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## KIMBERLEY COAST CRUISE MANAGEMENT STRATEGY



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Claire Ellis Consulting



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# 1 INTRODUCTION TO THE STRATEGY

## Background

The Kimberley Coast is considered globally as one of the few relatively untouched large wild areas left in the world. It features a complex coastline of spectacular gulfs, headlands, cliff-lined shores, waterfalls and archipelagos. The region has a great diversity of pristine marine habitats, is rich in marine wildlife (including dugongs, marine turtles, dolphins, sawfish, saltwater crocodiles and a significant humpback whale calving area) and is noted for its diverse coral reefs. The adjoining land features numerous wild rivers and a variety of plants, freshwater fish, frogs, reptiles, birds and mammals found nowhere else. There are many significant and spectacular rock art sites along the coast and evidence of rock art dating back over 40,000 years.

The Kimberley Coast (or Saltwater Country) is part of the traditional country of several Traditional Owner groups including the Dambimangari, Wunambal Gaamberra and Balanggarra groups. Coastal areas, rivers and islands contain many places and natural resources of significance to Traditional Owners.

## Purpose

The Kimberley Coast Cruise Management Strategy aims to:

- ▶ ensure tourism activities do not conflict with management of natural, cultural and landscape values including unauthorized and uncontrolled access to the shore
- ▶ encourage a long term viable and competitive tourism industry that acknowledges the diversity of the Kimberley and visitor interests
- ▶ encourage safe and responsible visitation that supports best practice
- ▶ retain a sense of remoteness as an important element of the visitor experience
- ▶ pursue Traditional Owners' aspirations for understanding about their country
- ▶ encourage greater Traditional Owner participation in tourism through opportunities that will both improve the visitor experience and contribute to strengthening the natural and cultural values of the Kimberley Coast

The strategy has been funded by the Commonwealth and State Governments and prepared in consultation with Traditional Owners, representatives of the cruise industry and Government.

The strategy is a foundation for Traditional Owners, operators and other stakeholders to work together to deliver world class tourism experiences and ensure that tourism is contributing to the long term sustainability and protection of the natural and cultural values and culture of the Kimberley coast.

The Strategy promotes a stewardship approach that encourages self-regulation, partnerships, collaboration and adaptation over time based on experience, new knowledge and emerging management initiatives in the region.



## Scope of the Strategy

### Vessels covered by the Strategy

The Strategy applies to the following tourism vessels:

- ▶ cruise ships (Australian registered and Foreign Flagged, many of which currently cruise past the Kimberley Coast without stopping)
- ▶ smaller boutique ships with set departure dates and multi-day itineraries along the Kimberley Coast (Australian registered and Foreign Flagged)
- ▶ small vessels offering overnight charters with flexible departure dates and flexible itineraries along the Kimberley Coast (these may be locally based or only occasional visitors)
- ▶ commercial tourism vessels providing overnight accommodation focussing on fishing in the Kimberley
- ▶ 'mother boats' providing overnight accommodation along the Kimberley Coast
- ▶ Commercial tourism vessels that do not provide overnight accommodation but offer experiences often in association with coastal lodges and camps.

The Strategy does not cover specific vessels in other industry sectors such as commercial fishing, pearling and the resource sector and their management will be addressed through management plans.

It also does not specifically refer to recreational vessels as this strategy is specifically designed to encourage the cooperation between the Traditional Owners, Government and the commercial cruise operators and the resulting opportunities for each of these stakeholders to benefit. Recreational boating management is important but is not the focus of this strategy. However, it is envisaged that proposed joint management arrangements with the state will allow the application of management strategies to address the issues associated non-commercial visitation.

### Geographic scope

This Strategy applies to the Kimberley Coast from 17° South at the Lacepedes Islands south west of Cape Leveque to the Western Australian-Northern Territory border. The southern boundary corresponds to the southern boundary of the Kimberley Commonwealth Marine Reserve.

