesign. He sites previous Visitor Centre design criteria as well as the following factors:

- * General flexibility and adaptability in facility design, displays and exhibits (eg., use of partitions, multi-purpose rooms with movable seating/furniture, displays and exhibits usable by both recreationalists and school groups).
- * Offer estimates of times for walks and experiences available.
- * The title of the building is important in projecting a positive and relatable image. This is relevant to the study in that the Centre under study is known as several names which could confuse visitors.
- * Physical appearance should not be dominating or ostentatious
- * Use of natural/native building materials.
- * The importance of the Lobby in creating desirable first impressions and orientation. The PIIC could certainly take note here. The toilets aren't exactly of cultural or local significance !
- * Sequentially placed exhibits, logically flowing displays and clockwise visitor circulation are generally the norm. Arrangement of the lobby, display and exhibit room and multi-purpose/audio-visual room relative to each other to

facilitate visitor circulation.

- * Soundproofing and the ability of the multi-purpose room to be totally darkened.
- * Total access for the handicapped and smaller children.
- * The use of humour in exhibits is highly desirable. Simplicity, low maintenance and flexibility are preferable for equipment; while brevity and simplicity are needed for presentations.

The purposes and objectives of establishing visitor centres on public lands tend to vary from site to site. The various alternatives in visitor centre design and the natural resource interpretation available, reveal the interest and importance placed by public agencies on such facilities at specific locations.

Realistically, the development or redevelopment of visitor/information centres can usually only be justified politically and economically in terms of people visiting them. It is therefore appropriate that a review of relevant visitor statistics is forthcoming.

3.2 STATISTICAL REVIEW

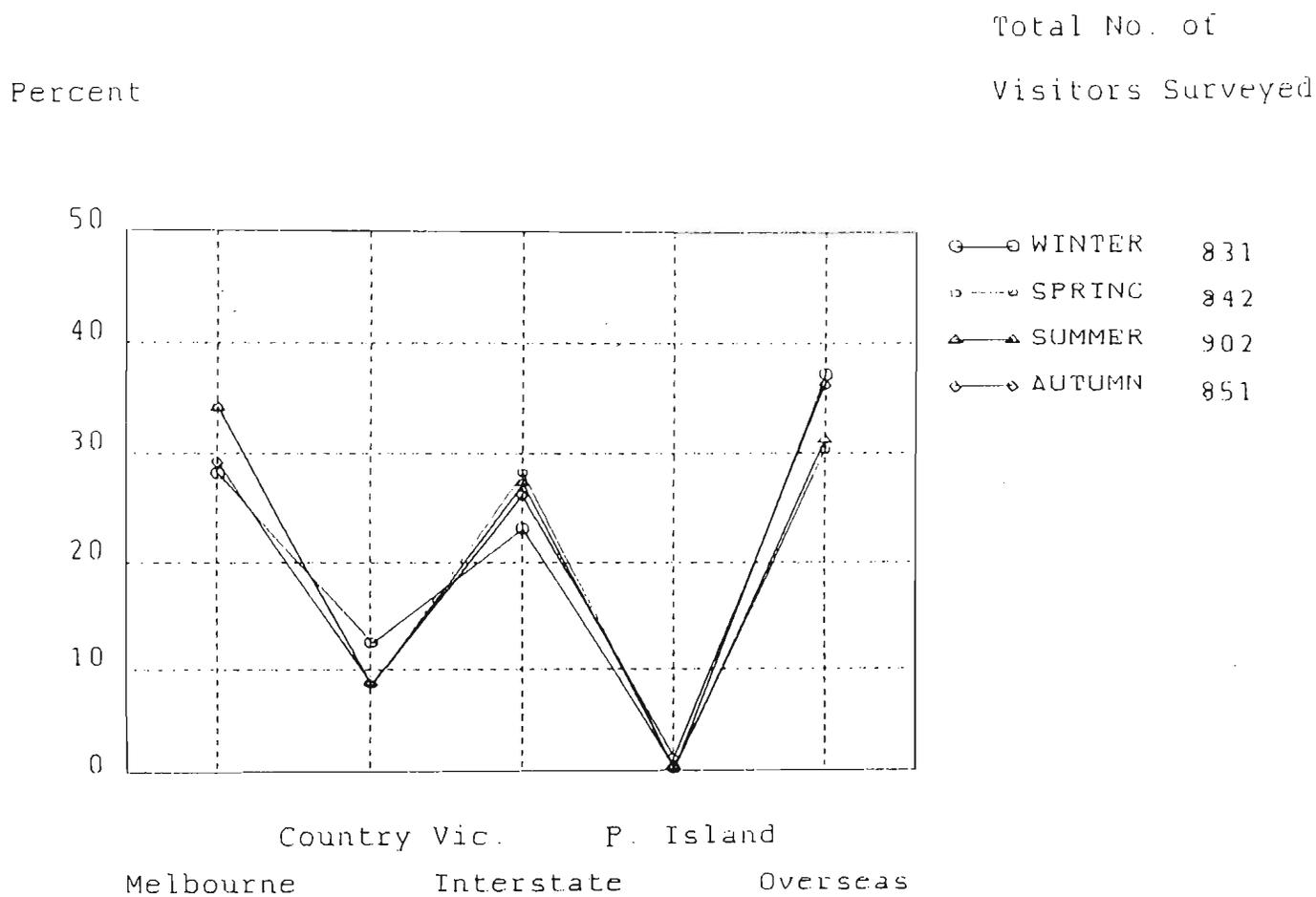
To establish an indication of the scope for visitor management that the information centre could be responsible for - the numbers, profiles, expenditure patterns and trends of visitors to Phillip Island and the Westernport region, have been compiled as follows.

Although the 'Five Ways Koala Reserve' attracts 2.5 percent more visitors than the Phillip Island Penguin Reserve, the latter is considered the primary visitor attraction on the Island. (In 1987, 456 300 & 445 200 visitors for respective attractions. VTC,1988) In the year 1987/88 more than 475 500 visitors were recorded in attendance at the penguin reserve. 34 percent(%) (162 800) of these visitors were of international origin in 1988. In 1986, it was estimated that 11 percent of all international visitors to Australia, visited Phillip Island - of the 35 % of all international visitors, visiting Victoria. This is expected to rise to more than 190,000 in 1990 and 220,000 by 1995. (Destination Australia,1988) Both domestic and international visitors to the Reserve have recorded average growth rates of more than 10 % for the 6 years to 1988.

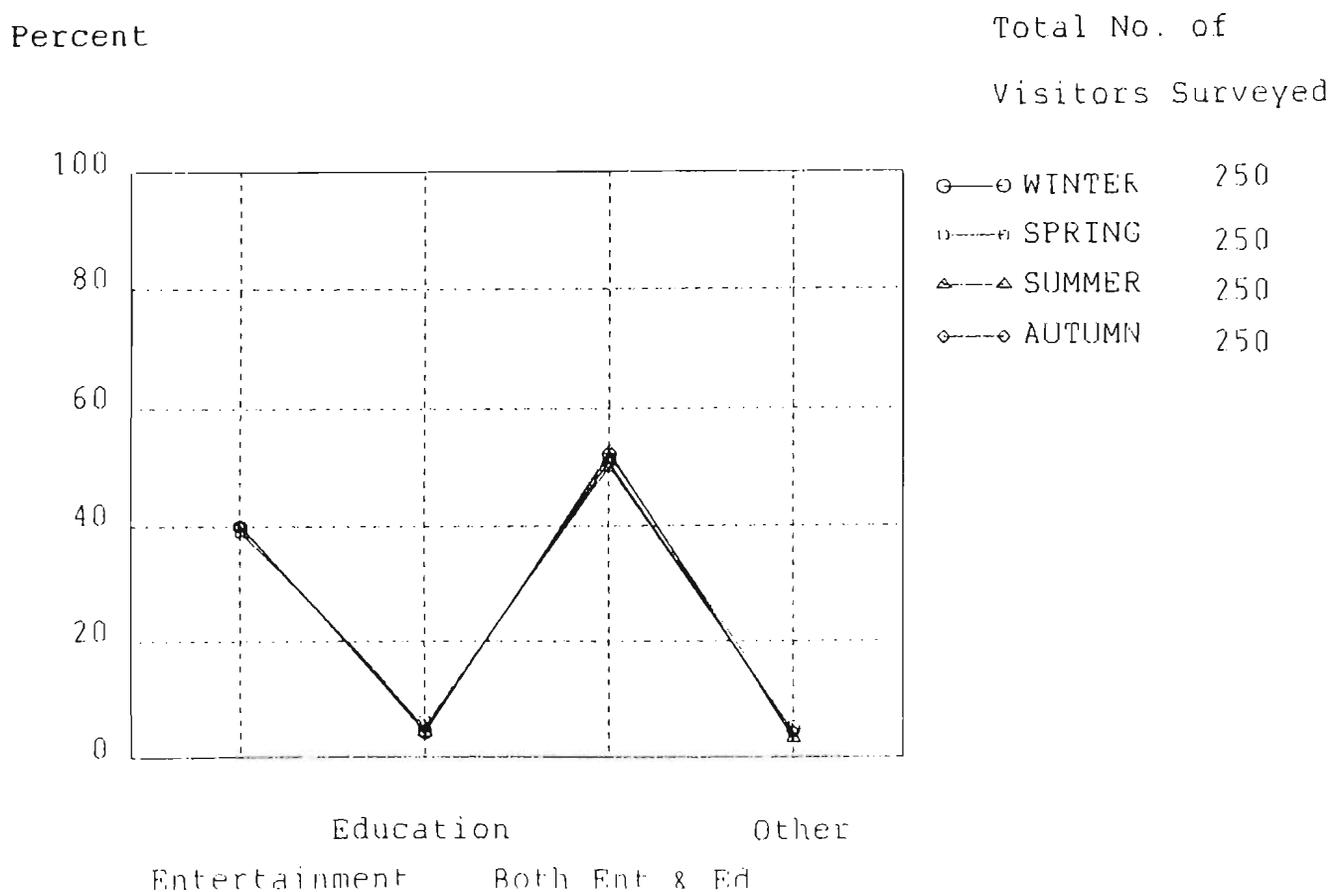
Figure Four reveals seasonal results from a survey conducted over 1989 to establish a profile of visitors (namely, place of residence and purpose of visit) to the Penguin Reserve.

FIGURE FOUR : PROFILE OF VISITORS TO THE PHILLIP ISLAND PENGUIN PARADE, 1989.

4.1 PLACE OF RESIDENCE



4.2 PURPOSE OF VISIT



Of the 3426 people (winter 831, spring 842, summer 902, and autumn 851) surveyed over the four seasons:

- 18 percent were under 16 years of age,
- 20 percent were between 16 & 25,
- 24 percent were between 26 & 35,
- 16 percent were between 36 & 45,
- 10 percent were between 46 & 55,
- 7 percent were between 56 & 65, and
- 5 percent were over 65. (PIPRCM,1990)

A 1989 survey, indicated that 34 % of all visitors to the Penguin Reserve were on a return visit to the Reserve. (PIPRC,1989) An estimated 15-20 % of international visitors from the major destination origins of Japan, South East Asia, USA, with smaller percentages from Europe, Uk/Ireland, New Zealand and Canada, will make a return visit to the attraction. (DCE,1990)

A study of 20 Major Group Tour Operators in 1988 believed that the first of the 'Fauna Island' projects, ie., the Koala Conservation Centre, could attract 80 % of the international market (i.e., the equivalent of the coach market). This would result in attracting somewhere between 150,000 and 160,000 visitors annually. This study also found that 80 % of the coach market visitors were on standard tours and 20 % were on specially tailored tours.

Phillip Island is a primary pull to the Westernport region. (Refer Figure Five) The significance of tourism on Phillip Island to the Victorian economy was estimated to be about \$ 50 million in 1975.

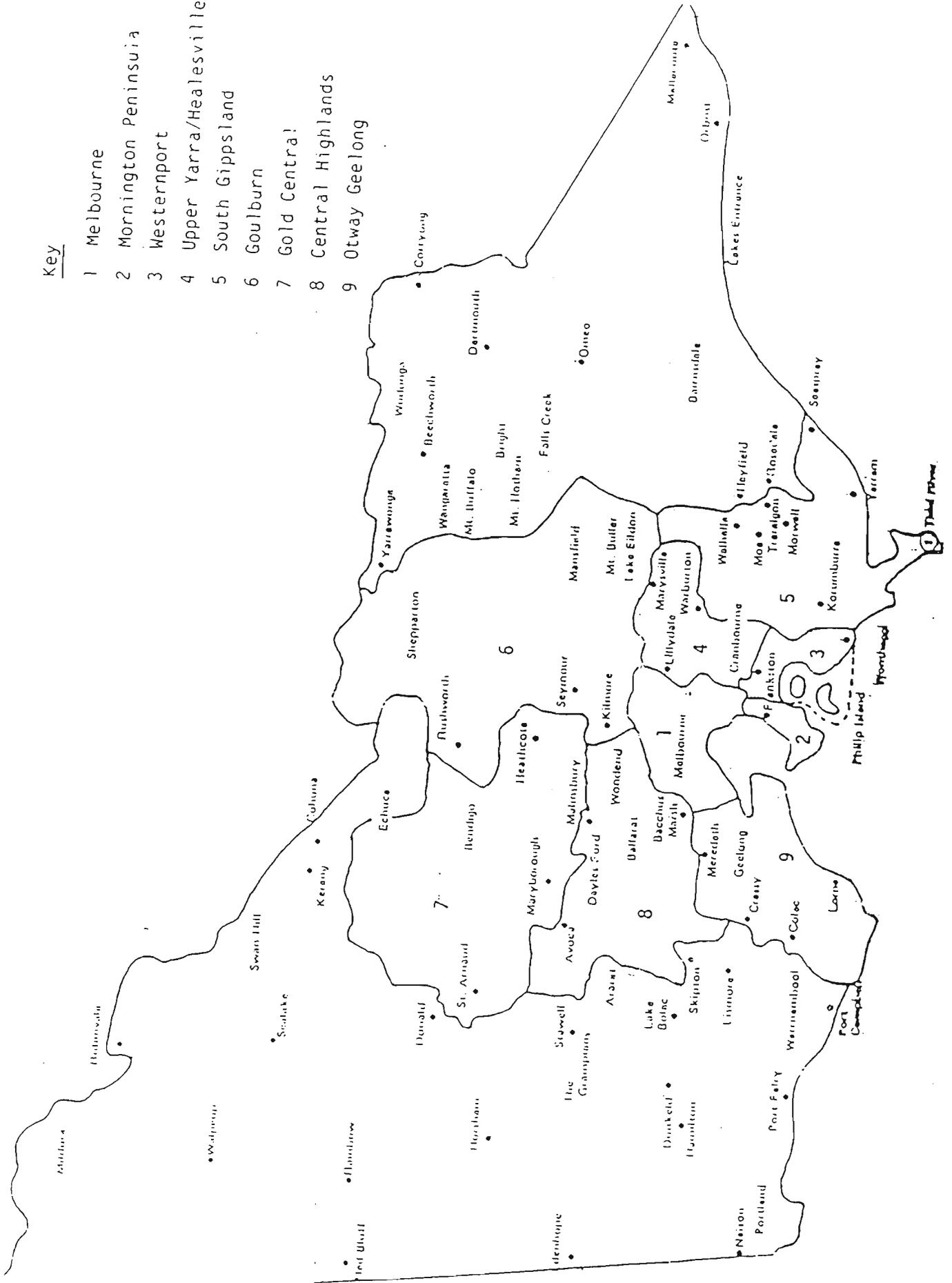
In 1986, visitors to the Westernport region were estimated to have spent \$ 92 million, \$57 million as a result of domestic overnight trips, \$32 million from day trips and \$3 million by international visitors. Domestic tourism to the region has been stagnant with a growth rate of -3 % in contrast to Phillip Island's growth in domestic visitation (i.e., 492,000 domestic visits in 1984/85 to 388,000 in 1987/88). This negative growth also contrasts the adjacent Mornington Peninsula region which had a growth of 31 % , with Melbourne and Victoria recording an estimated 3 % during the same period. (VTC,1990)

Interestingly, the overall number of visitor nights spent in the Westernport region by domestic tourists has increased from 1.36 million in 1986/87 to 1.49 million nights in 1987/88 (i.e., growth of 9.5%). (VTC,1990) This indicates that domestic visitors are increasing their wildlife viewing opportunities on Phillip Island, leading to increased expenditure on accommodation, food and beverages, souvenirs, etc..

FIGURE FIVE : " VTC TOURISM REGIONS "

Key

- 1 Melbourne
- 2 Mornington Peninsula
- 3 Westernport
- 4 Upper Yarra/Healesville
- 5 South Gippsland
- 6 Goulburn
- 7 Gold Central
- 8 Central Highlands
- 9 Otway Geelong



Source: VTC, 1988.

Only 6 percent of the International visitors who visit Phillip Island stay overnight in the region (i.e., about 9,000 visitors). (VTC,1988) Of overnight domestic visitors, 59 percent stayed with friends or relatives or in their own holiday homes, 20 percent stayed in camping grounds, cabins, caravans, and 15 percent in hotels, motels.

(VTC,1990)

During 1986, Westernport received more than 1.08 million day trips, some 7 percent of all Victorian day trips. Table One reveals this statistic and ranks Phillip Island as number 6 as popular main destination area/town by Victorian day trippers. (VTC,1987) Of 302,000 day trippers to Phillip Island in 1986, 56 percent were from Melbourne while the other 44 percent were from the rest of Victoria.

TABLE ONE : " RANKING OF POPULAR MAIN DESTINATION TOWNS/AREAS BY VICTORIAN DAY TRIPPERS, 1986" (Source: VTC,1988)

Ranking	"Main" Destination	No. ('000)	% of all trips by Victorians with a "Main" destination in Victoria
1	Ballarat	519	4
2	Geelong	471	3
3	Bendigo	419	3
4	Rye/Rosebud	359	3
5	"The Dandenongs	347	2
6	Phillip Island	302	2
7	Lorne	226	2
8	Mornington	223	2
9	Healesville	198	1
10	Torquay	163	1
11	Mt Buller	158	<u>1</u>

24%

The seasonal nature of visitation to Phillip Island is highlighted by the Roads Corporation traffic counter, adjacent the bridge to the Island. There is three times more traffic arriving on the Island during the summer months and easter than the rest of the year. More than 2.5 million vehicles pass onto the bridge to the Island from San Remo each year. However, the counter is unable to distinguish between local traffic or commercial vehicles (Victoria Roads Corporation, 1990)

These broad range of statistics support the Island's ability to attract the various visitor markets, in particular the international visitor. They highlight the need for wildlife facilities to be of international quality while not deterring access to the various domestic visitors. The variety of visitor markets calls for a variety of tourism infrastructure to meet differing accommodation, food, and recreational needs. These needs require coordination, informed promotion and perhaps further investment if the Island is to make the optimal use of it's unique natural resources and wildlife experiences.

CHAPTER FOUR : " FAUNA ISLAND " , WILDLIFE EXPERIENCES

Phillip Island supports a wealth of unique Australian wildlife, including:

- penguins,
- koalas,
- seals,
- shearwaters (mutton birds) ,
- wetland birds, and
- habitats related to the marine environment, caves, beaches, and rock formations.

Without these wildlife resources, tourism to the Island would exist solely on the recreational pursuits of surfing, fishing, and picnicing.

Due to the early nature of the project, with only the 'Wildlife Strategy Plan' near completion (refer Appendix One), numerous informed assumptions on potential, visitor wildlife experiences were outlined on consultation with the Fauna Island Project Planner. The following inventory defines the range of the various wildlife experiences that will avail and be managed by DCE around the Island. This is vital for potential orientation and interpretation functions/messages that the redeveloped centre should instil and indicate the types of facilities and services that the Centre should not duplicate.

Therefore, it is assumed that the programmed range of developments under the auspice of " The Fauna Island Project" will provide the necessary facilities and services to provide the following co-ordinated range wildlife attractions and experiences for a wide variety of visitors (from the long-term summer holiday maker to the short stay international tourist) .

4.1 Penguin Reserve and Visitor Centre Experience

The penguin reserve at Summerland Beach, can be classified by the generic term, attraction, due to it's successful ability to draw up to half a million visitors each year. It is the Island's primary visitor 'pulling' attraction, and the most popular natural attraction outside Melbourne for international tourists.

During the summer months, the maximum capacity of 3800 visitors per evening is often reached, with visitor numbers as low as 400 to 600, during the winter months. The number of penguins making their evening return to their mainland habitats vary, but normally, between 200 and 400 can be witnessed. (PIPRC, 1990)

Gunn, (1988) recognises six common characteristics in reviewing or establishing new attractions. These desirable ingredients are:

- i) "well comprehended by visitors,
- ii) appropriate to the environment,
- iii) influenced by owners' policies and objectives,
- iv) providers of a magnetic function,
- v) a source of visitor satisfaction, and
- vi) created."

It is fair to surmise that these characteristics are present at the penguin reserve. Further more, it is useful to the establishment of the other attractions within the 'Fauna Island Project', to reveal these ingredients in the context of the penguin reserve experience.

i) To enable visitors to comprehend the lifestyle of the little fairy penguin, illuminated viewing stands and elevated boardwalks, capture the unique nightly return of the penguins from the ocean, to their land burrows. A visitor centre consisting of many aminated displays, exhibits, and a theatrette; provides comprehensive and multi-lingual, interpretation opportunities for both short-term touring day-trippers and longer stay visitors.

ii) The basis of developing the penguin facilities began to protect, enhance, and achieve greater awareness of penguin colonies in their natural environment.

iii) The Penguin Reserve Committee of Management's objectives and policies are consistent with the aforementioned statement, as well as maximising visitor experiences, adhering to social and financial constraints, and creating an environment, conducive to research and input from local interest groups.

iv) Due to the relatively small number of penguin colonies in Australia, the developed access, and the quality of the viewing and interpretive facilities and management, there is overwhelming magnetism, from a large populous.

v) Visitor dissatisfaction of the penguin experience is rare, with dissatisfactions mainly limited to the setting and its impact on the long term preservation of penguin colonies. In 1989, a survey of 1000 attendances over the four seasons, a reported 34 percent of attendances were return visitors. (PRCM,1990)

vi) Access to the real-life viewing of penguin colonies; the modern design of the visitor facilities; and the comprehensive interpretive services and educational programs (both day and night, during summer and holiday periods), combine explicitly in this attraction, to provide satisfying experiences. The attraction is the product of organised and interested people, motivated, by the conservation of unique, fragile habitats; and innovative design and interpretive techniques that enable access to all people.

4.2 Koala Enclosure Experience

The development of the Koala Enclosure and Research Centre on 33 ha of recently acquired land and the David Forrest Reserve intends to offer a unique, international quality, wildlife experience. The new development will present koalas in natural settings where short-term visitors (ie., visitors with a stay of up to 1 hour) will be provided primarily with:

- close viewing and ready photographic opportunities,
- shelter from adverse weather conditions,
- broad exposure to koala biology and conservation, and
- the opportunity to purchase souvenirs.

Visitors available to spend more than one hour are to be categorised as seeking a secondary experience, and will be provided with:

- more comprehensive natural habitat viewing tracks,
- variety of close and distant viewing opportunities (including raised walkways),
- complete independence in koala watching within the reserve boundaries,

- interpretation and research facilities for visitors and educational user groups seeking a special interest in koala biology and welfare, and

- liaison and ranger tour opportunities (DCE,1990)

4.3 Nobbies Interpretation Centre Experience

The interpretation centre would focus specifically on the marine environment, highlighting the weathered landscape, geological and geomorphological features; and seek to increase the awareness of the archaeological and historical importance of The Nobbies and Seal Rocks area.

Sealed boardwalks already offer visitors first hand viewing of the vast coastal views, rugged rock formations, and at low tide, the opportunity to access the beach, the unique 'blowhole', the shelly beaches and marine habitats.

The centre would include a new Kiosk to purchase souvenirs, while offering further opportunities to view the seals and shearwaters/ mutton bird habitats, through displays, exhibits and a theatrette. At present, 4 coin operated binoculars are available at the Kiosk to view seals on Seal Rocks, as well as, a ferry service from Cowes which offers views at a distance, as part of a one and a half hour, scenic, coastal cruise.

Close-by, Point Sambell diversifies the experience, with opportunities to observe the Silver, Pacific and Kelp Gulls; Australian Kestrel; Brown Falcon and Brown Goshawk interacting and surviving in their coastal environment.

4.4 Remote Viewing Experience of Fur Seals on Seal Rocks.

It is proposed that remote viewing of Seals and the adjacent Marine environment, by closed circuit television, would be developed to carry pictures back to the above mentioned interpretation centre. (DCE, 1990)

Seal Rocks is home to some 5000 seals, and peaks in November and December during breeding season to 6000 seals, when large males claiming breeding territories provide shrewd and chauvinistic, on-site behaviours. (The Herald Time Away, 1990)

4.5 Shearwater/ Mutton Bird and Cape Woolamai Experience.

The migratory short-tailed shearwaters (mutton birds) breed on Phillip Island from October to March, and fly to Alaska and back between April and September. With some 542,000 pairs of shearwaters on the Island and 66 percent breeding at Cape Woolamai, their nightly return to beach rookeries is spectacular.

Under the "Fauna Island Project" , visitor experiences of self-guided nature walks (both short and long, complemented with handout notes, progressive signage, and ideal photographic spots), guided ranger tours, and educational programs will offer-on-the-spot, beach wildlife and habitat interpretation.

In addition, a Centre for interpreting the mutton bird lifestyles will offer specialised information, exhibits, displays, and enhanced natural viewing opportunities. The Centre would also offer geological and geomorphological interpretation of the granite 'Pinnacles'; and ancient basalt formations like the 'Colonnades', 'Pyramid Rock'; large sea-eroded caverns like 'Forrest Caves'; and rock pool habitats like those at 'Smiths' and 'Sunderland' Beaches. Recent developments indicate that this Centre will be developed in conjunction with the Penguin Reserve. (DCE,1990)

4.6 Wetlands and Migratory Birds Experience

The Rhyll Wetland, Rhyll Inlet, Newhaven, and Churchill Island Mud Flats have significant breeding colonies of straw-necked ibis, little pied cormorants, royal spoonbills, pelicans, egrets, herons, and oyster catchers to name a few. The ibis generally breed between June and November at the Rhyll Wetland; while the migratory waders from north-eastern Siberia and Alaska frequent the Rhyll Inlet and Churchill Island tidal flats in large numbers, from September to March.

Public viewing hides, are proposed for small groups and ornithology enthusiasts, to view and photograph these breeding areas without disturbing the wading birds. Boardwalks behind the mangrove fringe will also provide for larger numbers of visitors to view the birds and wetland habitats, in addition, to natural vantage points like Conservation Hill. Although these birds usually only attract special interest visitors, the demand for ranger tours and educational programs is anticipated in the future.

4.7 Information Centre Experience

The redeveloped Information Centre will not only be instrumental in promoting the ornithological opportunities through photographic displays, ranger talks, and availability of specialised informative notes and maps on specific breeds, habitats and behaviours; but orientate and inform visitors to all experiences listed above. The addition of a theatrette if demanded, would enable visitors (particularly short stay visitors and on days of inclement weather conditions) to be introduced to the Island's wildlife through a short film.

A Ranger is planned to be on hand at the Centre to answer any questions and offer specific wildlife information. It is also anticipated that a variety of guided ranger tours to various attractions would start and finish from the Centre.

The Newhaven Wetland, adjacent to the Information Centre, offers enormous potential for wetland interpretive utilisation.

CHAPTER FIVE : COLLECTION OF PRIMARY DATA

5.1 Limitations of Data

After the subjective observation and interpretation of the findings from the pilot survey of 40 respondents at Phillip Island Information Centre, on Saturday, September 22, 1990 - the primary hypothesis, that was to be tested via the collection of 350 personal interview questionnaires, on visitors exiting the Information Centre, from September 28 to October 5, appeared redundant, due to the secretive remodelling/ renovation of the Centre's interior, by the Phillip Island Shire, prior to 'Grand Prix' Motor Cycle event, September 13-16.

It could be interpreted, that this event influenced the 100 percent overall satisfaction of the Centre's facilities, exhibits, displays and services from all respondents questioned.

Thus, the intended methodology of completing the 350 questionnaires to test the null hypothesis, that '30 percent of visitors to the centre would be dissatisfied with the facilities, exhibits, displays and services', was futile. However, this is not to believe that a survey of only 40 respondents was sufficient, to render an accurate inference of the total population of visitors to the Centre, and conclusively reject the hypothesis.

The lack of resources prevented further samples being collected over other seasonal periods for comparison, to validate the accuracy of results.

As a means of contingency with only limited resources, two telephone surveys were undertaken to try and establish the adequacy of the Centre's facilities, before the renovations. The personal interview questionnaire technique was used on a simple random sampling basis on Melbourne and Dandenong subscribers on '1990 Telecom Telephone Directory Lists'. Refer to Appendix Seven for the questionnaire.

However, after 15 of 40 Melbourne based phone calls and 10 of 40 Dandenong based phone calls - no respondents were found to have visited the Centre. This technique was deemed ineffective and terminated.

A localised approach was then undertaken of Phillip Island residents and business houses by taking to the streets of Phillip Island to establish whether some consistency of the results from the survey existed or not and additional qualitative information.

An informal, unstructured, personal interview technique was useful, but consideration must be given to the small sample sizes, the bias of respondents in pleasing the interviewer and the patriotic nature of locals to an outsider.

The results from the pilot survey follow in the next section, but are limited by a degree of difficulty in the wording to questions 8, 12, and 16 (Refer Appendix 5) that most respondents encountered. These questions required further explanation, which lead to interviews of up to 10 minutes. This timing met the disapproval of many respondents and may have influenced the accuracy of answers in the latter part of the survey.

The numerous consultations undertaken by personal interview and telephone interview were both subject to certain degrees of respondent attitude bias.

5.2 Primary Data Results

5.2.1 SUMMARY OF RESULTS FROM PILOT SURVEY 40 RESPONDENTS

VISITOR USE OF PHILLIP ISLAND INFORMATION CENTRE, Sept.22,
1990.

For the purposes of indicating the adequacy of present facilities and services, the results of the pilot survey are revealed as follows:

Q 1 What was your main reason for stopping at the Information Centre ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	
<u>%</u>			
Free map and general orientation	1	19	48
Tickets to Penguin Parade	2	15	37
Specific info of attraction node	3		
Availability of accommodation	4		
Education	5		
Rest Room facilities	6		
Combination of the above	7	6	15
Other (specify)	8	---	---
	TOTAL	<u>40</u>	<u>100</u>

The main reason for 48% of respondents stopping at the Information Centre, was for a free map and general orientation. 37% of respondents indicated that the purchase of penguin parade tickets was the main reason for visiting the Centre.

Q 2 How many people are in your group to Phillip Island today ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
One	1	5	13
Two	2	18	44
Three	3	5	13
Four	4	8	20
Five or more	5	4	10
		---	---
	TOTAL	<u>40</u>	<u>100</u>

The results show that 44% of respondents travelled in a total group of 2 people, while 20% of respondents travelled in a group of 4.

Q 3 And were the people in your group on this visit,... ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Only adults	1	24	60
Both adults and Children	2	16	40
		---	---
	TOTAL	<u>40</u>	<u>100</u>

60% of respondents were travelling in a group that contained only adults. 40% of respondents were travelling in groups that contained both Adults and children. The latter figure is unusual, as one would expect a higher number of families visiting the Centre on a weekend.

This statistic has definite implications on the type and standard of information and interpretation expected at the Centre.

Q 4 In terms of overall satisfaction with the Centre's design, facilities, exhibits, displays - would you say you were.. ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Very satisfied	GO TO Q 6 ---- 1	18	45
Somewhat satisfied	!__ 2	22	55
Neither satisfied nor dissatisfied	!__ 3		
Somewhat dissatisfied	4		
Very dissatisfied	5		
Don't know	6		
		---	---
	TOTAL	<u>40</u>	<u>100</u>

Of the 100% of respondents who were satisfied with the Centre's design, facilities, exhibits, and displays - 45% were very satisfied, while 55% were somewhat satisfied. It was recorded that 10% of somewhat satisfied respondents, believed that the accommodation displays/advertisements and merchandising gave a commercial flavour to their experience.

Q 6 In terms of overall satisfaction with the Centre's service and opportunity to seek liaison with staff - would you say you were?

<u>Value Label</u>		<u>Value</u>		<u>Frequency</u>	<u>%</u>
Very satisfied	GO TO Q 8	___	1	<u>40</u>	<u>100</u>
Somewhat satisfied		!__	2		
Neither satisfied nor dissatisfied		!__	3		
Somewhat dissatisfied			4		
Very dissatisfied			5		
Don't know			6		

All respondents were very satisfied with the Centre's service and opportunity to seek liaison.

Q 8 Did you, or would you have used a reservation facility/information service from your place of residence, if you knew it existed ?

<u>Value Label</u>		<u>Value</u>		<u>Frequency</u>	<u>%</u>
Yes			1	12	30
No	GO TO Q 10	_____	2	12	30
Don't Know		!_____	3	16	40
				---	---
			TOTAL	<u>40</u>	<u>100</u>

Only 30% of respondents indicated that they would have used a reservation facility/ information service from their place of residence, if they knew it existed. This finding was to be expected, as the need to visit the Centre would diminish, if the necessary information on the experiences at the destination, were acquired from home or pre-visit sources.

Q 9 (If code 1) Would it have been for ...?

	<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Accommodation				
	yes	1	8	67
	no	2	<u>4</u>	<u>33</u>
		TOTAL	<u>12</u>	<u>100</u>
Penguin Tickets				
	yes	1	4	33
	no	2	<u>8</u>	<u>67</u>
		TOTAL	<u>12</u>	<u>100</u>
Access/info.to Public attraction nodes				
	yes	1	5	42
	no	2	<u>7</u>	<u>58</u>
		TOTAL	<u>12</u>	<u>100</u>

Book a Ranger tour

yes	1	2	17
no	2	<u>10</u>	<u>83</u>
	TOTAL	<u>12</u>	<u>100</u>

Info. on Privately run attractions

yes	1	4	33
no	2	<u>8</u>	<u>67</u>
	TOTAL	<u>12</u>	<u>100</u>

Weather conditions

yes	1	6	50
no	2	<u>6</u>	<u>50</u>
	TOTAL	<u>12</u>	<u>100</u>

All of the above

yes	1	2	17
no	2	<u>10</u>	<u>83</u>
	TOTAL	<u>12</u>	<u>100</u>

Of the 30% who would have used a reservation facility or information service from their place of residence; 66% of these would have used it for accommodation, and 50% would have used it to investigate weather conditions on the Island. Unfortunately, the small sample base would require further sampling, for greater accuracy.

Q 10 Were you aware of the following nature/wildlife experiences available on the Island before your visit to the information Centre?

	<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Penguin parade and interpretation centre				
	yes	1	<u>40</u>	<u>100</u>
	no	2	-	-
Remote viewing of Seals				
	yes	1	25	63
	no	2	<u>15</u>	<u>37</u>
		TOTAL	<u>40</u>	<u>100</u>
Natural koala viewing				
	yes	1	35	88
	no	2	<u>5</u>	<u>12</u>
		TOTAL	<u>40</u>	<u>100</u>
Shearwater viewing				
	yes	1	13	32
	no	2	<u>27</u>	<u>68</u>
		TOTAL	<u>40</u>	<u>100</u>
Migratory swamp/waterbird habitats viewing				
	yes	1	8	20
	no	2	<u>32</u>	<u>80</u>
		TOTAL	<u>40</u>	<u>100</u>

Beach and coastal marine habitat walks

yes	1	18	45
no	2	<u>22</u>	<u>55</u>
	TOTAL	<u>40</u>	<u>100</u>

100% of respondents were aware of the penguin parade and interpretation centre before their visit to the Information Centre. 63% were aware of the remote viewing of the seals.

88% were aware of the natural koala viewing.

68% of respondents were not aware of the mutton birds; 80% were not aware of the migratory waterbird habitat viewing; and 55% were not aware of the beach and coastal marine habitat walks.

Q 11 Did the visit to the Centre increase your awareness of the following wildlife opportunities ?

<u>Value Label</u>	<u>Label</u>	<u>Frequency</u>	<u>%</u>
--------------------	--------------	------------------	----------

Penguin parade and interpret. centre

yes	1	-	-
no	2	<u>40</u>	<u>100</u>
don't know	3	-	-

Remote viewing of Seals

yes	1	5	12
no	2	26	65
don't know	3	<u>9</u>	<u>23</u>
	TOTAL	<u>40</u>	<u>100</u>

Natural koala viewing

yes	1	-	-
no	2	28	70
don't know	3	<u>12</u>	<u>30</u>
	TOTAL	<u>40</u>	<u>100</u>

Shearwater viewing

yes	1	7	17
no	2	22	55
don't know	3	<u>11</u>	<u>28</u>
	TOTAL	<u>40</u>	<u>100</u>

Migratory swamp/waterbird habitats view.

yes	1	3	7
no	2	11	28
don't know	3	<u>26</u>	<u>65</u>
	TOTAL	<u>40</u>	<u>100</u>

Beach and coastal marine habitat walks

yes	1	8	20
no	2	19	48
don't know	3	<u>13</u>	<u>32</u>
	TOTAL	<u>40</u>	<u>100</u>

The visit to the Information Centre did not increase the awareness of most respondents to all the wildlife opportunities available on the Island.

Q 13 Would you be interested in a ranger tour of the following:

	<u>Value</u>	<u>Label</u>	<u>Frequency</u>	<u>%</u>
Penguin parade and interpret. centre				
		1	5	13
		2	14	35
		3	<u>21</u>	<u>52</u>
		TOTAL	<u>40</u>	<u>100</u>
Remote viewing of Seals				
		1	13	33
		2	18	45
		3	<u>9</u>	<u>22</u>
		TOTAL	<u>40</u>	<u>100</u>
Natural koala viewing				
		1	18	45
		2	17	43
		3	<u>5</u>	<u>12</u>
		TOTAL	<u>40</u>	<u>100</u>

Shearwater viewing

yes	1	15	38
no	2	19	48
don't know	3	<u>6</u>	<u>15</u>
	TOTAL	<u>40</u>	<u>100</u>

Migratory swamp/waterbird habitats view.

yes	1	6	15
no	2	29	73
don't know	3	<u>5</u>	<u>12</u>
	TOTAL	<u>40</u>	<u>100</u>

Beach and coastal marine habitat walks

yes	1	12	30
no	2	20	50
don't know	3	<u>8</u>	<u>20</u>
	TOTAL	<u>40</u>	<u>100</u>

Most respondents were not or didn't know if they were interested in a ranger tour of the wildlife opportunities to be established on the Island. However, 45% of respondents said they would be interested in a ranger tour of natural koala viewing.

Q 14 How much time did you spend in the Information Centre ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Less than 5 minutes	1	1	2
Between 5 & 10 minutes	2	5	13
Between 11 & 15 minutes	3	13	33
Between 16 & 20 minutes	4	1	2
Between 21 & 30 minutes	5	18	45
More than 31 minutes	6	-	-
Don't Know	7	<u>2</u>	<u>4</u>
	TOTAL	<u>40</u>	<u>100</u>

45% of respondents thought they spent between 21 & 30 minutes in the Information Centre. 33% estimated they spent between 11 & 15 minutes.