It excludes:

- ▶ the part of the Kimberley Coast south of the Lacepedes Islands
- ▶ the Oceanic Shoals bioregion, represented in the Rowley Shoals Marine Park which has its own management plan





## 2. CURRENT MANAGEMENT

### Native title

The Kimberley coast consists of extensive areas covered by native title determinations (both land and waters) and Aboriginal land (reserved by the Aboriginal Lands Trust).

Native title determinations for the Kimberley coast include non-exclusive and exclusive Native Title rights.

*Exclusive possession rights* under Native Title include the right to possess and occupy an area to the exclusion of all others. This includes the right to control access to, and use of, the area concerned.

*Non-exclusive rights* include the right to:

- ▶ live on the area
- ▶ access the area for traditional purposes, like camping or to do ceremonies
- ▶ visit and protect important places and sites
- ▶ hunt, fish and gather food or traditional resources like water, wood and ochre, teach law and custom on country.

Traditional Owner groups are undertaking significant management initiatives for their country through:

- ▶ the development of Healthy Country Plans for sustainable management of their natural and cultural assets, fulfilment of cultural obligations and community aspirations
- ▶ training and employment of Indigenous Rangers for management of country
- ▶ working with the tourism industry and government agencies to manage tourism that respects natural and cultural assets and traditional practices.

### Terrestrial parks and reserve

On 22 October 2010, the Western Australian Government announced a commitment to the Kimberley Wilderness Parks initiative under the Kimberley Science and Conservation Strategy. The initiative will result in Western Australia's largest interconnected system of marine and terrestrial reserves covering more than 5 million hectares.

On the coast are the large Prince Regent and Mitchell River National Parks managed by the Department of Parks and Wildlife (DPaW).

A major new terrestrial national park was also announced recently to be established from the Wallcott Inlet to the Lawley River. The remainder of the coast includes unallocated Crown land, a small number of leases for specific purposes (including tourism, pearling and mining) and the Yampi Sound Defence Training Area.

### Marine Parks

Marine parks and reserves have been progressively established in Western Australia since 1987. Marine parks and reserves help to conserve marine biodiversity and provide special places for people to learn about, enjoy and appreciate the spectacular marine life of Western Australia.

A key component of the Kimberley Science and Conservation Strategy initiative was the commitment to establish four marine parks: at North Kimberley, Camden Sound, Roebuck Bay and Eighty Mile Beach. On 28 January 2013 the government announced the intention to create an additional fifth park the Horizontal Falls Marine Park. The government has also now committed to extend the North Kimberley Marine Park east to the Northern Territory border.



The Camden Sound Marine Park, Horizontal Waterfalls and the North Kimberley Marine Park are being established over large parts of the waters of the Kimberley Coast.

The Marine Parks will be jointly managed with Traditional Owners, through a joint management body(s), where joint management agreements have been discussed and finalised with Traditional Owners. As part of a complex Indigenous culture-scape (derived from the Dreaming) that includes ocean waters, the seabed, reefs and land, the marine parks are of ongoing cultural, economic and spiritual significance to its Traditional Owners.

A set of overarching strategic objectives has been adopted for Western Australia's marine parks and reserves:

- ▶ Conservation – Maintain and enhance marine biodiversity and ecological integrity.
- ▶ Aboriginal culture – Provide for the protection and conservation of the value of the area to the culture and heritage of Aboriginal people.
- ▶ Science and education – Encourage and promote scientific research and education.
- ▶ Public participation – Encourage and promote community involvement in and support for marine parks and reserves.
- ▶ Recreation – Provide equitable and sustainable opportunities for recreational use and enjoyment, where appropriate.
- ▶ Commercial – Provide equitable and sustainable opportunities for commercial use and benefits, where appropriate.