Q 15 How much time do you intend to allocate to participating in all wildlife experiences around the Island today ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Less than 30 mins	1	1	2
Between 31 mins & 1 hour	2	-	-
Between 1 & 2 hours	3	8	20
Between 2 & 3 hours	4	-	-
Between 3 & 4 hours	5	15	38
Between 4 & 5 hours	6	12	30
More than 5 hours	7	-	-
Don't Know	8	<u>4</u>	<u>10</u>
	TOTAL	<u>40</u>	<u>100</u>

68% of respondents indicated that they had allocated between 3 & 5 hours to participate in wildlife experiences around the Island on the day. The initial comment of most respondents was 'half-a-day'.

Q 16 How much money would you be prepared to allocate to participating in wildlife and nature experiences around the Island today ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Less than	\$5	1	
Between	\$6 to \$10	2	
Between	\$11 to \$20	3	
Between	\$21 to \$30	4	
Between	\$31 to \$50	5	
More than	\$50	6	
Don't Know		7	<u>40</u>
			<u>100</u>

All respondents did not know how much they were prepared to spend on wildlife experiences around the Island. A common comment noted was - 'would depend on the experience, it's quality, and educational content'. Most respondents showed a willingness to pay a small fee to seek their specific interest; with those visitor groups with children, motivated by educational value, less price sensitive.

Q 17 Would you be opposed, to the number of visitors to any one attraction node on the Island, being controlled /restricted, to preserve natural habitats ?

<u>Value Label</u>	<u>Value</u>	<u>Frequency</u>	<u>%</u>
Yes	1		
No	2	<u>40</u>	<u>100</u>
Don't Know	3		

100% of respondents agreed that the number of visitors to attraction nodes, should be controlled to preserve natural habitats.

5.2.2 Observations of Visitor Behaviours in Information Centre.

As a cross check to question 14 of the survey, an observation of 35 people who used the Centre was recorded manually over the same period of time, on another day (Tuesday October 2, 1990). This revealed that the average time spent in the Centre, by these visitors was 16.5 minutes. Refer to Appendix Eight to the actual observation recordings. A comparison of these results to those of the survey are revealed in Table Two where the observations have been categorised into survey question 14 (refer Chapter 5.2.1) as F number 2 (observation frequency) and % number 2 (observation frequency percent).

TABLE TWO

" Time spent in the Information Centre "

<u>Value Label</u>	<u>Value</u>	<u>F 1</u>	<u>%1</u>	<u>F2</u>	<u>%2</u>
Less than 5 minutes	1	1	2	-	-
Between 5 & 10 minutes	2	5	13	6	17
Between 11 & 15 minutes	3	13	33	8	23
Between 16 & 20 minutes	4	1	2	13	37
Between 21 & 30 minutes	5	18	45	8	23
More than 31 minutes	6	-	-	-	-
Don't Know	7	<u>2</u>	<u>4</u>	<u>-</u>	<u>-</u>
	TOTAL	<u>40</u>	<u>100</u>	<u>35</u>	<u>100</u>

A cross-check of results revealed that the respondents in the survey may have 'over' or 'under' estimated their time spent in the Information Centre. 37% of respondents observed spent between 16 and 20 minutes in the Information Centre. The most significant difference in results was recorded for value 5,

(those respondents who spent between 21 and 30 minutes in the Centre).

The flow pattern of visitors through the Centre did not appear to present any oral or cognitive problems for recording. There was a general clockwise flow of people through the Centre, with the same door used as entry/exit. Refer to Appendix Thirteen for a sketched floor plan. The only crowding occurred around the desk, where tasks of information liaison, penguin tickets and sales of merchandise would impair supervision of the whole Centre.

Comments were overheard to the commercialisation of the display section, housing the accommodation advertisements. The merchandise and souvenirs housed in stands/racks in the middle of the Centre appeared 'busy' and inconsistent in arrangement.

Less than five percent of all visitors parking at the Information Centre carpark did not leave their vehicles. Within a three hour period, 3 cars towing caravans used the main carpark area.

5.2.3 Results from Personal Interview with Manager of Phillip Island Information Centre.

Based upon the discussion of results of the pilot questionnaire, with the Manageress of the Phillip Island Information Centre, there exists a need to establish the preferences of visitors - to the types of information,

displays, and exhibits the Centre currently contains; and possibly indicate those demanded, but not present. This research and feedback would be useful for the content and interior design of the redevelopment.

Other points noted from the discussion include the following :

* The operating deficit has been reduced gradually by the increasing content of merchandise. More local and Australian craft was demanded and is being investigated on an ongoing basis.

* The daily closure of 5pm prevents the potential use of the Centre by visitors after this time, who may take advantage of the longer twilights through the Summer months to fill in time before the 'dusk' return of the penguins.

* The inconsistent quality of accommodation on the Island needs addressing before they can be promoted or packaged with potential attractions or experiences.

* The exclusive commission offered on Penguin Ticket sales by the Penguin Reserve Committee of Management (PRCM) represents the largest source of net revenue. (51 percent, refer Appendix Nine) This essential contribution exists through the sheer goodwill of the PRCM.

* Many of the daily tasks performed, include non-visitor

requests of directing and informing of locations and general Shire facts to sales and other business people.

5.2.4 Discussions with 'Fauna Island' Project Planners.

The Project Manager, revealed that traditionally, information and interpretation centres have been plagued with the following operational problems :

- * the ageing of facilities and their exhibits without updating,
- * poorly maintained displays,
- * uncoordinated and poorly distributed literature,
- * saturation of sales literature,
- * poor quality souvenirs,
- * a lack of staff motivation, and
- * insufficient funding.

The Planner, indicated the lack of a visitor management plan for the Island, and that this would be addressed via the 'Wildlife Strategy Plan' (refer Appendix One) He revealed that the provision of carparking areas would be used to primarily influence the distribution of visitors and each wildlife attraction node's ability of capacity.

5.2.5 Results from Interviews with Local Businesses and Residents.

From 15 personal interviews conducted with small business houses and local residents from San Remo, Newhaven, and Cowes (on October 2,1990), the following points were noted:

* All interviewees gave positive responses to their satisfaction of the services and facilities available at the Centre. Comments included - "... it's very impressive", "they do a good job in promoting everything on the Island", "... it's very good".

* All respondents were unaware of the recent renovations.

* "Access to the Centre needed improving".

* Most respondents believed the function of visitor orientation was of primary importance, due to limited road signs and road development.

* All recognised the importance of tourists to the local economy - catering to their needs, while conserving local fauna and their habitats.

* Most respondents were unaware of the 'Fauna Island' range of projects, but aware of the failing expectations of viewing Koalas.

* Although most locals had visited the Centre numerous times, when friends and relatives visited or stayed, the Information Centre was not utilised.

5.2.6 Results from Interviews with International Visitors.

20 informal interviews were conducted with small groups of up to 4 international visitors at a time. 10 at a Melbourne Hotel site upon the evening return (Sat., Sept. 22, 1990) of a half day bus trip to the Island which included the penguin parade; and 10 at the 'Nobbies' kiosk late in the afternoon (Tues., Oct. 2, 1990) of independent international visitors.

The following points were noted from the Hotel visitors:

* The penguin reserve and nobbies experience exceeded expectations. Most were aware of the rare sightings of the Koalas through the bus driver and 'Koala Road Toll' sign upon entry to the Island, but were unaware of the other fauna viewing experiences.

* Showed interest in being further informed about the Island's wildlife and access to more literature for souvenir purposes. "A map with various wildlife locations" and "colourful notes on the penguin behaviours" were common comments.

* Believed they had up to another hour to take in more of the Islands attractions before arriving at the Penguin Reserve Visitor Centre. Could not spend more than half a day for their Phillip Island experience due to tight itineraries.

* Of the potential wildlife experiences to avail from the Fauna Island range of projects, the most popular choices for spending an extra hour were, the nobbies interpretation Centre and remote viewing of seals and natural shearwater viewing. The koala conservation centre was next.

* These visitors showed no signs of being price sensitive.

The following was noted from 10 interviews held with international visitors who travelled independently:

* Most allocated the whole day for their Phillip Island experience.

* Were interested in all potential wildlife experiences, but were price sensitive with preferences given to perceived educational qualities, and the ability for children to participate and appreciate.

* Were keen to view large, colourful photographic displays in any potential interpretative centres.

* Most visits were spontaneous or planned only one or two days in advance.

* All stopped at the Information Centre to collect a free map and plan their day's outing. All visitors impressed with the map's detail.

* No dissatisfaction with services and facilities encountered on the Island.

* Not interested in using a theatrette if provided at the Information Centre. More interested in gauging some pictorial expectation from photographic displays or life-like models and then exploring for themselves.

5.2.7 Results from Interviews with Bus Drivers and Coach Operators/Charters.

The following points were recorded from informal discussions held with 12 Bus Drivers from public day tour and charter operators in the Penguin Reserve car park (evening Oct.2,1990):

* Present facilities and services provided for their buses and passengers on the Island were satisfactory.

* There was a need to provide blankets for visitors (particularly international visitors) to the penguin parade. At present, costs for their provision and laundering were inconsistently borne by Hotels, Inbound Operators, and privately run attractions on the Island.

* There was scope for one extra hour on most itineraries, with more in the summer months for further wildlife experiences.

* The limited number of restaurants on the Island means that meal times have to be scheduled either before or after the penguin parade for most tours which include a meal in the package. Opportunities to establish further seafood or Australian cuisine restaurants were suggested.

* Most drivers felt they had adequate knowledge of the local wildlife and the Island's attractions and that there was little need for an onboard Ranger for the potential range of wildlife experiences.

* The timing of meals is most important in the co-ordination of wildlife tours to various attraction nodes.

- * Use of the Information Centre could be encouraged by:
 - the provision of limited refreshments for sale,
 - increased toilet facilities,
 - an international quality, 'low-key' topographic display which prompted the locations of the wildlife and nature opportunities available on the Island,
 - a leisurely walk close to the Centre that would introduce the Island's wildlife,
 - opportunity for liaison on wildlife issues,
 - tea room facilities for bus drivers,
 - provision of longer day tours.

Comments noted from numerous telephone discussions held with Inbound Operators listed in Appendix Six included:

* The further development of wildlife product on the Island would require 12 months to be phased into inbound tour packages.

International wholesalers were the parties that had to be convinced of the qualities and demand for further wildlife experiences. Coach charters had very little control over the flexibility in co-ordinating their travels on the Island.

Many Japanese groups only allocate one day for their total stay in Melbourne. Hence, the tight schedules of many Island tours.

* There was greater potential for more wildlife experiences in the summer months than the winter months due to departure times from Melbourne and available sunlight hours.

* That the meal quality and timing was extremely important in the Phillip Island experience.

* Tour group interpreters were very limited in their local knowledge and sometimes 'cut-short' experiences by their authoritarian guidance.

Comments noted from telephone discussions held with Day Tour Operators (Appendix Six) included:

* Positive feedback was returned from the three major day tour operators to the planned functions of the Information Centre - of briefing and co-ordinating wildlife tours, and a base for liaison.

* Current day tours from Melbourne averaged around \$50. Further wildlife experiences could not be included in this price. At the same time, they believe their research indicates a package at greater than \$50 would deter potential visitors.

* Self-guided walks were viewed positively for the domestic and North American markets.

* Potential exists to attract tourists to day tours, who stay locally in the Wonthaggi region and who participate in the V-line 5 day package ex- Bairnsdale.

* Many visitors often request further specific information on wildlife or natural attractions, but fail to access it.

CHAPTER SIX : COLLECTION OF SECONDARY DATA

6.1 Limitations of the Data

The amount, type and timing of data made available to the author for analysis was limited due to the draft nature of many Tourism development strategies impacting on the suitable type of redevelopment preferred, and the lack of a formal development and replacement policies for DCE Information Centres.

6.2 Secondary Data Results

6.2.1 Market Demands

A survey sponsored by DCE, on the 'Market Analysis Of Victoria's Public Land' by Yann Campbell Hoare Wheeler (1990) revealed the following facts :

1. Statistical data revealed a high summer and increasing visitation trend to the Westernport region after several stagnant years; potential for growth from the intrastate, private vehicle visitor; the need for increased promotion with, detailed self-touring maps and increased promotion of 'special interest' experiences through specific interest magazines and clubs.

2. Qualitative research through group discussions of Victorian adults from Melbourne and Bendigo, with and without children, found that there was only a demand for large Information Centres, if the area was of particular historical significance. In this situation, displays of unique artifacts and an informed DCE representative for liaison were considered necessary. There was general agreement that a staffed Centre should offer souvenirs such as books, postcards, posters, and maps to raise revenue for maintenance. Videos were not of interest to these groups.

Small permanent, sheltered constructions or boards with handouts, were deemed appropriate, if the area was not of historical significance. There was a minority interest in park and ranger programs, with \$5 for each tour considered a fair price or a donation. There were suggestions that the literature available from Information Centres should be condensed to conserve paper, presented in grid or spreadsheet formats, and printed on re-cycled paper. Present literature was considered dull and unattractive.

3. Findings from 12 in-depth interviews with the Travel Trade (Wholesalers, Tour Operators, Retailers, and Market Segments), revealed a need to develop, packaged products with commissions. Eight key market segments were identified as having the most potential, that could be sourced through the Travel Trade.

These were:

- * Older independent tourers - currently targeted by coach operators and railways.
- * Older independent self drivers - many serviced by motoring organisations, eg., RACV, NRMA, etc.
- * Family motorists - sometimes serviced by motoring organisations.
- * Young singles and couples - mainly motorists, with a minority interest in packaged trips, such as adventure holidays.
- * International inbound - targeted by day trip operators, car rental companies and local attractions through major hotels.
- * The business convention and seminar market-targeted by airlines, car rental companies and coach operators.
- * School Groups - Tours offered by a range of operators including Trekset, Get Tours and Invicta.
- * Luxury seekers - a very small segment targeted by domestic and commuter airlines and car rental Cos.

There was potential for DCE to sell product direct to various visitor segments through the 16 regional DCE offices and distribute information and promote through the various State tourism and transport agencies.

4. Quantitative research conducted with 809 respondents via telephone interviews, indicated that 21 percent of respondents from South Eastern Australia had visited a wildlife reserve in the last 12 months. Spontaneous day trips, via private vehicle was most common among travelling respondents. 23 percent of respondents had visited an Information Centre, with only 5 percent being dissatisfied. 37 percent of respondents thought there should be more Information Centres.

A survey of 'Visitor Use, Expectations and Satisfactions of the Phillip Island Penguin Reserve' (1985) by their Committee of Management's (PIPRCM) revealed the demand for :

- a coordinated approach to promotion literature and the need for consistent and complimentary messages of all the Island's natural features;
- interpretation plans for all information services;
- a visitors centre situated nearby to the penguin habitats, with interpretation displays of all the natural and cultural features of the Reserve, a theatrette, and be open for use by day visitors;

- raised walkways and viewing stands to provide greater separation between wildlife and people, while providing the closest possible viewing opportunities;
- an entry system that provides a souvenir ticket and reduced crowding at the entry point;
- well designed carparking with adequate lighting and sign posting; and
- cultural and linguistic variations in interpretation literature and programs;

Analysis of the 'expectations' questionnaire revealed the following points:

- * The further people lived away from the parade, the less accurate were their expectations.
- * Peoples impressions of the facilities, amenities and services were different than those which existed.
- * Peoples expectations closely reflected previous advertising campaigns.

More than two thirds of all respondents said that they were intending to visit other natural attractions on the Island. In order of popularity these were:

1. Koalas and koala reserve
2. Nobbies
3. Beaches
4. Seals
5. Dairy centre
6. Rhyll bird sanctuary
7. Churchill Island

Appendix Ten lists all the attraction types available on Phillip Island.

The results from a series of 40 informal interviews (PIPRCM,1985) conducted to determine visitor expectations, attitudes, and satisfactions at the Seal Rocks experience (whom were first time, returning, and regular visitors), revealed that "most stressed the importance to retain the naturalness of the area, rather than make it too commercial or artificial" in regard to any further developments.

A survey of Major Group Tour Operators (Destination Australia Marketing,1988) on the coach-market needs, in the development of the Koala Conservation and Research Centre, revealed the following points:

- * The presentation of animals should be in as natural a setting as possible.
- * Adequate and ease of coach parking, cleanliness, good

toilet facilities, unique Australian atmosphere, all weather protection, good photo opportunities and scenic beauty were the most significant factors by which attractions are rated by. Refer to Table Three.

- * Inbound operators are interested in the time an attraction can be reasonably viewed in, as they like to fit more in their tours.
- * Coach operators are more sensitive to pricing and demand low cost food and souvenirs, while inbound operators were more concerned about quality.

TABLE THREE : "RATING FACTOR OF FACILITIES BY WHICH ATTRACTIONS JUDGED, BY COACH AND INBOUND OPERATORS, RESPECTFULLY" (Max. Rating 5)

Cleanliness	4.9	5
Good toilet facilities	4.9	4.7
Unique Australian atmosphere	4.7	4.4
Ease of parking	4.2	4.0
All weather protection	3.4	4.1
Good photo opportunities	4.0	3.9
Scenic beauty	4.0	3.9
Quality crafts and souvenirs	3.3	3.6
Well known venue	3.2	3.0
Cost of admission	3.1	3.4
Can be viewed in less than 30 mins	2.5	3.2
Shows at fixed time	3.1	3.1
Low cost food/souvenirs	3.7	2.9

Source: Destination Australia Marketing, 'Phillip Island Enclosure: Study of Major Group Tour Operators', June '88, p.59

6.2.2 Tourism Development Guidelines/
Strategies.

The "Western Port Bay Tourism and Recreation Strategy", (draft, Westernport Regional Planning and Co-ordination Committee, WRPCC, Sept.1990) states that Phillip Island is perceived as a day trip destination, and not as an area for extended stays. The domestic market offers the greatest potential for growth, with the provision of low key facilities and attractions being demanded. Albeit, this is not to underestimate the demands of international tourists who comprise a third of total visitors to the Penguin Reserve. They demand a high quality standard facilities.

As the tourism values of the Island are based on natural features, wildlife and scenery, and their conservation - the development of tourism facilities requires compatibility and sensitivity to all these demands.

The strategy has recommended several site specific actions that could enhance the redevelopment of the Information Centre at Newhaven. Paragraph A4.1.8 recommends " townscape improvements at San Remo and Newhaven to improve a 'sense of arrival' at Phillip Island through signs, landscaping, and beautification."

Unfortunately, the Shire of Phillip Island's town planning scheme in accordance with the provisions of the Victorian

Planning and Environment Act, 1998, has no range of definitions related to tourist developments except for 'Motels'. (Touche Ross, 1989, Appendix I, pp.1-2)

The Victorian Tourism Commission, (Tourism Development Programs for the 'Gippsland Lakes:1987' and 'Southern Ocean: 1989' regions) indicated :

- * The importance of visitor information facilities being readily accessible to all motor vehicles, the means of transport for all users;
- * That information centres incur high operating costs;
- * The style, location, funding and management of facilities require careful planning; and
- * That strategically located centres should provide booking/reservation services.

The Department of Conservation, Forests & Lands (now DCE) 'Far East Gippsland:1988' and 'Gippsland Hinterland:1989' Tourism Strategies indicate, that in respect to information services and interpretation, high priorities should be given to :

- * Providing good quality road maps;

- * Careful attention given to quality in layout, printing materials, and writing styles, in conveying a professional image of operators in the region;
- * That service staff are adequately trained to a high standard of service at all times;
- * Providing and developing guided nature/history tours; and
- * Opportunities to link tourism infrastructure such as restaurants, accommodation facilities, airports, car hire etc., be encouraged.

6.2.3 Comparative Analysis of DCE Managed Information Centres.

A 'Visitors Centre Review' was conducted of all DCE managed Information Centres in 1988 with a view to establishing a data base for better informed decision making by Head Office. The data was collected by visits to each Centre and completion of the questionnaire detailed in Appendix 11. Table Four is the 'Visitor Centre Inventory' drafted from this data base of all Centres built specifically for information and interpretation purposes.

No significant relationships existed in size, cost, inventories and facilities available, or their maintenance expenditure; except that the size of the display areas accounted for more than 50 percent of total floor area of those Centres built from 1988.

Of the 13 Centres which attracted more than 100,000 visitors per annum (Table Four), the following similarities were evident from the data collected via the questionnaire in Appendix Eleven:

- Reception/liaison desk, merchandise and publications located adjacent to the entrance/exit.
- Appearance of all displays, exhibits needed a face-lift.
- Most Centres had not been updated since their installation.
- Under-utilised and inadequately promoted in winter and non- peak periods.
- Design problems centred around the entrance and display areas.
- Carparks needed all-weather surfacing.
- Ad-hoc and unco-ordinated group congestion.

TABLE FOUR : " VISITOR CENTRE INVENTORY "

Centre	Region	Built	Function(s)	Size(m2) display/centre
Cann River Info Centre	Orbost	1979	Int, Info, Orien	100/180m2
Coolart	Dandenong	1988	Int, Orien	250/350m2
Dharna Centre, Barmah	Benalla	1986	Int, Orien, Acc, Off	170/212m2
Dromana Tourist Info Centre	Dandenong	1981	Int, Info, Off	NA/NA
Ferntree Gully Visitor Centre	Dandenong	1983	Int, Info, Orien	45/100m2
Grampians NP Visitor Centre	Horsham	1988	Int, Off	400/770m2
[Grants EE Cen, Sherbrooke]	Dandenong			
Hattah-Kulkyne Vis Cen	Mildura			
Herbarium Visitor Centre	Melbourne	1988	Int, Info, Orien, Ed	136/3,700m2
Kinglake NP Visitor Centre	Alexandra	1984	Int, Info, Orien, Ed	65/130m2
Lysterfield Lake Park Vis Cen	Dandenong	1988		
Macedon Nursery Vis Cen	Geelong	1987	Int	70/430m2
[Mt Eccles]	Portland			
Nelson Office/Info Cen	Portland	1979	Int, Off	45/105m2in
[Orbost Rainforest Info Cen]	Orbost			
[Organ Pipes Vis Cen]	Melbourne			
Penguin Parade Vis Cen	Dandenong	1988	Int, Orien, Off	700/1458m2
Point Nepean Orientation Cen	Dandenong	1988	Orien	146/427m2
Port Campbell NP Vis Cen	Colac	1980	Int	80/132m2
PMR Caves Vis Cen	Portland	1984	Int, Off	79/186m2
[Serendip Wildlife Info Cen]	Geelong			
Snobs Creek Fish Hatchery V.C.	Alexandra	1988	Int, Off	205/290m2
[Tarra-Bulga NP Vis Cen]	Yarram			
Toolangi Forest Ed Cen	Alexandra	1982	Int, Off, Ops	74/400m2
Tower Hill Natural History Cen	Portland	1971	Int	NA/NA
Wilson Prom NP Vis Cen	Yarram	1983	Int, Info, Orien	200/700m2
Wentbagi State Coal Mine V.C.	Dandenong	1987	Int, Info, Orien, Museum	20/228m2 34/60m2
Wyperfeld NP Vis Cen	Mildura	1981	Int, Info	88/120m2
You Yangs Forest Park Vis Cen	Geelong	1984	Int, Info	40/180m2

Abbreviations: NA (Not Available), Int (Interpretation), Info (Information), Orien (Orientation), Ed (Education), Ops (Operations), Off (Office for Staff), Acc (Accommodation)

Source: Department of Conservation & Environment (DCE),

August 1, 1989.

TABLE FOUR, CONTINUED: " VISITOR CENTRE INVENTORY "

Stime of const display/centre	Cost \$'89 display/centre	\$time of upgrade upgrades(year)	Sponsorship	Hours	Visitors per year display/park
\$5,000/\$100,000		\$5,000('88)		8-4 daily	15,000-/150,000
NA/NA				11-5 daily	40,000/40,000
\$32,000/\$500,000		\$20,000('89)		10-5 daily	NA/NA
\$2,000/136,000				9-4.30 wkdays 10-4 wkends	12,000/NA
\$2,000/NA		\$12,000('88)		when staff avail	NA/NA
\$126,550/\$630,000				8.30-5.30 daily	180,000/ 180,000
NA/NA			\$150,000	10-4 daily	100,000/2,000,000
\$7,500/NA				when staff avail	
NA/\$200,000				8.30-4.30 wkdays	10,000/180,000
NA/NA				NA	26,000/200,000
\$310,000/\$1,800,000			\$140,000 VTC	10-sunset daily	500,000/1,000,000
\$80,000/\$1,300,000				NA	150,000/2,000,000
NA/NA				10-3 daily	60,000/400,000
NA/\$120,000				8.30-5.30 daily	60,000/30,000 ?
\$221,000/\$550,000			\$160,000	10-4.30 daily	NA/NA
\$10,000/\$750,000				8-4.30 wkdays	10,000/55,000
NA/NA				9-4.00 daily	85,000/220,000
\$60,000est/\$400,000			?5, Ross Tr	8.30-4.30 daily	500,000/500,000
\$40,000/\$140,000		16,000('85)		10-3.30 daily	20,000/20,000
NA/NA				daily all day	22,000/25,000
\$32,000/\$250,000		\$5,000('85)		10.30-4.40wkdays varies wkends	15,000/250,000

The redevelopment of the Phillip Island Information Centre must operate to complement other regional Tourist Information and Visitor Centres to raise the overall regional profile, while competing for souvenir and ticket revenues. These include the Cowes Tourist Information and Gift Centre, Wonthaggi Information Centre, and the Korumburra Tourist Information Centre. These are operated by their respective local shires. However, the internationally awarded, modern and innovative Visitors Centre at the Penguin Reserve is operated by DCE. An examination of it's operation is useful in ensuring that no duplication occurs and provides an insight into the types of policies with which the Centre's Committee of Management, have in place.

PIPRCM's 1988/89 Annual Report revealed a net income of \$87,000, highlighting the operational benefits of having an autonomous Committee of Management with financial independence; and souvenir and food shops within the large, open plan, Visitors Centre. Other points worth noting include:

- reasonable admission fees (eg., adult \$3.50) are used to fund all general operating costs and the \$ 154,000 per annum maintenance costs of displays,
- display updates are programmed for every five years, at 50 percent original cost.

- the large variety of quality merchandise sold.
- the 'undergrounding' of external power lines to reduce fire hazards and improve visual aesthetics,
- the valuable assistance and operational support given by volunteer workers,
- the availability of foreign language tapes in Japanese, Mandarin, Vietnamese, German and Greek; and handout notes on the penguin experience in Japanese, Mandarin, Cantonese, Vietnamese, German, Greek, French, Italian, Spanish, Turkish, Croatian, Arabic, Polish, Macedonian, and Serbian.
- the popularity of summer and easter holiday interpretive programs (3,000 people participated in free activities like, earth magic walks, bush spotlights, campfire nights, environmental aerobics and day films.); and
- there were 125 ranger led tours/activities for schools and other community groups (involving 4,731 people).

Appendix 12 describes the facilities available at the Penguin Reserve's Visitors Centre. The displays are divided into two areas:

- 1) The orientation area - introductory area designed to attract and interest people to the penguin parade. This area provides basic information on what visitors can expect from the parade and the other interpretation options available during the visit.

- 2) The 'penguin experience'- which provides a variety of entertaining displays about penguin life, problems, management and research. (Relevant for any adaptation of the 'wetland experience' by the centre.)

CHAPTER SEVEN : DISCUSSION

7.1 Visitor Markets

Loone and Stevens indicated the importance of accurately identifying prime users. Manning was cynical about most visitor statistics believing that most surveys did not adequately account for the needs of all potential visitors. Profiles of visitor segments that use the Island for wildlife and nature experiences are not conclusive, due to the lack of consistency in survey questionnaires and samples. However, statistics from the Penguin Reserve, Victorian Tourism Corporation, Westernport Regional Planning & Coordination Committee, Destination Australia, and Victoria Roads Corporation revealed a variety of visitor profile characteristics and healthy volumes of domestic and international visitor traffic to support the development of further wildlife product under the auspice of the 'Fauna Island' range of projects.

The penguin reserve attraction has been the major visitor recording base and primary reason for visitor growth rates exceeding 10 percent with the major growth component coming from international markets (1/3 all visitors to penguin reserve, i.e., 190 000 in 1989/90) while domestic markets have been consistent with average State growth rates of around 3 percent.

The small investigative survey of the Phillip Island Information Centre (1990) revealed that 40 percent of users were children, the penguin reserve survey (PIPRCM, 1989) revealed that 38 percent of visitors were under 25 years of age, and the profile of domestic visitors to the Westernport (1988) revealed that 20 percent were aged 24 years or younger.

Gunn recognised that these particular segments were leading to a more sophisticated and better educated market who constantly seek more and better information for recreational decision making. Primary research also showed that adults travelling with children to Phillip Island were influenced by their perception of what their children wanted to see or thought they should see.

Other data collected of significance to the centre's visitors included :

- * the near exclusive use of private vehicle by domestic visitors,
- * about 80 percent of coach travel by international visitors are on tight schedules for meals and attractions,
- * high proportion of day trips result from spontaneous decisions as Locke suggests.

* the summer school-holiday months through to the easter period record 55 percent of total annual visits (PIPRCM,1989,p.9) , with January the peak month,

* an indication from the penguin reserve that about 30 percent of visitors to the Island may be on a return trip,

* only 56 percent of day trippers to the Island are from Melbourne.

Burkart and Medlik direct us to the need determine quantitatively, up-to-date visitor expenditure statistics for the Island and 'Fauna Island' attractions as this would assist in determining the type of facilities and services the centre could offer at optimum capacities. Respondents to the primary research were unwilling to reveal their anticipated days expenditure, but indicated that their expenditure variables to wildlife experiences on the Island were determined by :

- type of experience,
- it's quality, and
- the educational content

It was observed that respondents with children, motivated by educational value appeared less price sensitive. Although a 1975 survey estimated that the average amount spent by

visitors to the Island was about \$20, one could roughly estimate a 1990 amount of \$42 per visitor. (calculated by indexing inflation at 5% on \$20 from 1975) This correlates to day tours from Melbourne at \$50 which includes bus trip, meal, and entry to the penguin reserve.

The YCHW survey (1990) and Table Three indicated that visitors would expect to pay no more than \$5 to \$6 for any one wildlife experience. Many visitors interviewed on the Island thought that the \$16 ferry trip to view the seals was too expensive, although some (those mainly with Children) still intended to go. Studies by Bovaird et.al., Leuschner et.al., and Stoaks found that the demand for wildlife experiences are often price-inelastic.

The survey by YCHW identified eight major market segments that the centre should be aware of in targeting their information. It was recognised that some markets would utilise the centre more than others, Manning viewed diversity in markets as a great opportunity for a more diversified facility.

The results from question 1 and 11 in the survey provide alarming signals for the current operation. It revealed that the needs of visitors utilising the centre were for collecting a free map and purchasing penguin tickets, while failing to increase the awareness of wildlife opportunities available on the Island. The Manageress of the centre would argue that (as per General Policy, Appendix Four) she spends most of her time

liaising with visitors to help their orientation of the Island's attributes and other Shire information. (refer p.85)

However, with the current focus on government operations striving for self-sufficiency and meeting market demands; the continued funding of the centre's operating deficit, must be questioned. The centre's consumption of resources for primarily giving out free maps and selling penguin tickets (which could be regarded as lost revenue to the Penguin Reserve facility) would lead to the question, whether these functions could be better performed by another service outlet on the Island. Other options include the Penguin Reserve Visitors Centre, or Cowes Tourist Information Centre, or one of the general stores on the Island, near the bridge. The centre could best serve visitors with an unmanned information centre. (Labour costs represent 64 percent of budgeted costs. Appendix Nine)

The present focus of reducing the operating deficit by increasing merchandising and accommodation advertising would appear contrary to the wildlife theme of the tourism attributes. This was recognised by question 4 in the survey with visitor concern from observing a commercialisation of the centre.

However, the local Shire is prepared to continue the funding of the operating deficit, as they believe it is a valuable location in providing a personal information service to all the Island's visitors. Appendix Three indicates that the

State handed the operation to the Shire in 1978. This may prove aberrant for DCE's planned redevelopment of the centre and it's role in the "Fauna Island" range of projects.

This study does not seek to explain the political sensitivities over this facility as stated in the **Scope** (p.16). However, signals received during the course of this study, suggest that the Shire is not about to relinquish their operation. The author recognises the implications of this, but intends not to pursue this line of thought as it deters from the productive input available from this study.

Respondents to the primary research revealed a tendency to spend an average of between 20 to 30 minutes or 10 to 15 minutes in the centre. This was cross-checked by an average observation recording of 16.5 minutes, as suggested by Manning. An average visitor stay of 16.5 minutes was consistent with other information centres contacted who thought 15 minutes was the norm. Most respondents that used the centre indicated that they intended on spending 3 to 5 hours or half a day to participate in wildlife experiences around the Island. Thus, this 16 minutes becomes a short and important period of time which will determine visitor experiences and behaviours for the next 3 to 5 hours.

7.2 Conceptual Site Analysis

The strategic location and instant access of the information centre is a distinct advantage, over any other option worth investigating. However, there is one and a half kilometers between the bridge and the information centre which presents the visitor with unattractive images and confusing messages of the Island's development. The private developments of a surfboard shop and a kit-home display yard together with roughly finished foot-pathing, do nothing to enhance the wildlife or nature images of the Island. Gunn finds that this is often the case, and the WRPCC has sited this area, as one of several, for landscape improvements and revegetation.

There are three small road signs to indicate the oncoming information centre from the bridge. These could be larger and more plentiful along the highway from Melbourne, and as Haiblen, Locke, and Glyptis suggest, used to align messages through mimetic images or simple questions to stimulate interest about the wildlife and nature experiences available at Phillip Island and the need to use the information centre upon arriving.

The under-grounding of powerlines along this stretch of road would also improve visuals and align with a natural wildlife setting.

There is a single entrance to the centre's carpark which requires a tourist to make a quick visit decision upon sighting it from 300 metres away, with no real magnetism from the site or facility. Together with a narrow access road from Phillip Island Road; a disorganised and unsurfaced carpark; and the centre being disguised by scattered trees, the visual aesthetics do not exactly invite or welcome visitors. Gunn and Screven point to the need to create satisfying first impressions through the creative and artistic landscapes and structures.

Visitors could further be attracted into the centre's locality after their one and a half hour drive from Melbourne by offering them additional motives other than orientation, eg., a playground for children, takeaway food and drink, outdoor conveniences, shelters, a short walk that would introduce the Island's wildlife and stretch the legs. The demand for playground/playing field and picnic facilities was suggested during the collection of primary data and would appear justified after generally a long drive, arriving around lunch time and the need to orientate to the Island's attractions.

The design of Phillip Island information centre is based on a chicory kiln and meant to relate to the Island's forgotten chicory industry. The YCHW survey found that the demand for a large information centre relied on an area being perceived of some historical significance. There is no literature or attempt to correlate the historical significance of the

centre's design either inside or outside to that of a chicory kiln. (There is a kiln situated across the road, but the resemblance requires a distant view.) Other historical themes would perhaps rely on some design interpretation of the fishing or dairy industry or the early shipwrecks, but obviously would not align with the wildlife theme. This historic association in design appears irrelevant here, with the surrounding trees providing a guise for any potential extensions.

Jubenville emphasises the need for conceptual statements in regard to information and orientation. With a view to the 'Fauna Island' range of projects, the information centre should be designed to introduce visitors to all the Island's wildlife, create expectations and orientate their senses to maximise their satisfaction from available experiences.

The whole site should also reflect DCE tourism policies of promoting conservation awareness and viewed to be within the context of economic and social strategies. (Appendix Fifteen) This can be achieved through appropriate land contours and vegetation, use of solar or wind energy, use of natural and native colours and building materials, and ensuring geographical location is the only access barrier to Victorians and their visitors.

McDonough raises two important issues with regard to the centres image. Firstly, the title of the centre must be known as one name for effective promotion and relatable use. At present the " Phillip Island Information Centre" (suggested name to be adapted) is often referred to as the Newhaven Information Centre and the proposed project draft (June,1989) for the redevelopment refers to it as the Phillip Island Wildlife Heritage Centre. Know doubt, promoters and visitors will become confused if various names are used.

Secondly, the entrance to the centre highlights the need to use the toilets. Although extremely practical, sophisticated visitors these days require first impression impacts for memorable satisfying experiences.

7.3 Interior Design, Exhibits, Displays & Facilities.

It was the author's judgement from prior visits, that the unscheduled renovations before the September 'Grand Prix' created:

- * greater spaciousness,
- * improved visitor flow,
- * improved interior appearance,
- * improved access and storage of information handouts, and
- * improved liaison opportunities.

However the results of the primary data collected from visitors to the centre and local residents and businesses, suggest that no evidence exists that visitors were dissatisfied with the centres facilities and services, either before or after the renovations. The effectiveness of the expenditure on renovations could perhaps be questioned if judged by measures of satisfaction, as Manning suggests.

Although the sample sizes were too small to enable conclusive inferences about visitors to the centre, they provide useful base of site-specific data, from which initial qualitative interpretations can be used as a base for future surveys. Thus, the results revealed no support for the primary data hypothesis which was anticipated to offer further impetus for the redevelopment.

A review of literature highlights the success of mail-back surveys on visitor attitudes and profiles from experiences at the Phillip Island Penguin Reserve and Kakadu National Park. This technique over time, could establish the types of displays and exhibits preferred by visitors and provide valuable feedback currently demanded by the Manager of the centre. This would also avoid the timely personal interview technique that was not received well during the collection of primary data, and still provide site-specific data, deemed essential by Manning.

Improvements to the present facilities and features of the information centre were suggested from the numerous interviews held with various user segments and tourist operators.

These included:

- * The standardisation of accommodation advertisement in size, print, colour and photo size.
- * Better shelving and placement of merchandise/ souvenirs.
- * Up-dated photographic displays that were larger, fewer of, and aligned within specific experiences.
- * Introduction of an interactive topographic model of the Island which highlighted major locations of wildlife around the Island.

Upon questioning, there was no demand for the showing of a video from independent or group, domestic or international visitors, interviewed.

From all indications the centre's current facilities appear to satisfy current user needs with future attention given to the above suggestions. McDonough reminds us that any redesign of the centre should be driven by it's role within 'Fauna Island' range of attractions. Due to political sensitivities between the Phillip Island Shire (who presently operate the centre) and the DCE (who are investing in the 'Fauna Island'

range of attractions and initiated the redevelopment proposal of the centre), there was no clear guidelines or priorities available for the redevelopment of interior facilities apart from the requirement of wildlife displays and an expansion. This is also a reason why the methodology undertaken during this study required a broad investigatory approach.

Chapter Four detailed the anticipated range of 'Fauna Island', wildlife experiences and facilities. With these in mind, Jubenville believes that the information centre's displays and exhibits must align messages and expectations to the experiences available at the various attraction node locations. Unfortunately, the survey revealed that most respondents awareness of wildlife experiences available on the Island was not increased by their visit to the centre.

Literature and data collected suggests that the prime objective of orientation, would appear to be required for visitors to the 'Fauna Island' attractions. This focus would avoid any duplication of interpretive functions and maintain the centre's uniqueness as a tourist information centre. Secondary sources indicated that the range of orientation instruments most prolific at information centres are maps, exhibits and displays.