### Commonwealth Marine Reserve

As well as the recognition at State level through the Kimberley Science and Conservation Strategy, the biodiversity significance of the waters of the Kimberley Coast has also been recognised by the Commonwealth Government through the declaration of the *Kimberley Commonwealth Marine Reserve* in November 2012. The Reserve extends over Commonwealth Waters (outside the 3 nautical mile State Waters limit) from the Lacepede Islands (south west of Cape Leveque) to west of Cape Bougainville in the north. The marine environment in this area is a matter of national significance under the Commonwealth's *Environmental Protection and Biodiversity Conservation Act*. The implications of the Reserve for management of the area (which is outside the immediate coastal areas most visited by tourists) will be addressed in management plans.

### Other management agencies

Several other government agencies have roles in management of the Kimberley Coast that involve tourism including:

- ▶ WA **Department of Transport** which has a coastal management and protection role encompassing marine safety, provision of maritime facilities and sustainable use of the coastline
- ▶ **Australian Maritime Safety Authority**, a Commonwealth agency concerned with maritime safety and navigation
- ▶ WA **Department of Fisheries** whose primary responsibility is to conserve, develop and manage the fish and aquatic resources of the State to ensure there are 'fish for the future'. It is involved in fisheries management, compliance and education, research and monitoring and marine safety services (in conjunction with other agencies)
- ▶ **Tourism Western Australia** which is concerned for the delivery of quality tourism experiences that benefit regional communities and the State.

Implementation of the Kimberley National Landscape (of which the Kimberley Coast is a part) involves cooperative planning and management initiatives between Commonwealth and State tourism and conservation agencies, regional and local government agencies, and stakeholders in the region.



## Sustainable management of the region

The Kimberley Science and Conservation Strategy was developed by the Western Australian Government to ensure long term conservation of the region's significant natural and cultural assets. This includes the development of new multiple-use marine parks.

Management plans are under development for the new marine parks and the national parks in the region and will include measures for the protection of sensitive areas, interaction with wildlife and management of tourism and recreational activities. These plans are associated with joint management arrangements for these parks being negotiated between DPaW and the Traditional Owners.

In a post Native Title determination environment the State of Western Australia is negotiating future land tenure and joint management arrangements with Traditional Owners along this coastline. The outcomes of these negotiations and subsequent joint management planning work will determine the best mechanisms available for the management of commercial boating and other activities. The best case scenario for the management of land and sea access would involve a uniform system across both the marine and terrestrial environs.

## Management of commercial tour operations in parks and reserves managed by DPaW

An ever-increasing number of visitors to Western Australia experience parks and reserves using the services of commercial operators.

DPaW issues licences to operators conducting commercial activities on waters vested in the Marine Parks and Reserves Authority and managed by DPaW (referred to as CALM Land). Part 7 of the Conservation and Land Management Regulations 2002 allows the Director General of DPaW, with the approval of the Minister for Environment to issue commercial operator licences to private individuals and companies that wish to operate on DPaW Land, which includes marine conservation reserves.

Licences provide a means for DPaW to manage and monitor commercial uses so they are ecologically sustainable, ensuring the conservation values of DPaW Land are maintained. By protecting conservation and cultural values operators can keep returning to the same locations and find them in an unspoiled condition. Operators must abide by conditions determined by the Director General.

The issue of licences must be consistent with a park's management plan or be a necessary or compatible operation. Joint Management arrangements with Traditional Owners would be critical to the setting of any conditions on these licences and DPaW is committed to consulting with Traditional Owners to develop suitable conditions..

As the new Marine and National Parks are created in the Kimberley this strategy and the agreements made through it will form an important part of considerations in the management planning processes for these new parks and any subsequent licencing of commercial operators.

## Management of non-commercial recreational visitors to the Kimberley coast

At the present time there is limited regulation of recreational vessels visiting the Kimberley Coast. Whilst vessels are bound by regulations under the WA Department of Transport and Department of Fisheries, there are no legally binding requirements regarding accessing land beyond common law obligations around trespassing which are difficult to enforce.

The development of management plans and joint management agreements with Traditional Owners have the potential to address the management issues for recreational vessels and provide the mechanism to ensure access conditions for those types of visitors are consistent with those for commercial operators.