7.3.1 MAPS

Half the respondents to the survey of visitors exiting the information centre indicated that they were motivated to use the centre to obtain the free map and general orientation information of the Island. This map is extremely detailed and informs visitors to all the Island's wildlife, nature and recreational attractions. This is consistent with the findings of Manning, Lucas, Stankey, and Hendee et. al., that visitors like to refer to maps and information pamphlets during their wildlife experience. Although the current map is cost efficient and printed in blue, Pearce and Black direct our attention to the use of mimetic images which was successfully produced in 'The Herald Time Away', July 12, 1990. Refer Appendix Fourteen. Research revealed the demand for specialised maps of the various wildlife experiences available, for self-guiding and souvenir purposes.

7.3.2 EXHIBITS

Current exhibits in the centre consisted of a large, raised, glass covered exhibit of a penguin habitat and a stuffed koala. While the stuffed koala adds to the decor, the penguin exhibit shows its age. The manageress believed it's continued existence was warranted. However it does duplicate, at a lower standard, the modern exhibits at the penguin reserve visitors centre.

Although Pearce believes that little attention is paid to exhibits, Breidahl would suggest that an interactive display would be popular. Perhaps the space available under the penguin's case could be better utilised if designed into:

- a sloping octagon slide presentation cabinet, or
- shelving for specialised penguin literature or merchandise, or
- a 'touch table' of marine specimens from the nobbies area.

7.3.3 DISPLAYS

The centre's walls are heavily saturated with aging photographic displays, while half is allocated to advertising accommodation on the Island. Large photographic displays are demanded, but aligned to wildlife experiences which orientate and create expectations as to prepare the visitors senses, as to how to best enjoy a particular experience.

The penguin reserve visitors centre's 'cause and effect' displays confirm studies by Prince, Washbourne and Wager to their effectiveness in attracting and holding attention.

Expansion would facilitate the introduction of further interactive displays, reduce potential crowding with improved visitor sequential flow patterns, create a larger lobby for greater initial impact, offer more space for better arrangement of merchandise and quality local souvenirs; but may require extensive capital works on utilities and loss of the exterior kiln shape. As no theatrette or video room is demanded, any additional floor space and furniture should be flexible and able to adapt to several uses.

Gare and Saunders indicate that the decision of which exhibits and displays to introduce should ultimately be determined by the effectiveness of the medium in communicating the desired messages, Breidahl points to the realities of time and resources available. Generally, the literature points towards simplicity, flexibility, low maintenance, cost efficiency, humour and message alignment in installing information mediums.

Ongoing consideration to other facilities judged of utmost importance by tourist operators in Table Five should not be neglected. These were cleanliness of centre, adequate toilet facilities, and an unique Australian atmosphere.

7.4 Services and Tourist Information

The range of potential services to be offered by the redevelopment could include the following options:

7.4.1 RANGER LIAISON

Liaison opportunities with knowledgeable wildlife rangers at staffed information centres were demanded by respondents to surveys by YCHW, Lucas, Echelberger and Moeller; as well as the project brief. However, those centres having rangers on hand for public liaison in Victoria, normally have an interpretation function. This service could perhaps be justified if the centre was to be staffed by wildlife personnel who were multi-skilled and involved in daily tasks of orientation, conducting guided tours, research, operations, and office duties. Unfortunately, Saunders indicates the realities of public facilities becoming less labour intensive and more self service. However, in Figure Three, Stevens believes that far less personal contact time is required in communicating information.

7.4.2 USE OF VOLUNTEERS

Oaten and Saunders believed that there was scope for their use in orientation functions to provide that personal touch vital to Varcoe's push for 'cultural tourism'. With the need to reduce costs, the use of locals during peak visitation periods would seem to be attractive. Unfortunately the use of volunteer labour in DCE information centres in Victoria has not met with success due to their inconsistent energies. However, this may be due to the lack of adequate personnel policies and management support. The 'Sovereign Hill'

historical attraction at Ballarat is a known success story with large work-force of volunteers. Although of little relevance, its motivational and training techniques would be worth investigation.

7.4.3 BASE FOR GUIDED TOURS

The data collected from the survey and personal interviews with independent domestic and international visitors supported studies by Stankey that guided tours or itineraries would not be popular. There was no demand for guided tours due to the following:

- 140 km distance from Melbourne and high use of domestic visitors using private vehicles who prefer their independence,
- lack of extensive public transport and nearby transfers,
- and use of coach and charter operators by international visitors with knowledgeable drivers.

Coach operators believed their drivers took pride in becoming familiar with local knowledge and saw onboard rangers as unnecessary additional expenses for their passengers.

A demand looks more likely to exist for school holiday interpretive programs covering several of the wildlife attraction nodes coordinated from the centre. These ranger

led activities may include spotlighting, habitat walks, animal aerobics, animal print identifications, etc..

7.4.4 SALE OF FOOD AND BEVERAGES

If there were no existing trading restrictions, the introduction of selling a limited range of low cost, convenience food and beverages would certainly contribute to annual operating revenues. The centres strategic location on the main road after the bridge, enables it a competitive advantage over other takeaways located off the main road in the vicinity. Another advantage for visitors would be the centres ability to combine the purposes of a 'stop' at one location.

7.4.5 LINGUISTIC SERVICES

The introduction of literature and tapes in various foreign languages like those available at the penguin reserve visitors centre would appear to depend on the ability or requirement of day-tour and charter bus operators (who represent 80 percent of international visitors) using the centre as:

- a briefing base, or
- 'stop-off' visit to orientate them.

7.4.6 MERCHANDISE AND SOUVENIRS

The contribution to revenues from sales of merchandise and souvenirs has been increasing as the concept of retailing is being gradually learnt by DCE personnel. Far more professionalism is required and demanded by visitors in obtaining and presenting quality, locally made crafts.

Innovations like wildlife passports, Island tickets, sample bags, educational kits and even specific literature and attraction tickets offer demanded forms of souvenirs.

7.4.7 RESERVATION SERVICE

While the centre actively promotes accommodation via advertising displays, their inconsistent range of quality and owners unwillingness to offer commissions, prevents the centre taking bookings or making recommendations. Primary research showed that of the respondents who would have contacted the centre pre-visit from their place of residence, 67 percent were interested in accommodation information. This situation requires the following urgent actions:

- * cooperation and linkage between tourist dependent businesses;
- * a longer-term vision, and

- * a greater understanding by lodging operators of how visitor expenditure circulates within an economy.

The importance of tourism to the local economy is recognised by the local Shire, private attractions, restaurants and takeaways; but the owners of some motels and lodges lack unity and vision, while their facility standards are inconsistent. They argue that seasonal occupancies don't provide sufficient returns on further investment.

A tourist information service requires no elaboration, while an advisory function to help co-ordinate visitors around the attractions is discussed in the next section.

7.5 Management and Co-ordination of Visitors

Whately, Jubenville et.al., and Brown et.al. refer to the importance of managing visitors through information programs to:

- * Influence/manipulate visitor decision making to disperse visitors more evenly over the various attraction nodes during peak holiday periods.
- * Establishing norms of behaviour and explain specific management actions that serve to warn of hazards and create minimal disturbance to natural ecosystems.

These programs could involve the following:

- prominent signage boards inside or outside the centre (electronic, mobile, stationary),
- models of planned developments.
- diagrammatic cartoon strips of adverse changes in animal lifestyles if specific actions are not adhered to.
- 'cause and effect' diagrams of undesirable behaviours,
- dramatic/violent photographs of dead animals,
- ranger talks, and
- self-registration to reinforce positive conservation values.

The Phillip Island information centre currently attracts an estimated 100 000 people per year. Looking at the future possible plans of the centre; if it was to influence the distribution and co-ordination of visitors to all anticipated "Fauna Island" attractions, an estimated minimum of 500 000 visitors to the Centre per annum would not be unreasonable, as 500 000 people per annum currently visit the penguin reserve alone. This would be a conservative estimate, as the survey and many interviews held with visitors revealed that only 37 percent of respondents were motivated to use the centre to buy tickets to the penguin parade, and more than half of visitors interviewed around the Island were not anticipating visiting the penguin reserve on that particular day, but had visited the information centre at Newhaven. This also sheds light on the need to determine an appropriate maximum visitor capacity

for the centre in servicing the various attractions.

With a view to future needs, the provision of a visitor traffic monitoring base at the centre linked to electronic traffic counters, placed after the bridge and at the various attraction node carparks; with ticket sales also linked via a booking system would enable up-to-date indications of visitation levels. This would be particularly important during the peak visitation periods to be able to redistribute visitors travelling by car or coach to various attraction nodes, with minimal disruption to their total Island experience. The centre could advise visitors of any build-ups at attractions or parts of attractions, how this may effect their experience and offer times for more satisfying experiences.

This of course, is far easier said than done! The primary attraction of the dusk penguin parade influences the afternoon schedules of most visitors who look to arrive at the reserve late in the afternoon after following a similar trek around the Island's attractions. Research shows that the summer twilights allow more flexibility in visiting attraction nodes for the general private vehicle visitor and day-tour bus traveller. However, coach charter visitors (i.e., about 20 percent of internationals) would have little time to use the centre due to one day stays in Melbourne which only allow tight schedules for a meal and the penguin parade on the Island.

The idea of briefing bus drivers at the centre was received favourably by those operators interviewed, but appeared limited to day-tour operators on standard tours (about 60 percent coach visitors) who had a little flexibility in their itineraries. Tours to Phillip Island tend to depart Melbourne at similar times, and there would need to be a fair degree of staggering of buses stopping at the centre so that congestion of facilities and services was minimal. Use of a two-way radio with bus drivers may be useful. The centres opening hours may also require flexibility to this service.

The use of a reservation system linking the wildlife attractions and the centre would seem essential to the management and distribution of visitors. The booking system to the penguin reserve has been necessary due to the maximum capacity of 3 800 visitors per evening to the penguin parade being reached over the summer months. The network between the attractions and the centre would enable visitors to book anywhere around the Island or from their place of residence. They could book directly to a specific attraction or through the centre where further information on the Island's tourism facilities could be accessed.

The centre could become responsible for daily information bulletins/ advisory service via telephone/ fax to the media and public tourist promotion and transport agencies, offering advice to prospective visitors to the Island on how they should coordinate their visits to wildlife attractions. A

recorded message on a 008 number updated twice daily could also offer advise.

The use of a separate visitor exit at the information centre could be utilised for collecting a data base on visitor profiles, attitudes and preferences. Recording and monitoring this much needed data over time would enable better informed decision making, leading to satisfied visitor experiences.

The effectiveness of any management programs to facilitate and coordinate visitors around the DCE attractions would rely on the abilities of wildlife officers in responding to various forms of monitoring techniques. The allocation of funds to personnel training or the importing of skills will no doubt be required on an ongoing basis.

7.6 Interpretation Services and Facilities - Option via Newhaven Wetland Development.

The adjacent Newhaven wetland offers the option of introducing an interpretation function into the redevelopment. Freeth reveals the success of the Bool Lagoon wetland experience which would probably require extensive earthworks on the present paperbark wetland into a similar habitat to that of Rhyll Wetland. The inclusion of a boardwalk early in the development over the wetland would enable the growth of natural ecosystems around this boardwalk for interesting

interpretive walks three to five years in the future.

This additional development could be integrated with the development of playground, picnic or takeaway facilities around the centre; as well as a short orientation walk to introduce the Island's wildlife. An interpretive display inside the centre would also be justified.

The use of interpretive walks- either self-guided through trail signage and/or interpretive pamphlets, or ranger guided- would fulfill the interpretation ideologies of Tilden and Sharpe, while providing further reasons for locating wildlife officers at the information centre. The wetland would be most active and attractive in the spring months requiring extra interpretive opportunities and human resources to fully appreciate the wetland experience. This initiative would certainly increase visitation to the information centre.

Whether this development helps or hinders the management of visitors to the 'Fauna Island' attractions is debateable. The demand for this special interest experience is definitely increasing. However, while this attraction would serve to spatially and temporarily redistribute visitors as Becker and Jubenville suggest, it may also serve to create bottle-necks and congestion around the centre and carpark areas.

While an honorary charging system for interpretive walks and pamphlets would contribute vital revenue towards the annual

funding of operations, the initial development outlay may require upwards of one million dollars. Unfortunately, this makes this proposal a little futuristic, albeit more practical to phase in when the lifecycle of the 'Fauna Island' range of attractions are anticipated to reach their maturity phase.

7.7 Additional Developments.

On present visitation statistics and domestic accommodation demands, a view to take over the adjacent Newhaven Caravan Park and develop 2 star, cabin style, beach accommodation, with further vegetation buffers would appear feasible and generate further funds through the information centre. The centre's advisory and information network could facilitate in maximising occupancies and increasing visitor expenditures at the various 'Fauna Island' facilities. This would also increase the demand for public transport transfers and guided tours of the various wildlife experiences.

CHAPTER EIGHT : RECOMMENDATIONS

The author believes that the current information site at Newhaven offers the best potential for the planned information centre within the "Fauna Island" range of projects aimed at improving the wildlife opportunities on Phillip Island, because of location and access. With this assertion and assuming an amicable relationship between State and Local authorities on sponsoring the above goal, the following is recommended for the centre :

8.1 CONCEPT

A network of road signs before the Phillip Island Bridge to stimulate visitor interest in being aware of the Islands wildlife.

Larger road signs between the bridge and the information centre, welcoming visitors to come and meet the wildlife committee.

Extensive roadside revegetation program, contoured landscaping, and the undergrounding of roadside powerlines before the centre's turn-off to create a visual transformation for the sitting.

Specific landscaped carpark nodes for both car and bus visitors to service the immediate use of:

- the centre, or
- the playground, picnic, and outdoor toilet areas.

A 'wildlife welcoming committee' (made up of a wildlife member from each of the attractions) in the lobby of the centre to welcome visitors and create the wildlife impact.

The information centre to function as an orientation, advisory, and booking service to Island visitors. In addition, DCE should use the centre to correlate and monitor data on visitor flows around the 'Fauna Island' attractions and influence the distribution of visitors accordingly.

8.2 SITE AND OUTDOOR FACILITIES

Partial reclamation of adjacent paperbark woods and wetland, and extensive landscaping for:

- remodelled and surfaced carparking nodes,
- the development of a wildlife habitat playground areas for families,
- provision of picnic, b-b-q and toilet facilities, and
- a surfaced self-guiding walking track through to the beach.
- bins located in carparks only.

Use of pathways between the carparks, the centre, and playground/ picnic areas to control visitor flow and protect vegetation and landscaping.

Relocation of outdoor information boards to picnic areas.

Large outdoor shelter area that would cater for one full bus of visitors. Multipurpose to handle lectures and films.

Signage to direct vehicle flow and discreetly marked positions for cars.

Investigate the feasibility of integrating the Newhaven Caravan Park into cabin style accommodation.

8.3 FEATURES OF THE CENTRE

Relocated entrance and an enclosed lobby area where 'wildlife welcoming committee' introduce themselves via sensor activated recording. The models themselves - a koala, penguin, seal, shearwater, and ibis would represent their respective theme attraction. The messages should be short friendly and humorous, but prompt realistic situations. The wildlife members should be positioned to indicate the danger one is to the other (and also from man). This would reinforce the wildlife transition and have an everlasting, first impression impact.

Current entrance to become main exit and used for monitoring visitor numbers.

Information desk to have full view of interior.

Rather than additional expensive renovations to expand, abolish the accommodation advertisements for use as photographic displays aligned and sectioned into the various wildlife experiences (as per discussion, Chapter 7.3). Alternatively, available accommodation and their respective facilities could be tabled in a single spreadsheet handout and made available at the information desk.

Interactive exhibits to be well spaced, sequentially from very general orientation to specific experience information. Use of simple, single purpose signage to assist visitor circulation and colour coding to represent different wildlife experiences and attractions.

A large topographic model of the Island warrants consideration with a push-button attraction highlighter, as one of the first exhibits viewed.

The penguin habitat exhibit to be better utilised by integrating a sloping octagon cabinet as a base, with slides shown on its various sides. Viewing to require activation and should change twice seasonally.

Replace aging photographic display with a large humorous mimetic map of the Island's wildlife and natural attractions. Similar to Appendix Fourteen.

Literature and map handouts on specific experiences to be located at the corresponding exhibit area informing the visitor what to expect and how to maximise their experience. A discreet slot to be integrated in the housing shelf to accept donations for handouts.

The initial general orientation area could display a weather board using the relevant wildlife in captions depicting the daily weather conditions and how visitors should dress accordingly.

All merchandise and souvenirs to be located in a separate section between the information/booking desk and the passage to the toilets. Storage and shelving may require consultants for efficient use of space and presentation. Shelf islands the be angled towards the desk for maximum supervision. There should be minimum duplication of souvenirs between various DCE attraction facilities.

Conservation values to be promoted through use of natural materials and colours, recyclable papers, natural light and energy efficient lights.

Instalment of Food and Beverage vending machines located adjacent toilets and exit - with money change machines.

8.4 SERVICES TO FACILITATE VISITOR MANAGEMENT TO THE 'FAUNA ISLAND' ATTRACTIONS

Attraction booking service with a coordination function as visitor capacities reach certain levels. Compulsory registration and briefing for most tour bus groups not on specific attraction chartered tours. Further liaison with Bus Operators is recommended to discuss logistical viewpoints on the co-ordination of Bus Groups.

Development of a 'template' style range of decisions to be made for various levels of visitor flows via carparking monitors, attendance at attractions, bookings, and historical data.

Advisory service through personal liaison, indoor/outdoor signage, '008 number' recording, daily bulletins to media and other public tourism promotion bodies.

Computerised link-up of all attractions via ticket sales with a capacity to enter data on expectations, profiles, and needs.

Booking and coordination of holiday/ peak season guided tour programs.

8.5 PERSONNEL AND STAFF REQUIREMENTS

Multi-skilling of present staff to handle computer data entry, data analysis and interpretation of management indicators.

(need to develop, define and upgrade award classification)

Ongoing training and exposure to seminars on visitor relations and communication techniques.

Need for open and friendly communication channels between DCE attractions' staff and information centre staff.

Use of long-term, wildlife interested locals as volunteers in basic information desk orientation/ visitor liaison.

8.6 FUNDING IMPLICATIONS

Ongoing lobbying for redevelopment funds in addition of sourced funds, (Appendix One). Naturally, the more funds secured, the better equipped the centre will be for effective visitor management. This may require a research function to be carried out by the centre, perhaps more active during the winter months to help maintain human resource levels and visitor demand.

Further funding would be crucial for the feasibility of the Newhaven Wetland interpretation option (as per discussion, Chapter 7.6)

Lobbying to be directed at:

- * VTC - information centre grants for 'gateway' towns.
- * DCE - 'special initiative' allocation.
- * SPI - ratepayers' funds, 'community initiative'.
- * DASEC (Department of Arts, Sport, Environment and Tourism) - tourism, sustainable development 'special initiative'.

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APPENDIX ONE

ESTIMATED 'FAUNA ISLAND' DEVELOPMENT PRO-FORMA"

FUNDING -----	1989/90 \$ '000	1990/91 \$ '000	1991/92 \$ '000	1992/93 \$ '000	TOTAL \$ '000
Government	830	@ 1,000	@ 1,000	760	3,590
Other		500	1,300		1,800
TOTAL	830	1,500	2,300	760	5,390
APPLICATION OF FUNDS -----					
1. Wildlife Mgt. Plan	50				50
2. Newhaven Info. Centre		20	205	185	410
3. Koala Park Centre	780	+860	+200		1,840
4. Koala Research Centre		*500	*500		1,000
5. Seal Rocks Development Plan		50			50
6. Nobbies Redevelopment			#1,000		1,000
7. Seal Rocks Development			*300		*300
8. Wildlife Viewing Facilities				500	500
9. Wildlife Habitat Development		50	75	75	200
10. Vermin Control		20	20		40
TOTAL	830	1,500	2,300	760	5,390

@ As per agreement b/w Minister's Kirner and Jolly pre-1988 Election.

* Corporate Sponsorship.

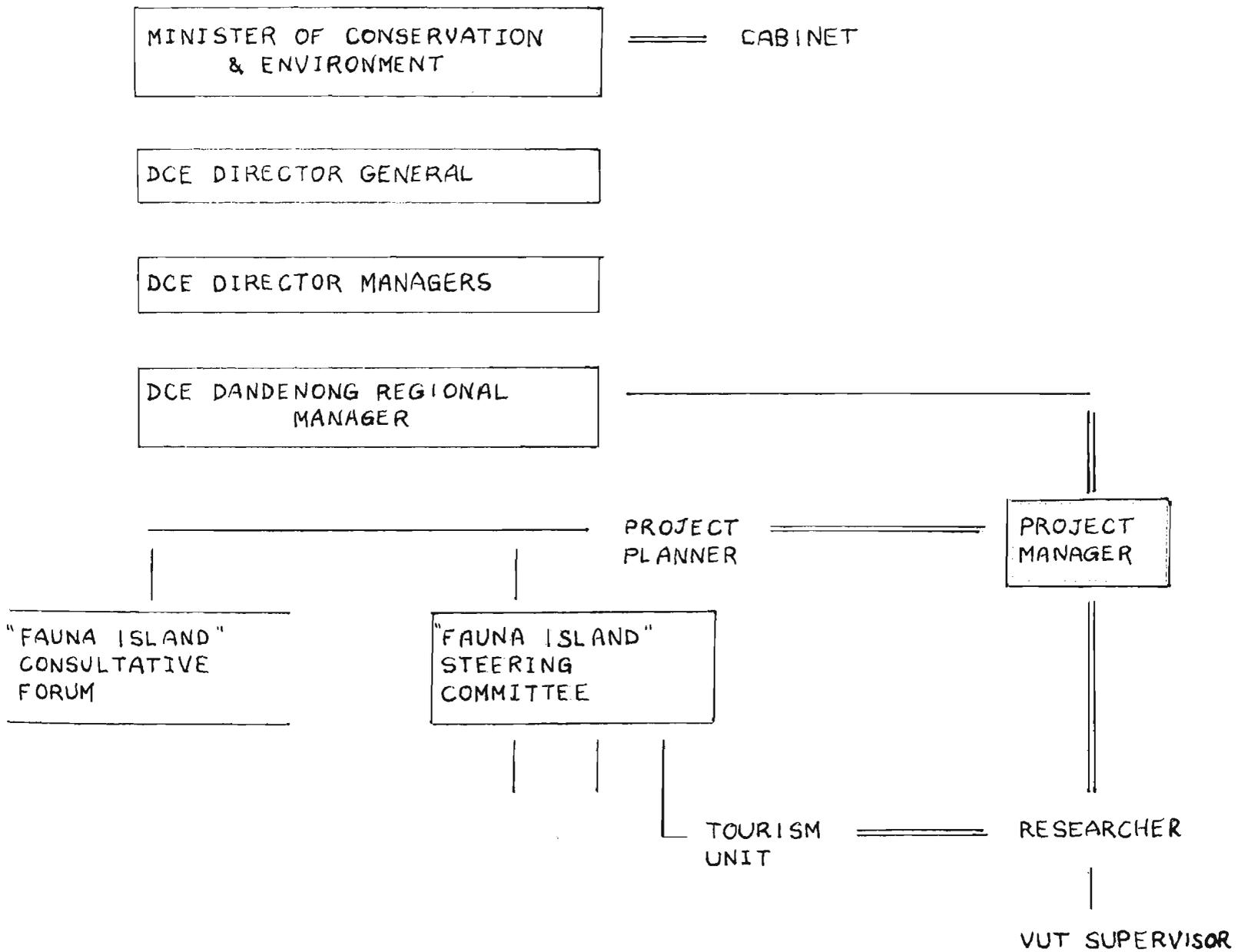
Phillip Island Management Committee to meet 50 percent.

+ Upper estimate, whereby final cost will be affected by road diversion (esti., \$500,000) and land purchase (esti., \$500,000).

Source : DCE " Fauna Island " Project Details No.2486, Aug.,1989.

APPENDIX TWO

MODEL FOR "FAUNA ISLAND" PROJECT IMPLEMENTATION AND DECISION-
MAKING



APPENDIX THREE

PIIC - FACT SHEET

HISTORY:

The Phillip Island Information Centre has been operating now for approximately 12 years. Plans to build the Centre were mooted as early as 1972, however it took some years for them to reach fruition.

A Government grant was secured for \$30,000 to contribute towards the cost of the building, the rest which was met by the Shire. The total cost of the building was approximately \$60,000.

The Centre opened on the 12th November, 1977 and was operated by a Committee of Management until the Council took it over in 1978.

VISITORS:

The Centre attends to approximately 100,000 visitors annually. This is a modest figure as visitors are counted manually which is extremely difficult during busy periods. An electronic door counter has been used before but has proven to be unsuccessful due to interference. Perhaps the only accurate method of counting visitors would be to have a separate entrance and exit.

STAFF:

The Centre has two permanent staff members and between two and four casuals who work up to 20 hours per week.

I believe that by employing staff as against voluntary, an element of consistency is maintained which is extremely important.

OPENING HOURS:

Opening hours are between 9am and 5pm seven days of the week, every day except for Christmas Day and Good Friday. These hours are extended over the busy holiday periods and long weekends.

INCOME:

A good variety of tasteful souvenirs, books, clothing apparel etc are sold together with a number of tickets for different establishments. This income has a marked effect on reducing the deficit which of course is met by the Council. It is hoped that one day the Centre will at least break even, if not show a profit.

One must bear in mind however that this Information Centre is unique in the fact that it is on Phillip Island. There is no doubt that the Penguin Parade is a major drawcard which brings a large volume of people into the Centre.

MAPS & INFORMATION GUIDES:

The Centre produces approximately 80,000 A4 maps of Phillip Island annually which are available to visitors. A 'Guide to Phillip Island' is also produced - 40,000 copies annually, and updated twice yearly. Although this is not a glamorous handout it serves its purpose well and contains information regarding attractions, accommodation, restaurants, services etc.

SCHOOL/GROUP INFORMATION:

The Centre provides schools and other groups with information about the Island and acts as a booking and advisory service, co-ordinating their activities when they visit.

ADVERTISING AT THE CENTRE:

Advertising (wall) space is available at the Centre and some 80 businesses are involved. The present system has been operating since 1982 and works very well. Brochures are also distributed through the Centre. The details are as follows:-

Advertising Space (730mm Wide x 550mm High)	\$150.00 pa
Brochure Distribution	\$ 52.00 pa

The businesses involved gain substantial rewards from their advertising and considering the low rates it is good value.

GENERAL:

The Centre's primary objective is to assist visitors when they arrive on the Island, however during the quieter months other projects are undertaken such as the compilation of a 'Street Directory' and a 'Business Directory', both of which are retailed through the Centre. They also provide an extra source of income.

Source : PIIC, May, 1989.



Shire of Phillip Island

PHILLIP ISLAND INFORMATION CENTRE

General Policy under which the Centre operates

Purpose of the Centre

To supply information to visitors to the Centre.

To encourage by promotion, more use of the Centre by visitors.

Finance

The Council accepts responsibility for funding the operating deficit at the Centre.

The Council hopes that eventually the Centre can pay its own way, but accepts that such state of affairs may never eventuate.

The Council believes that the operating deficit is recognised and to a degree is compensated by the Victoria Grants Commission in its annual allocations.

Business Input

The Centre operates as an advertising agency for local and district business houses, deriving income from display advertising, brochure distribution and commission on ticket sales.

Advertising rates are fixed by the Council (last adjusted 1985).

Relationship with Tourist and Commercial Premises

An agency/client system operates between the Centre and business house management. Individual assistance and co-operation is given within limits of fairness to other businesses.

In the giving of information, the Centre recognises that all Phillip Island businesses are ratepayers, and no preferential treatment is given to client advertisers. Notwithstanding that policy, staff are usually more familiar with client businesses than non-client businesses, and the information thus given may be more useful to the visitor.

Relationship with Phillip Island Tourism Association

The Centre believes that the primary responsibility for off-Island promotion lies with

- a) Melbourne Tourism Association
- b) Victorian Tourism Commission
- c) Phillip Island Tourism Association

The Centre accepts an agent/client relationship with off-Island businesses as with on-Island clients.

A spirit of co-operation exists with other Promotion Groups and Information Centres.

Assistance with off-Island Promotions

The Centre will assist within practicable limits, off-Island promotions conducted by M.T.A., P.I.T.A. and the Penguin Reserve Committee.

Souvenirs

The Centre will trade in any saleable souvenir of acceptable quality and good taste, including books, maps and wearing apparel.

Maps

The Centre will distribute free maps of the Island to visitors, and will sell such map stocks to other retailers over and above a modest quota given to clients by direction of the Council.

Colour maps will be retailed and wholesaled from the Centre.

Management

Day to day Centre Management rests with the appointed Manager.

The appointed Manager is answerable to the Council's Chief Executive Officer, who is in turn answerable to the Council and arbiter of Council policy.

Staff

Selection and training of part time staff rests with the Manager.

Selection of full time staff rests with the Council.

Brochures, Video, Films, Booklets and Radio Programmes

Subject to budgetary considerations as determined by the Council, the Council will contribute towards the production of approved publicity material for the promotion of the Island as a Tourist and Holiday destination.

The Council is most unlikely to contribute to any promotion medium without being consulted before production begins or financial arrangements are finalized.

Financial Burden of Tourism

The Council considers that the primary benefit of tourism is gained by the Tourist-orientated business houses and commercial premises, and that therefore the major contribution towards promotion costs should be borne by those benefitting most.

In balancing the Council's financial contribution, the Council is mindful of the significant costs borne by the ratepayers by way of road maintenance, public toilet construction and maintenance, litter, camping control and by-law control, beach cleaning, foreshore maintenance and development, and a wide range of peripheral costs for which there is no recompense.

Q 2 How many people are in your group, to the Island today ?

One	1
Two	2
Three	3
Four	4
Five or more	5
none/ by yourself	6

Q 3 And were the people in your group on this visit.... ?

Alone	1
Only adults	2
Only children	3
Both adults and Children	4

Q 4 In terms of overall satisfaction with the Centre's design, facilities, exhibits, displays - would you say you were.. ?

Very satisfied	GO TO Q 6	_____	1
Somewhat satisfied		__	2
Neither satisfied nor dissatisfied		__	3
Somewhat dissatisfied			4
Very dissatisfied			5
Don't know			6

Q 5 (If code 4 or 5) What did you particularly dislike ?

Q 6 In terms of overall satisfaction with the Centre's service and opportunity to seek liaison with staff - would you say you were?

Very satisfied	GO TO Q 8	___	1
Somewhat satisfied		__	2
Neither satisfied nor dissatisfied		__	3
Somewhat dissatisfied			4
Very dissatisfied			5
Don't know			6

Q 7 (If code 4 or 5) What did you particularly dislike ?

Q 8 Did you, or would you have used a reservation facility/
 information service from your place of residence, if
 you knew it existed ?

Yes		1
No	GO TO Q 10_____	2
Don't Know	_____	3

Q 9 (If code 1) Would it have been for ...?

	YES	NO
Accommodation	1	2
Penguin Tickets	1	2
Access/info.to Public attraction nodes	1	2
Book a Ranger tour	1	2
Info. on Privately run attractions	1	2
Weather conditions	1	2
All of the above	1	2
Other (specify) _____	1	2

Q 10 Were you aware of the following nature/wildlife
 experiences available on the Island before your visit
 to the Information Centre ?

	YES	NO
Penguin parade and interpretation centre	1	2
Remote viewing of Seals	1	2
Natural koala viewing	1	2
Shearwater viewing	1	2
Migratory swamp/waterbird habitats viewing	1	2
Beach and coastal marine habitat walks	1	2

Q 11 Did the visit to the Centre increase your awareness of the following wildlife opportunities ?

	YES	NO	DON'T KNOW
Penguin parade and interpret. centre	1	2	3
Remote viewing of Seals	1	2	3
Natural koala viewing	1	2	3
Shearwater viewing	1	2	3
Migratory swamp/waterbird habitats view.	1	2	3
Beach and coastal marine habitat walks	1	2	3

Q 12 Did the visit to the Centre, influence or change your initial plans, to seek the following wildlife opportunities ?

	YES	NO	DON'T KNOW
Penguin parade and interpret. centre	1	2	3
Remote viewing of Seals	1	2	3
Natural koala viewing	1	2	3
Shearwater viewing	1	2	3
Migratory swamp/waterbird habitats view.	1	2	3
Beach and coastal marine habitat walks	1	2	3

Q 13 Would you be interested in a ranger tour of the following:

	YES	NO	DON'T KNOW
Penguin parade and interpret. centre	1	2	3
Remote viewing of Fur Seals	1	2	3
Natural koala viewing	1	2	3
Shearwater viewing	1	2	3
Migratory swamp/waterbird habitats view.	1	2	3
Beach and coastal marine habitat walks	1	2	3

Q 14 How much time did you spend in the Information Centre ?

Less than	5 minutes	1
Between	5 & 10 minutes	2
Between	11 & 15 minutes	3
Between	16 & 20 minutes	4
Between	21 & 30 minutes	5
More than	31 minutes	6
Don't Know		7

Q 15 How much time do you intend to allocate to participating in all wildlife experiences around the Island today ?

Less than	30 minutes	1
Between	31 minutes & 1 hour	2
Between	1 & 2 hours	3
Between	2 & 3 hours	4
Between	3 & 4 hours	5
Between	4 & 5 hours	6
More than	5 hours	7
Don't Know		8

Q 16 How much money would you be prepared to allocate to participating in wildlife and nature experiences around the Island today ?

Less than	\$5	1
Between	\$6 to \$10	2
Between	\$11 to \$20	3
Between	\$21 to \$30	4
Between	\$31 to \$50	5
More than	\$50	6
Don't Know		7

Q 17 Would you be opposed, to the number of visitors to any one attraction node on the Island, being controlled /restricted, to preserve natural habitats ?

Yes	1
No	2
Don't Know	3

APPENDIX SIX

ORGANISATIONS TO CONSULT :

1. DEVELOPMENT ISSUES

Fauna Island Consultative Forum -
Fauna Island Project Planner (J. Fischer) 059 525910
Shire Council of Phillip Island 059 522359
Phillip Island Information Centre (L. Alcock) 059 567447
Phillip Island Penguin Reserve C'tee of Mgt. (P. Thomas) 059 568691
Westernport Regional Planning, Econ. Dev., Coord. C'tee (Cranb.)
(M. Tansey) 059 963377
DCE, Parks Visitor Centre Planners, (East Melb.)
(H. Bridehl, M. Turner) 4124011
DCE, Visitor Services (R. Brouillette) 4124124
Phillip Island Community Assoc. (D. Johnston) 059 521456
Phillip Island Conservation Society Inc.
Vic Roads Corporation
Minsitry for Planning and Urban Growth

Local Newspapers : The Mirror, The Great Southern Star, Phillip
Island Advertiser, Phillip Island Star, South Gippsland Sentinel
Times.

2. TOURISM OPERATORS

Victorian Tourism Commission (VIC TOUR, Research Unit,
Dandenong/Westernport Regional Manager) 6199444
Melbourne Tourist Authority 6542288
Phillip Island Tourism Assoc. (John Matthews Pres.)
Cowes Tourist Information and Gift Centre
South East Coast Tourism Ltd.
RACV

Day Tours:

AAT Kings	3298022
Australian Pacific (M. Reit)	5985355
Pioneer	6547700
V/Line	6191549

Inbound Operators:

Japan Travel Bureau (Mr. Kyogo)	6506088
Panorama (P. McCagney)	8905052

Coach Charters:

Ventura	5794811
Sita	6897999
Cobb & Co.	4804444
Murrays	6467334

Group Tours - Schools:

Guided Tours of Victoria	058 561612
Tret Set (Mr. Kerney)	3709055
Get Tours	6999044
Invicta	7298099

Victorian Outdoor Education Ass.
(Mr. J. Henderson, GPO Box 1896R, Melbourne, Victoria. 3001.)
Dept. of Sport and Recreation (Outdoor Recreation Unit, 666 4200)
Community Education and Information Branch (Comm. Prog. &
Mgt. Supp. Unit.)

3. MAJOR DCE WILDLIFE ATTRACTIONS AND INFORMATION CENTRES

Royal Melbourne Zoo	3479530
Healesville Sanctuary	059 623625

Point Nepean Information Centre (Dromana)	059 873078
Grampians Information Centre (Halls Gap)	053 564381
Phillip Island Penguin Reserve Visitors Centre	059 568691
Port Campbell Information Centre	055 986382
Wilson's Promontory Information Centre (Tidal River)	051 808538

APPENDIX SEVEN

TELEPHONE QUESTIONNAIRE :

VISITOR CENTRE ATTITUDES AND SATISFACTIONS OF THE PHILLIP ISLAND INFORMATION CENTRE

Initial Screening :

Hello, have you visited the Phillip Island Information Centre at Newhaven, in the last 12 months, before September 1990 ?

IF YES - CONTINUE
IF NO - TERMINATE

Q 1 Were you satisfied with the facilities, exhibits, displays, and information services available ?

YES
NO

Q 2 Do you think the Centre requires upgrading ?

YES
NO

If yes, what changes are needed ?
.....
.....
.....

Q 3 Have you visited other Information Centres within the last 12 months ? (I do not mean a tourist information centre in a town.)

YES
NO

Q 4 What types of facilities and services impressed you the most during your visit ?

.....
.....
.....
.....

Thank-you for your time in assisting this study.

APPENDIX EIGHT

TIME SPENT BY VISITORS IN THE INFORMATION CENTRE, OCT 2, 1990.

RESPONDENT NUMBER	TIME IN '00 hrs	TIME OUT '00 hrs	TIME SPENT minutes
1	11.01	11.13	12
2	11.06	11.22	16
3	11.12	11.33	21
4	11.15	11.29	14
5	11.23	11.33	10
6	11.30	11.49	19
7	11.37	12.00	23
8	11.45	12.00	15
9	11.50	11.55	5
10	11.54	12.20	26
11	12.04	12.23	19
12	12.06	12.15	9
13	12.10	12.26	16
14	12.16	12.36	20
15	12.22	12.44	22
16	12.27	12.37	10
17	12.29	12.54	25
18	12.32	12.52	20
19	12.40	12.53	13
20	12.48	12.56	8
21	12.50	13.08	18
22	12.59	13.20	21
23	13.05	13.19	14
24	13.10	13.26	16
25	13.16	13.28	12
26	13.18	13.33	15
27	13.24	13.33	9
28	13.28	13.53	25
29	13.30	13.46	16
30	13.35	13.54	19
31	13.38	13.54	16
32	13.43	13.58	15
33	13.45	14.07	22
34	13.49	14.08	19
35	13.55	14.13	18

sum Xn= 578

mean Xn/n= 578/35

= 16.5 mins.