### 3. PROPOSED MANAGEMENT

#### 3.1 Guiding principles

The Kimberley Coast Cruise Management Strategy presents a stewardship approach that complements the existing regulatory framework (International, Commonwealth, State and local) that all vessel operators are required to meet. This approach would foster and encourage compliance and commitment to effective management of visitation along the Kimberley Coast by all stakeholders.

All parties consulted in the strategy preparation agree to work in partnership to:

1. acknowledge and affirm that the Traditional Owners are the original inhabitants, custodians and Native Title holders of the Kimberley region and that many Traditional Owners wish to be active in the tourism industry. Visitors are being given the privilege to visit this country
2. respect the interests and wishes of Traditional Owners in regard to cultural values, access to country and sites identified through the Strategy
3. protect the cultural and environmental integrity and the healthy country values of the Kimberley coastline
4. advocate, promote and practice safe, environmentally and culturally responsible travel to and within the Kimberley Coast
5. retain and improve the delivery of high quality visitor experiences, specifically the important points of difference that visitors to the Kimberley coast are seeking:
  - a sense of remoteness and solitude in an area that has always been inhabited by Traditional Owners
  - interaction with Traditional Owners and their culture
  - an exceptional and unspoiled natural land and marine environment
  - the diversity of visitor experiences and opportunity to engage in one or more of these based on the visitor's interests
6. support a prosperous long term and diverse tourism industry along the Kimberley Coast for the mutual benefit of all stakeholders
7. minimise duplication in management and regulation and create a simple, cost effective administrative approach and compliance system





## 3.2 Vessel Management approach

The long term outcome of the Kimberley Science and Conservation Strategy will be an interconnected system of marine and terrestrial reserves covering more than 5 million hectares. Marine and terrestrial reserves will be jointly managed with Traditional Owners who also hold exclusive and non-exclusive rights to the balance of the terrestrial lands on the Kimberley coast.

Factors such as:

- ▶ the remote geographic location of the area
- ▶ number of Traditional Owner groups involved at different stages of development/progress on Native Title
- ▶ complex and evolving management landscape
- ▶ diversity of sites visited
- ▶ range and number and impact of vessels visiting, and
- ▶ new opportunities and likely development of new tourism arrangements and products by and with Traditional Owners
- ▶ indicate the need for a strategic and flexible system of management that can be adapted over time.

Achieving the guiding principles for the management of vessels on the Kimberley coast will require:

- ▶ **Effective communication** between all stakeholders
- ▶ A mix of **legislative and voluntary compliance**
- ▶ **Cooperative approach** to encouraging compliance
- ▶ **Staged implementation** of requirements for commercial and non-commercial vessels

### Effective communication

The recommended approach would consist of:

- ▶ a Kimberley Coast Cruise Tourism Reference Committee convened and serviced by DPaW and including representatives of
  - the three Traditional Owner groups
  - the cruise industry (via the Kimberley Marine Tourism Association)
  - government agencies (including DPaW, Fisheries, DoT, TWA).
- ▶ the Kimberley Coast Cruise Tourism Reference Committee would be involved in advising on the operation of the Strategy and advise on decisions with respect to changes to the strategy.

### A mix of legislative and voluntary compliance

Given the various land and sea tenures and management responsibilities, the strategy proposes a mix of legislative and voluntary requirements for vessels operating on the coast. If joint management agreements are achieved and the Conservation and Land Management Act 1984 and its regulations can be applied, this will remove the management complexity related to tenure.

- ▶ Vessels proposing to land on the Kimberley Coast would be required to seek approval from the Traditional Owners with Native Title rights for different sites and access points. Permission would generally be available through an on line Visitor Pass and payment of an agreed fee. The on line portal would identify sites that are and are not accessible for visitors and any conditions that apply. Implementation of the Visitor Pass across the whole coast is likely to be staged.



- ▶ Commercial operators would be required to comply with the existing permit requirements (DPaW, Fisheries, Transport)
  - A condition of gaining DPaW licence would be to provide evidence of TO permission
  - In some cases that permission could consist of a specific agreement between an operator and TO regarding exclusive access to a site
- ▶ The development of management plans for new marine and terrestrial reserves would identify requirements for TO permission.
- ▶ The Kimberley Coast Cruise Tourism Reference Committee would develop Guidelines for Environmentally appropriate behaviour that are linked with the existing *Interim Guidelines: Culturally Appropriate Behaviour on the Kimberley Coast* as the basis for stewardship and effective management of the coast by all parties
- ▶ DPaW would undertake the administration of the Strategy including implementation of the agreed actions of the Committee, coordinating Strategy reviews and any changes to the Strategy and its detailed components.

### **Cooperative approach to encouraging compliance**

A significant proportion of the boating public using the Kimberley coast will need to be informed and educated about the strategy and its requirements. Many of them will be poorly informed of Native Title and Traditional Owner concerns for their country. With limited resources and few people on the remote coast, all parties would need to support one another in encouraging compliance with the strategy.

- ▶ The Strategy proposes a cross-agency Kimberley Coast Information Hub to provide online support. The information hub would contain information relevant to all tourism vessel operators in one place including information on:
  - maps, charts and tenure
  - the operation of the Strategy
  - general guidelines for conduct in the region, taking as a starting point the *Interim Guidelines: Culturally Appropriate Behaviour on the Kimberley Coast* (See Appendix C) and adding guidelines for environmental protection and social behaviour
  - site access information
  - site access contacts
  - government regulations, the areas where they apply and the requirements for cruise operators and other visitors
  - government management frameworks (such as for marine parks, maritime safety)
  - visitor information and interpretation.
- ▶ The information hub would be able to be used by all actual and prospective Kimberley cruise operators, independent visitors and stakeholders.
- ▶ The DPaW Commercial Operator Handbooks for terrestrial and marine areas would need to be updated in consultation with TOs for the Kimberley Coast to show commercial operator requirements related to cruise tourism sites as the areas fall under its jurisdiction. For areas outside its jurisdiction the handbook can refer people to the hub for further information.
- ▶ A Communication Plan would need to be developed to provide direction in ensuring knowledge about this strategy by the wider boating community.



## Staged implementation

It is proposed that the strategy be introduced in a staged manner. The Kimberley Coast Cruise Tourism Reference Committee would consider and advise on the staged introduction of the system and advise on the integration of the Visitor Pass and DPaW's existing commercial operator licences for access to-managed land and sea areas.

- ▶ The mechanism to facilitate efficient access permission would need to be developed in consultation with all stakeholders but initially the cruise industry should be initiating those discussion with the TO groups.
- ▶ An adaptive approach would be used that enables the system to develop over time in response to changes in tourism, stakeholder capacity, knowledge and emerging government programs and regulation (such as development of marine parks, maritime regulations).
- ▶ There would need to be an annual review to make any necessary adjustments to the Strategy based on experience.

## 3.3 Site zoning

It is proposed that access to sea and land tourism sites be managed through the zoning of sites for particular types and intensity of visitation. This would enable the environmental, cultural, visitor and tour operator needs and Traditional Owner permission for access to land to be targeted for each site. It would also aim to provide a range of visitor experiences across different visitor products. As the new Marine and National Parks are created in the Kimberley this strategy and the agreements made through it would form part of considerations in the management planning processes for these new parks and any subsequent licencing of commercial operators.

Sites will be zoned in the following categories which would be reflected in any introduction of a Visitor Pass.