=====

APPENDIX NINE

PIIC STATEMENT OF REVENUES AND EXPENDITURES

<u>INCOME</u>		<u>ESTIMATES</u>
11615	Penguin Tickets	200,000.00
11625	Other Books	13000.00
11630	T-Shirts/Clothing	34000.00
11635	Maps/Stamps/Posters/Film/Colour Map	28000.00
11640	Souvenirs	87000.00
11645	Penguin Books	2000.00
11650	Ferry Tours	15000.00
11655	Churchill Island Tickets	1600.00
11657	Scenic Flights	1000.00
11660	Advertising	14000.00
		<u>395600.00</u>
<u>EXPENDITURE STOCK</u>		
5095	Penguin Tickets	180,000.00
6005	Other Books	7220.00
6010	T-shirts/Clothing	18900.00
6015	Maps/Stamps/Posters/Film/Colour Map	18700.00
6020	Souvenirs	49700.00
6025	Penguin Books	1020.00
6030	Ferry Tours	13500.00
6032	Churchill Island Tickets	1440.00
6035	Scenic Flights	900.00
		<u>291380.00</u>
<u>ADMINISTRATION EXPENDITURE</u>		
5015	Salaries	78000.00
5017	Superannuation	10481.00
5020	Workcare	507.00
5023	Long Service Leave Provision	1655.00
5025	Travelling	7250.00
5027	Uniforms	400.00
5030	Printing & Stationary	1400.00
5033	Office Equipment	500.00
5035	Telephone	3000.00
5037	Postage	600.00
5040	Maintenance - Office Machinery	650.00
5043	Lighting & Heating	2200.00
5045	Cleaning	5820.00
5047	Depot Stock & Windows	1200.00
5050	Advertising & Promotion	1700.00
5053	Insurance - Building	610.00
5060	Miscellaneous	200.00
5065	Information Guide	1260.00
5070	Maps - Shire	2030.00
5080	Maintenance - Internal	3000.00
5090	Freight	100.00
		<u>122563.00</u>
	TOTAL EXPENDITURE	<u>413943.00</u>
	TOTAL INCOME	<u>395600.00</u>
	DEFICIT	<u>18343.00</u>

APPENDIX TEN

PHILLIP ISLAND ATTRACTIONS

ATTRACTION	LOCATION		DESCRIPTION	SIGNIFICANCE OF ATTRACTION	LEVEL OF ATTRACTION
PHILLIP ISLAND					
Australian Dairy Centre	Phillip Island Road	New Haven	Purpose built	Regional	Secondary
Cape Woolamai/Mutton Birds		Phillip Island	Natural	Regional	Secondary
Churchill Island		Phillip Island	Natural	Regional	Secondary
Eric Juckert Pottery	Grossard Road	Ventnor	Purpose built	Local	Secondary
Forest Caves		Phillip Island	Natural	Regional	Secondary
Gallery of Australian Art	Chapel Street	Cowes	Purpose built	Local	Secondary
Grants Pottery	Thompson Ave	Cowes	Purpose built	Local	Secondary
Grumpy's	152 Thompson Ave	Cowes	Purpose built	Local	Secondary
Heathmere Gallery			Purpose built	Local	Secondary
Heritage Centre	Thompson Ave	Cowes	Purpose built	Local	Secondary
Impress Ceramics	Anderson Street	Cowes	Purpose built	Local	Secondary
Island Cottage Craft	Thompson Ave	Cowes	Purpose built	Local	Secondary
Island Nature Park	Thompson Ave	Cowes	Purpose built	Regional	Secondary
Koala Reserve		Phillip Island	Purpose built	National	Primary
Lavinia's Dolls of the World	Church Street	Cowes	Purpose built	Local	Secondary
Len Lukey Museum & Gardens/ Motor Sport Hall of Fame	Back Beach Road	Ventnor	Purpose built	Local	Secondary
Mini Europe	Ventnor Road	Cowes	Purpose built	Local	Secondary
Penguin Parade	Summerland Beach	Phillip Island	Purpose built	International	Primary
Phillip Island		Phillip Island	Natural	National	Primary
Pyramid Rock		Phillip Island	Natural	Regional	Secondary
Round-a-bout Shop	Chapel Street	Cowes	Purpose built	Local	Secondary
Seal Rock		Phillip Island	Natural	Regional	Secondary
Shell House	Thompson Ave	Cowes	Purpose built	Local	Secondary
The Blow Hole	Nobbies	Phillip Island	Natural	Regional	Secondary
The Downunder Clock Museum	1 Findlay Street	Cowes	Purpose built	Local	Secondary
The Nobbies		Phillip Island	Natural	State	Secondary
The Tablemaker	Boy's Home Road	Newhaven	Purpose built	Local	Secondary
The Wool Centre	Berry's Beach Road	Ventnor	Purpose built	Regional	Secondary
Woolami Surf Bench		Woolam	Natural	State	Secondary
Welsh Craft Shop	The Esplanade	Surf Beach Estate	Purpose built	Local	Secondary
The Challenge Swim	February	San Remo	Event	Regional	Secondary
Motorcycle Grand Prix	April		Event	International	Primary
Phillip Island Triathlon	November/December		Event	Regional	Secondary

Source : Touche Ross, 'S.W. Gippsland Tourism Development Strategy', Sept. 1989.

APPENDIX ELEVEN

SURVEY QUESTIONS FOR DCE VISITOR CENTRE REVIEW

In the light of increasing government emphasis on tourism, CFL needs to develop a strategy for the next three to five years which identifies:

- where existing visitor centres are located and what resources are needed to maintain them;

- where new visitor centres should be built

- what resources (staff and money) are needed to build and maintain these centres

- what other visitor services and facilities (eg holiday programs, nature trails, publications, maps) the Department should be providing, and what resources (staff and money) are needed to provide them.

It would be appreciated if you could provide us with as much information as you can, so that a future analysis can be made in order to develop a policy on visitor services.

(1) Name of centre

(2) Region

(3) Year built

(4) Size in square metres

- Total building
- Administration/offices
- Display
- Auditorium
- Other, please specify

(5) Initial cost of centre

(6) What was the centre's intended function? Please tick.

- 01 visitor/interpretation centre
- 02 tourist information centre
- 03 orientation centre
- 04 residential camp
- 05 ranger/staff accomodation
- 06 other, please specify

(7) What is the centre's present function? Please tick.

- 01 visitor/interpretation centre
- 02 tourist information centre
- 03 orientation centre
- 04 residential camp
- 05 ranger/staff accomodation
- 06 other, please specify

(8) What other associated usage does the centre have?
Please tick.

- 01 holiday programs
- 02 school programs
- 03 sales
- 04 booking -. camps/tours
- 05 night walks
- 06 departmental meetings/conferences
- 07 other, please specify

(9) Initial cost (and date) of displays

(10) Cost (and date) of any refit or update

(11) What are the staff roles? Please indicate how many in the box.

- 01 clerical staff
- 02 technical officers/rangers predominantly working in the centre
- 03 technical officers/rangers predominantly working in the park
- 04 other, please specify

(12) Which of these staff members are responsible for maintaining the facilities?

(13) Please give some indication of visitor usage levels per year:

(i) The centre

(ii) The park

(14) How are these recorded?

(15) Staff comments on visitor usage - the seasonality of visits, the types of visitors that come at different times.

(16) Please give a brief description of existing displays (including exhibit area, themes covered, general quality of presentation, age etc.)
Designers/staff viewpoint

interviewer's viewpoint

(17) Staff perception of the appeal of displays to visitors, appropriateness to visitors, who is the targetted audience - what is the message of the display?

(18) What is the capacity of your auditorium, if any?

(19) Please give a brief description of the audio-visuals available.

(20) Do you have any other visitor facilities associated with the centre (inside or outside), if so please list.

(21) What resources/materials do you have for sale? Please tick.

- 01 CFL publications
- 02 external publications
- 03 posters
- 04 educational kits
- 05 maps
- 06 other, please specify

(22) Who are they sold by? (eg CFL, Friends etc.)

(23) What is the total turnover per year?

(24) What resources do you have for use by educational groups or general visitors?

- 01 CFL publications
- 02 external publications
- 03 posters
- 04 educational kits
- 05 maps
- 06 other, please specify

(25) When are they used?

(26) How are they displayed?

(27) What is the current expenditure on the maintenance of this visitor centre per year?

(28) Where does funding for general operation and maintenance come from?

(29) Please outline the expenditure on the visitor centre over the past 3-4 years?

(30) Has this centre ever benefitted from sponsorship? If so, please list the nature and source of the sponsorship, and how the money was spent?

(31) Is there any long-term plan for a major redevelopment of displays/audio-visuals. If so, please estimate the likely costs of maintenance/ redevelopment of displays/audio-visuals etc. over the next five years.

(32) What is the physical condition of your external facilities? Please tick.

carparks 01 poor
 02 fair
 03 good
 04 very good

signage 01 poor
 02 fair
 03 good
 04 very good

access 01 poor
 02 fair
 03 good
 04 very good

(33) How effective is the design of your external facilities? Please tick.

carpark 01 poor

	02 fair
	03 good
	04 very good
signage	01 poor
	02 fair
	03 good
	04 very good
access	01 poor
	02 fair
	03 good
	04 very good

(34) staff comments on the effectiveness of the centre, its location and its facilities.

(35) Visitors point of view - personal opinion

APPENDIX TWELVE

PIPR VISITOR CENTRE FACILITIES AND SERVICES

With almost 500,000 people visiting the Penguin Parade each year, there is a unique opportunity to increase people's understanding and appreciation of wildlife and the environment. If the Penguin Parade can stimulate an interest in penguins and their world, visitors will begin to understand them, and through understanding develop a caring attitude towards them and other wildlife.

New facilities at the Penguin Parade will provide opportunities for all visitors to learn about penguins and greatly enhance their experience of the Penguin Parade.

New Visitor Centre

A key feature of the Visitor Centre is the displays. These can be divided into two areas:

1. **The Orientation Area**, through which all visitors pass when arriving or leaving, introduces people to the Penguin Parade. Displays in the area are designed to attract and interest all visitors to the Parade. Basic information about the Parade, penguins and how people can make the most of their visit are provided in an eye catching way. Messages are portrayed largely by graphics to enable visitors to obtain the required messages quickly.
2. **The 'Penguin Experience'** provides displays about penguin life, problems, management and research. People first walk into the marine environment to experience that part of the penguins' life not usually seen. They can explore the underwater world and understand the many adaptations penguins have developed. Then the people move onto the beach and sand-dunes where the land side of a penguin's life is explored with more sights, sounds and touches. Dioramas of penguin activity and calls will help people recognise what penguins will be doing at the Parade. Nesting boxes built into the building will hopefully soon be occupied by wild penguins to give the visitors a glimpse of life within the burrows. Now that visitors have a good understanding of the natural life of penguins, they are introduced to human impact. Through interactive displays, visitors are introduced to penguin problems, the history of the Parade, management and research. Finally, Shearwaters are introduced before visitors leave to see the real penguins.

Other facilities include: the Theatre, where a short audio -visual interprets Little Penguin activity to visitors before they witness the Parade. The Theatre is designed for 80 people, using carpeted steps for seating. The room will also be used for rangers' slide presentations and films.

A covered Amphitheatre along the boardwalk between the Visitor Centre and the beach provides an area where the rangers can interpret penguin activity, give talks or conduct special activities. Interpretive signs will be placed in this area to provide specific information about individual burrows and their occupants.

The displays and information being provided are not intended to be a substitute for the Penguin Parade, but enhance the experience of viewing penguins in their natural environment.

Seasonal Interpretation Programs

In addition to the new display facilities, special interpretation programs are organised during peak holiday periods. Activities such as ranger talks, guided walks, children's activities, pre-Penguin Parade games and activities, and Junior Ranger programs, are provided free to the public. In recent years between 3,000 and 10,000 people have participated in these activities per year.

Education Programs

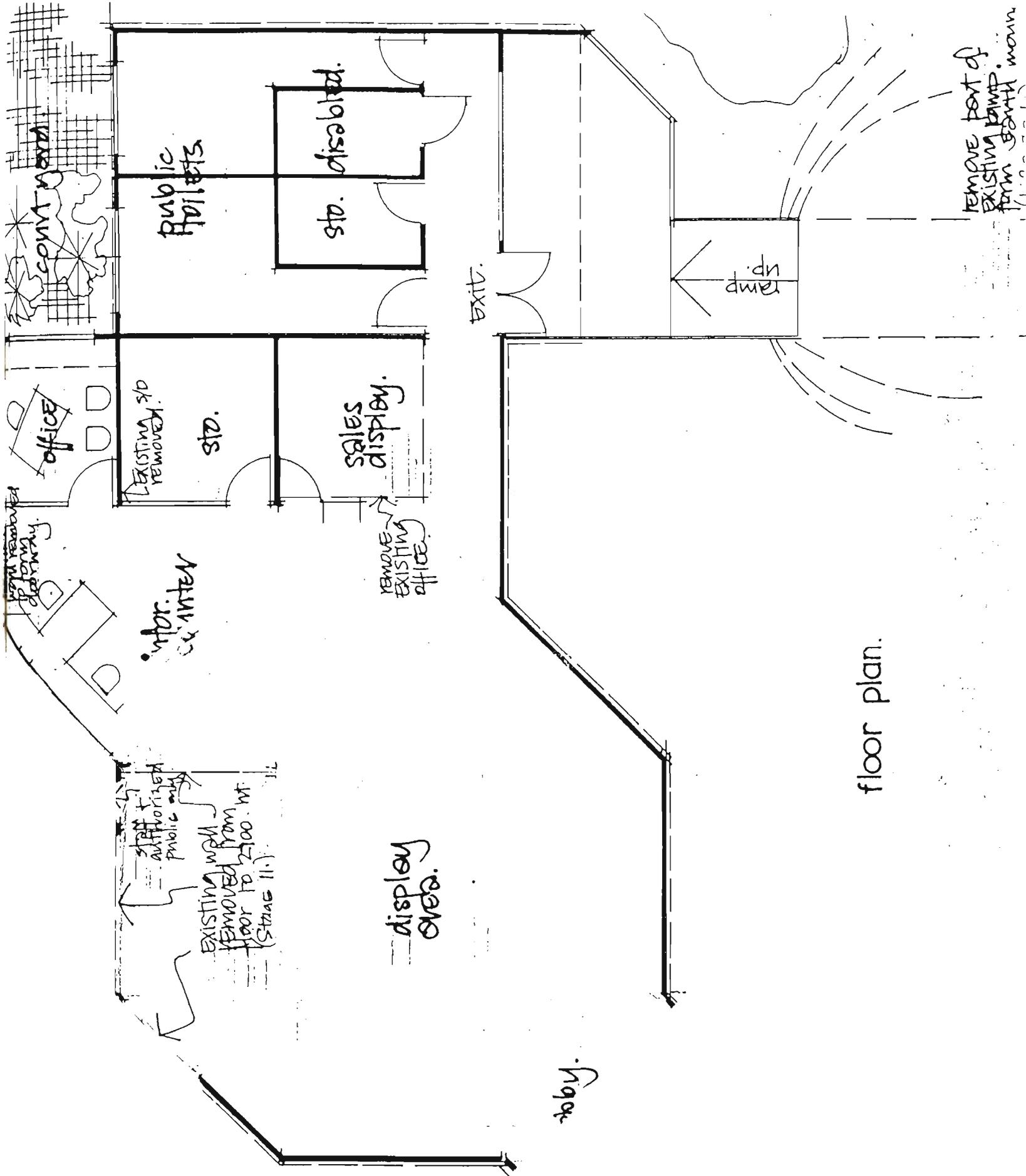
The Penguin Reserve offers tremendous scope for education purposes. Many school groups already include the Penguin Parade on their school excursion itinerary. Increased staffing levels will provide improved education services for these groups. The development of an education program for school groups which will include, teacher guidelines, ranger-led activities and activity notes, will complement the Visitor Centre displays.

A Multipurpose Room within the Visitor Centre provides a space and resource centre for education activities, a centre for seasonal interpretation activities and provides for other uses such as the bus drivers' lounge and meetings room.

Source : Speedie, C., PIPR, Nov. 1988.

APPENDIX THIRTEEN

PIIC FLOOR PLAN



Source : An adaption from DCE, Architectural Services, 1987.

APPENDIX FIFTEEN

DEPARTMENT OF CONSERVATION, FORESTS AND LANDS
240 VICTORIA PARADE
EAST MELBOURNE VIC 3002

TITLE: TOURISM POLICY

POLICY NO: 05/20/0081/1

DATE: 4.10.89

ORIGINATOR: TOURISM UNIT

DISTRIBUTION: Directors, Branch Managers and section OICs in Head Office; Regional Managers and all Assistant Regional Managers

1 INTRODUCTION

1.1 Scope and Purpose of Tourism Policy

1.1.1 This Tourism Policy is intended to provide direction and clarification to Department of Conservation, Forests and Lands (CFL) staff, other Government agencies, and the private sector about the role of tourism within CFL. It also provides guidelines as to how tourism is to be incorporated in the various functions of the Department. **This policy is a Department-wide policy covering all tourism assets on public land - National and other parks, fisheries, and historic and cultural sites. It incorporates the National Parks and Wildlife Division's tourism policy (05-20-0019-1) issued in March 1988.**

1.1.2 It should be noted that the Victorian Tourism Commission (VTC) is the lead agency responsible for the development and promotion of tourism in Victoria. As such, it is essential that planning, promotional and development activity is co-ordinated between CFL and the Commission. To achieve this, contact with the VTC in the early stages of development and promotional strategies is necessary.

1.2 Defining Tourism

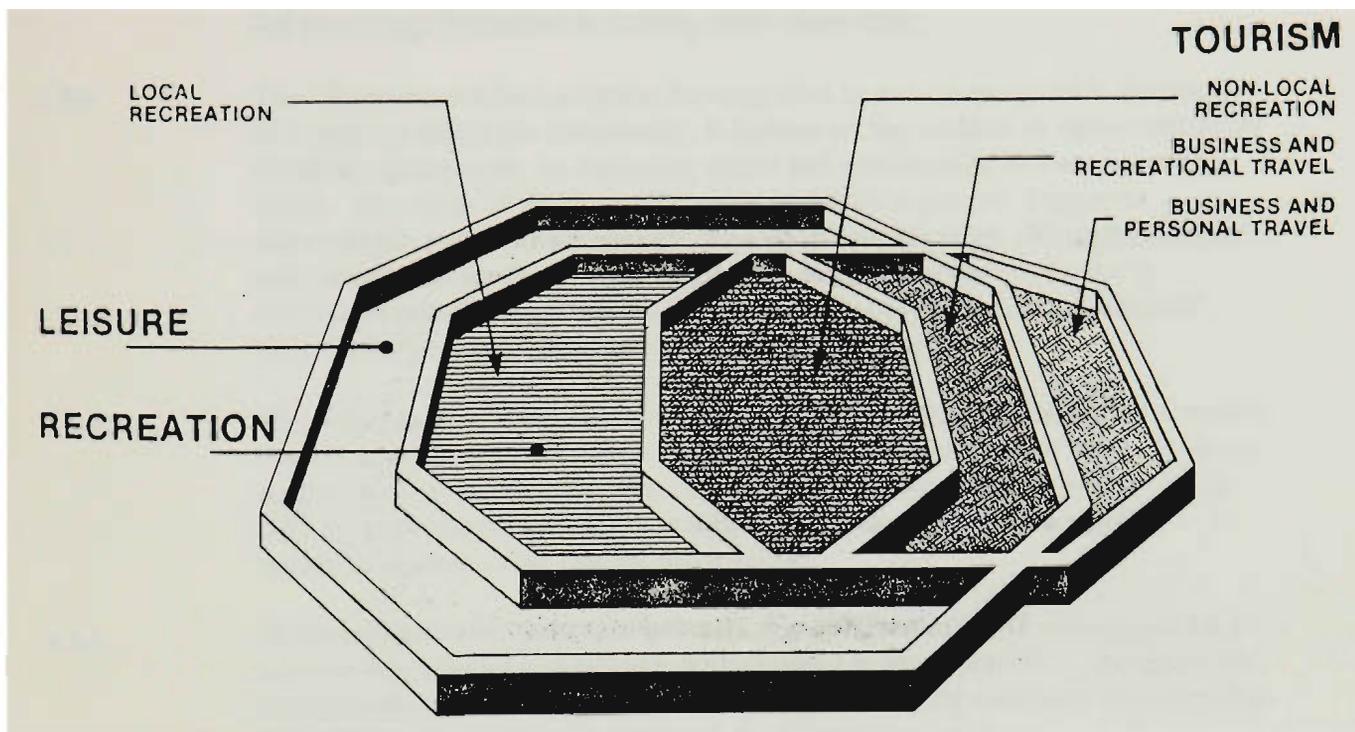
1.2.1 There is no conventional definition of tourism.

1.2.2 The World Tourism Organisation describes tourists as 'people who stay away from their usual place of residence for one or more nights'. Another definition commonly used in the tourism industry is that tourism is the entirety of interrelations (physical, social and economic) which result from people travelling to, and stopping at, destinations which are neither their principal residence nor their place of work.

1.2.3 Both definitions are of some use in that they emphasise the **travel** aspect of tourism, but they are too restrictive for CFL's purposes in that many tourists who use our facilities may not stay away from their home overnight. For the purpose of this policy, it is probably better to consider tourists as **those who make a conscious decision to travel away from their home environment** (i.e. visitors to public lands who do not live in the immediate vicinity of the destination).

1.2.4 Tourism includes aspects of travel, recreation and leisure. However, it may also include elements of business and professional travel not associated with recreation. These relationships are represented in Figure 1.

FIGURE 1
RELATIONSHIP BETWEEN RECREATION AND TOURISM



1.2.5 *'Recreation falls entirely within leisure since it is an experience during free or discretionary time which leads to some form of revitalization of the body and mind. Part of this recreational activity takes place outside of the local community and as a result travel becomes an important component, leading this form of recreation to be classified as tourism. Tourism's orb extends beyond recreation to become associated with business trips and family reunions; and beyond leisure itself into personal and business motives for travel, such as health and professional development.'* (Murphy, P.E., *Tourism. A Community Approach*, Methuen, 1986.)

1.2.6 In most instances, tourism and recreation may be used synonymously in relation to the opportunities and facilities which CFL provides.

1.2.7 This tourism policy should thus be closely linked to CFL's recreation policies. However, tourism should be considered in a broader context than recreation because tourism encompasses all the elements, one of which may be recreation, involved in visiting an area.

1.3 Context of CFL's Activities in Relation to Government Objectives

1.3.1 The Victorian Government has published three major strategies (Economic, Social Justice, and Conservation) within which all departmental policies and projects are to be developed and appraised.

1.3.2 This Tourism Policy is related directly to the State's Economic Strategy; however, it is also consistent with both the Social Justice and Conservation Strategies.

- 1.3.3 The Government's Economic Strategy aims to develop a competitive and growing economy. Tourists are consumers spending dollars to acquire their needs (food, accommodation, transport, etc), thereby contributing to the wealth of the economy. Tourism is therefore a vital component of Victoria's economic strategy. The Economic Strategy emphasises the need for development and promotion of tourism opportunities that will attract more interstate and overseas visitors, and will encourage Victorians to holiday within their State.
- 1.3.4 The Government's Social Justice Strategy aims to redress inequitable distribution of resources within the community. It focuses on the creation of opportunities for disadvantaged people, on extending access and participation and on protecting rights. The needs of the most vulnerable (children in poverty, long-term unemployed, and older people) are the focus of the Strategy, although its impacts extend well beyond these target groups. As the Social Justice Strategy is concerned with the distributional effects of policies, the location, pricing and accessibility of tourist developments is of primary concern.
- 1.3.5 The Government's Conservation Strategy aims to protect and conserve the state's natural environment and resources. The various policies defined in the Economic and Social Justice Strategies must be achieved within the context of sustainable use. As such, the Conservation Strategy has implications for tourism and recreation based on the natural environment.
- 1.3.6 The Economic and Social Justice Strategies relate especially to the *location* of tourism developments, whereas the Conservation Strategy is more, though by no means solely, concerned with the *method, style, and impact* of those developments.

1.4 Departmental Responsibility

- 1.4.1 CFL is responsible for the management and protection of public land and all its resources.
- 1.4.2 Within the framework of the Government's Economic, Social Justice and Conservation Strategies as they relate to tourism, CFL's objectives are to
- improve and manage elements of the recreation and tourism industries, to maximise benefits to the community and returns to the State within the tolerance and maintenance of ecosystems;
 - manage parks, State forests, cultural heritage sites, and other public lands, including inland and marine waters, and their resources;
 - conserve and protect native flora and fauna and their environments, including marine and freshwater environments; to maintain essential ecological processes and life support systems; to preserve genetic diversity and to maintain representation of all native species, habitats and ecosystems;
 - maintain effective community consultation, education and information services to encourage public participation in CFL's activities.

1.5 CFL's Role in Tourism

- 1.5.1 CFL's role in tourism is to service the needs and expectations of visitors, while encouraging them to respect and conserve the environment through education, information, interpretation and regulation. CFL will provide access to a variety of facilities, services and settings that will enhance a visit to public lands.
- 1.5.2 The Department also has a role in determining and ensuring that proper financial returns are derived by the State when public lands are used for commercial tourism purposes.
- 1.5.3 'Public Land' is defined as land which should be preserved and maintained for the benefit of present and future generations because of its conservation, historic, recreational, tourism, natural resource, social or cultural significance (including special significance for the Aboriginal community), or because it has special value for present and future generations. The legislative basis for CFL's activities is outlined in section 1.6.
- 1.5.4 CFL manages 38% of land in Victoria, some of which are major tourist attractions. It comprises:

- 33 National Parks (over 1 million ha);
- 46 State, regional and other parks (over 440,000 ha);
- more than 15 marine and coastal reserves (over 46,000 ha. In fact, 90% of Victoria's coastline is held in public ownership which is unique by world standards.);
- approximately 300 wildlife reserves;
- 2.7 million hectares of State Forest;
- over 770,000 hectares of Crown Reserves; and
- 74 historic areas and reserves (totalling 41,000 ha).

This list gives an indication of the significant role CFL plays in tourism in Victoria.

- 1.5.5 Of the major tourist attractions in Victoria, many are on public land managed by CFL either directly or through Committees of Management, Management Boards and Trusts responsible to the Minister for Conservation, Forests and Lands. Some of these attractions include:

- National, State and other parks, including Point Nepean, Grampians, Port Campbell, Wilsons Promontory, Dandenong Ranges, and Mt Buffalo National Parks;
- Royal Botanic Gardens;
- Royal Melbourne Zoological Gardens;
- Phillip Island Penguin Reserve;
- Healesville Sanctuary;
- goldfields historic areas;
- most of the State's coastal and river frontage;
- mineral springs.

- 1.5.6 CFL is also responsible for publication and distribution of publicity materials, audio-visuals, holiday programs, and the provision of interpretative and guide services. The Department is involved directly, or through contract, in the construction and operation of visitor centres, amenities, and other tourism developments.

- 1.5.7 CFL also provides landscape, engineering, architectural planning and design services for many tourism related activities on public land.
- 1.5.8 CFL plans and manages a wide variety of recreational activities on public land, including walking, camping, skiing, hunting, boating, fishing, picnicking, nature study, and simply relaxing.
- 1.5.9 CFL also liaises with, and issues approvals to, commercial operators for the provision of tours and tourist facilities on public land.

1.6 CFL's Legislative basis for tourism

- 1.6.1 Management of public land for tourism is subject to various Acts of Parliament administered by CFL.
- 1.6.2 In areas subject to the *National Parks Act (1975)*, provisions include the granting of permits to carry out a trade or business, the protection and uses of parks (including tourism) and the preparation of management plans.
- 1.6.3 Acts which control other areas of Crown Land include the *Conservation, Forests and Lands Act (1987)*, *Land Act (1958)*, *Forests Act (1958)*, and *Crown Land (Reserves) Act (1978)*. These Acts provide comprehensive controls over the management and use of Crown land for tourism and other activities, in particular, the use of these areas by commercial interests. It is intended to replace these Acts with a single Act in the near future.
- 1.6.4 In addition to the land management Acts mentioned above, two other Acts control wildlife and fishery resources: the *Wildlife Act (1975)* and *Fisheries Act (1968)*. These provide a system of permit controls for the taking of wildlife and fish, both for commercial and recreational purposes.

2 CFL TOURISM AIMS

- 2.1 Plan for, encourage, and develop tourism opportunities on public land within the context of the Government's Economic, Social Justice, and Conservation Strategies, and in keeping with the management objectives of the various categories of public land.**
- 2.2 Encourage, cater for and promote sustainable tourism on public lands within the legal constraints established by the Crown Land Acts of Parliament.**
- 2.3 Ensure that proper financial return is derived by the State when public land is used for commercial purposes (currently the Government requires 4% real rate of return on assets).**
- 2.4 Co-operate with the private sector and other government agencies, particularly the VTC, in the planning, promotion and development of appropriate tourism opportunities on public land.**
- 2.5 Provide advice and assistance to the private sector and government agencies on opportunities for tourism developments on public land.**
- 2.6 Develop and maintain a distinctive style and quality of tourism development which strongly reflects CFL's objectives in managing, conserving and protecting the resources and assets of public land.**
- 2.7 Provide new and upgraded facilities, where appropriate, ensuring that the design of buildings and settings complement the natural and cultural environment.**
- 2.8 Provide an excellent standard of visitor contact, education and information services.**

3 TOURISM POLICIES

3.1 When preparing plans, development proposals and resource allocations, managers are to take full account of the following policies.

3.1 Planning and Development

Regional Tourism Strategies

3.1.1 Prepare regional tourism strategies for CFL managed assets which define tourism strengths, associated markets and appropriate development and promotion initiatives. The Strategies will identify, in broad terms, public land suitable for tourism developments (public and private sector) taking into account the objectives of management of the land. They will also recommend options for tourism developments which maybe suitable for these areas. Regional Strategies will be based on research findings of usage patterns, market needs and trends.

Action	
Responsibility:	Regional Managers
Consultation:	Tourism Manager, Policy Divisions, relevant committees, VTC, Regional Tourism Companies, private sector tourism operators
Approval:	Director-General, relevant Directors

Management Plans

3.1.2 Ensure that provision for tourism is an integral part of management plans for public land. Within the parameters of management plans, investigate opportunities for tourism and provide for this as appropriate by zoning and specification of detailed action plans. Such plans will cover the appropriateness and scope of accommodation, franchises, access, tours, interpretation, information requirements, promotion, and be subject to public consultation.

Action	
Responsibility:	Regional Managers
Consultation:	Tourism Manager, Policy Divisions, relevant committees, private sector tourism operators, VTC
Approval:	relevant Divisional Directors

3.2 Access

3.2.1 Improve access to parks in line with the adopted recommendations from the Parliamentary Inquiry into Access to Victoria’s Parks, with particular emphasis on creating additional opportunities for tourism in urban and near-urban areas, and providing for all sections of the community, including people with special needs, such as people with physical and mental disabilities, and those who are financially disadvantaged.

Action	
Responsibility:	Co-ordinating Committee on access to parks convened by CFL comprising various relevant Government agencies
Approval:	Committee reports to Minister of CFL

3.3 CFL Accommodation and Developments on Public Land

3.3.1 *CFL will undertake various major tourism developments. Such developments will be identified by Regional Managers in their regional tourism strategies and co-ordinated statewide in the Regional Management Division. All tourism projects will be appraised in accordance with CFL’s Project Evaluation Manual. Priorities will be determined following consultation with the Tourism Manager, relevant Policy Divisions, and the VTC.*

3.3.2 *Approved projects will be implemented by the relevant Regions. Where appropriate, Project Management Teams, or Steering Committees, comprising representatives from Divisions and external agencies will be established to facilitate program delivery.*

3.3.3 Provide and promote a range of appropriate public sector accommodation facilities and opportunities for people with different interests and physical and financial capabilities (e.g. cabins, lodges and bunkhouses, and campsites, and remote areas for bush camping with and away from vehicles) in accordance with approved management plans. The design of facilities will reflect the character and complement the area in which they are located.

Action	
Responsibility:	Regional Managers

3.4 Liaison and Co-ordination

3.4.1 *The VTC is the lead agency responsible for the promotion and development of tourism in Victoria. Its major objective is to market Victoria as a tourist destination for international and interstate visitors, and for Victorians.*

- 3.4.2 Recognise the State-wide and regional policies of the VTC.
- 3.4.3 Maintain and foster links with the VTC, relevant Government Departments, Committees of Management and private sector operators to promote and develop tourism on public land.
- 3.4.4 Maintain a co-ordinated approach to tourism activities and priorities within CFL.

Action

Responsibility: Tourism Manager

Consultation: Regions and Policy Divisions

- 3.4.5 Encourage liaison between Regions, Committees of Management and local tourism organisations.

Action

Responsibility: Regional Managers

3.5 Information, Interpretation and Education

- 3.5.1 Interpret and provide information by a variety of means about the natural and cultural values of public lands managed by CFL.
- 3.5.2 Encourage private enterprise to jointly develop with CFL relevant information and interpretative material.

Action

Responsibility: Community Education and Information Branch (CE&I), Regional Managers, Policy Divisions

Consultation: Tourism Manager, Regions and Policy Divisions

3.6 Marketing

- 3.6.1 *Marketing involves the development of services and facilities which are consistent with client needs, then promoting, pricing and distributing these services and facilities effectively. Within the parameters of the Conservation, Economic and Social Justice Strategies, CFL will develop a marketing approach to tourism.*

Research

- 3.6.2 Determine by market research the community's tourism needs and expectations of the natural and cultural assets which CFL manages.
- 3.6.3 Identify relevant market segments which will utilise and visit CFL's major tourist facilities.

Action	
Responsibility:	Tourism Manager
Consultation:	relevant Policy Divisions, VTC, private sector tourism operators

Promotion

- 3.6.4 *This Tourism Policy will not be fulfilled solely by the provision of facilities and services. It is essential that potential visitors be made aware of opportunities by means of various promotional strategies.*
- 3.6.5 Publicise tourism opportunities on public land, in co-operation with relevant Government departments and private tourism organisations where appropriate by providing information and promotional materials.
- 3.6.6 Develop promotional, informative and interpretative strategies to suit the needs of the identified market segments.
- 3.6.7 Prepare a Statewide tourism promotion strategy.

Action	
Responsibility:	Local/Regional - Regional Managers State/Interstate - Tourism Manager
Consultation:	Local/Regional - Policy Divisions, CE&I State/Interstate - CE&I, VTC, Australian Tourism Commission, commercial operators
Approval:	Director-General

Pricing

- 3.6.8 *The Economic Strategy requires that, as a general principle, 'the beneficiaries [of public infrastructure, services and facilities] will contribute towards the cost of their provision. Where appropriate, therefore, user pays pricing will be used to ensure that reasonable rates of return, based on Government rate of return pricing requirements, are achieved on publicly provided assets.'*

3.6.9 *This 'user pays' principle will apply when the cost of collection is less than the revenue raised; and it will be in accord with Social Justice principles (i.e. concessions will be made available to disadvantaged groups).*

3.6.10 *There are three specific user categories relevant to this tourism policy:*

- (a) public users (e.g. picnickers, bushwalkers, day visitors, etc). A charge is usually applied for use of specific provisions or services which cost a significant amount to provide.*
- (b) Non-commercial users and occupiers (e.g. sports clubs, recreation, education and community groups). A charge is applied which represents a discounted commercial rate reflecting the level of exclusivity enjoyed by the user, other community benefits provided by the user, and the user's ability to pay.*
- (c) Commercial users and occupiers. These users will be charged the full commercial rate commensurate with the profitability of the permitted use.*

3.6.11 Levy fees and charges for the use of Departmental facilities and services according to CFL's pricing and concessions policy.

3.6.12 Encourage the setting of concession rates for use of Departmental facilities by disadvantaged groups in accordance with the State Concessions Act.

Action	
Responsibility:	Regional Managers
Consultation:	Economics Unit, relevant Policy Divisions
Approval:	Minister, Director-General

Evaluation

3.6.13 Determine the effectiveness of promotional activities, facility and program developments, by strategically collecting accurate information from both the public and private sectors on visitor characteristics and usage patterns.

Action	
Responsibility:	Local/Regional - Regional Managers State/Interstate - Tourism Manager
Consultation:	Local/Regional - Policy Divisions, CE&I State/Interstate - CE&I, VTC, Australian Tourism Commission, commercial operators

3.7 Private Commercial Operations on Public Land

3.7.1 *The growth of tourism in Victoria has produced an increased demand by private or commercial operators to provide goods, facilities, and services for visitors to public land.*

3.7.2 *Such commercial operations can play a major role in tourism by providing certain facilities and services which enable a wider cross-section of the community to enjoy their visits to public lands. The provision of these facilities and services may be either outside the charter of the land management authorities, or beyond their financial resources and staffing capacities. The management authorities will therefore permit and encourage the granting of franchises to private operators to provide these facilities and services, within management guidelines.*

3.7.3 *The Department is developing guidelines and parameters of commercial operations on public land (see Fees and Charges Policy). They cover tours, including cultural tourism, and the provision of facilities and other services, (including kiosks, accommodation, and commercial jetties).*

Tours

3.7.4 Assess the suitability of public land and its natural and cultural resources for guided leisure and instruction activities, and prescribe guidelines for the conduct of such activities in management plans.

3.7.5 Encourage guided recreational and educational tours conducted by private operators on public land, provided they do not conflict with specified management objectives, nor restrict the general public access to or enjoyment of public land.

3.7.6 Provide advice and assistance to commercial tour operators to establish and implement appropriate tours.

Action
Responsibility: Regional Managers
Consultation: Tourism Manager, relevant Policy Divisions

3.7.7 Endorse, where appropriate, guided recreational and educational tours on public land.

3.7.8 *For the purposes of this policy, 'endorse' is taken to mean that CFL considers that a tourism enterprise especially reflects the philosophy, aims and objectives of the Department. Such endorsement will allow the use of CFL's logo when advertising. 'Accreditation' is taken to mean the granting of a lease, licence or permit to operate a tour or tourism service on public land. All tours must be accredited by CFL.*

- 3.7.9 Liaise with other government agencies (VTC, Department of Sport and Recreation) to ensure a co-ordinated approach to the regulation of private tour operators.
- 3.7.10 Co-operate with such bodies as the Victorian Tour Operators' Association in the planning, regulation and promotion of adventure tourism.
- 3.7.11 Co-operate with relevant Victorian tourism associations, industry groups, the Australian Tourism Commission, and the VTC in encouraging the development and promotion of 'environmentally sympathetic' educational and special interest tours on public land.

Action
Responsibility: Tourism Manager, Regional Managers
Consultation: Regions, relevant Policy Divisions, CE&I, VTC

Commercial Use and Development

- 3.7.12 Encourage the private sector to undertake commercial uses of public land, provided they do not conflict with specific management objectives, nor restrict general public access to or enjoyment of public land.
- 3.7.13 Locate, except in special circumstances, accommodation developments on freehold land, particularly where services such as power, sewerage and shops are already provided, or where similar settings are found.

Action
Responsibility: Regional Managers, Committees of Management
Consultation: Tourism Manager, Policy Divisions, municipal councils
Approval: Minister, Director-General

3.8 Joint Ventures

- 3.8.1 Enter into joint ventures with private sector tourism operators and developers in the provision and promotion of tourist accommodation on public land.

Action
Responsibility: Regional Managers
Consultation: relevant Policy Divisions
Approval: Minister, Director-General

3.9 Licensing, Assessment and Monitoring

3.9.1 Assess the impact of proposed tourism developments on physical, botanical, zoological, social, and cultural features of the relevant area of public land.

3.9.2 Monitor impacts of tourism development on CFL managed resources.

Action
Responsibility: Regional Managers
Consultation: Policy Divisions

3.9.3 Develop and implement methods for monitoring these impacts.

Action
Responsibility: Policy Divisions

3.9.4 Issue permits for commercial tourism purposes according to relevant Acts.

Action
Responsibility: relevant Authority

4 IMPLEMENTATION

Role of CFL Divisions in relation to tourism

4.1 CFL's **Tourism Unit** is responsible for the co-ordination of all matters relating to tourism.

4.2 This includes:

- initiating and developing CFL's state-wide priorities, policies and strategies on tourism, in the light of community needs, Departmental objectives and Government policies;
- providing high level policy advice on tourism to the Minister;
- advising and negotiating with senior management and Regional and Divisional staff on tourism and related recreational development projects, policies and marketing;