Category	Description	Management Method	Public Information
<b>Schedule A</b>	Well visited sites.	Site Management Plan detailing <ul style="list-style-type: none"> <li>• permitted activities</li> <li>• operational guidelines for sea and land activities</li> <li>• any group or other visitor number limits</li> <li>• any Traditional Owner permission or visitor pass required.</li> </ul>	Site requirements included in a re-developed DPaW <i>Commercial Operator Handbook</i> . Available on cross-agency Kimberley Coast online information hub with links to other relevant requirements (e.g. marine safety).
<b>Schedule B</b>	Less well visited sites that offer a more remote experience.	Limits on number of visitors per season, visit or other time period based on environmental, cultural and visitor experience reasons. Any Traditional Owner permission or visitor pass required. General guidelines for conduct.	Site requirements developed where necessary but only available to approved vessels. No public information available.
<b>Schedule C</b>	Sites where Traditional Owners wish controlled tourism to occur.	Individual agreement required between each vessel/cruise company and the relevant Traditional Owners. Agreements would provide site access conditions. Might include partnerships with Traditional Owners for tourism delivery.	No public information on specific sites. The Information Hub would provide information on contacts for determining visitation conditions for general areas.
<b>Schedule D</b>	Sites with high environmental and/or cultural sensitivity.	No visitors permitted. Sites may be moved to Schedules A, B or C should the limiting concerns be resolved and with the agreement of the relevant stakeholders.	No public information on specific sites (to limit inappropriate behaviour) but requires some statement on no visitor access areas.



In addition to sites directly accessible from the sea, the management of Schedule A and B sites would need to cover helicopter flights from boats or nearby land associated with tour experiences. Helicopter experiences for Schedule C sites would be covered in agreements.

Site access management arrangements under this system would be integrated with DPaW's commercial operator licences for access to DPaW-managed land and sea areas through the requirement for vessels to gain TO permission to access areas where exclusive possession native title exists.

Site zoning would take account of:

- ▶ TOs visitor management recommendations and sensitivity regarding sites
- ▶ Environmental considerations
- ▶ The need for site management plans and site visitor limits
- ▶ size of vessels and passenger numbers
- ▶ the provision of quality visitor experiences in line with the vision for the Kimberley.

All current operators would be asked to register to participate in the strategy and required to follow any guidelines or management plans for the sites they currently access over the next two years. In granting access for commercial tour vessels there would need to be consideration of:

- ▶ proposed tour itineraries and visitor programs, bearing in mind that a range of itineraries and products is desirable to provide a variety of visitor experiences
- ▶ flexibility in itineraries due to weather and tide conditions or as a feature of a cruise product
- ▶ crew and guide management
- ▶ continuity of operations over time necessary for commercial viability
- ▶ operator experience and knowledge of the region, including ongoing product offerings by established Kimberley Coast cruise operators
- ▶ the operator's environmental and cultural record
- ▶ the operator's marine navigation and safety record. Qualifications of crew appropriate for sites being visited - Non TO guide must have cultural awareness training, certification for guiding approved by TOs.
- ▶ New operators would only be able to work in Schedule A locations for a period to gain operating experience.

The zoning of sites would be reviewed annually by the Kimberley Coast Cruise Tourism Reference Committee as part of the ongoing Strategy reviews. This will enable the zoning to be adapted over time in the light of new knowledge, visitor patterns, conservation and management needs, and emerging arrangements with Traditional Owners. In turn, it would assist future decisions on site management and infrastructure.

Site booking by cruise operators is not envisaged as currently necessary unless it is specified in a Schedule C site access agreement with Traditional Owners.

The process would need to respect commercially sensitive information.

### **3.4 Visitor access fees**

Access fees paid by visitors and commercial operators for entry to protected areas and other land are an integral part of visitor management for many world class sites. Such fees contribute to the quality of the visitor experience through use for applications such as site management, maintenance, provision of infrastructure and services, training and community development.



Large tracts of land held in Native Title on the Kimberley coast lie outside State Government land management jurisdiction. Any visitor pass system will need to be negotiated between Traditional Owners and commercial operators and be applicable to the broader recreational boating community.

One of the Traditional Owner groups on the Kimberley Coast is proposing to implement a visitor pass which would involve access fees which could be used for a variety of purposes including healthy country management, monitoring and managing impacts, staffing (such as the ranger service), interpretation, administration and capacity building for tourism and business opportunities.

Under the proposed approach a visitor pass and access fees for Traditional Owners would be administered through a simple on line permit system that would, over time, be applicable for all tourism/recreational vessels. Some Traditional Owner groups are more advanced than others in moving towards such a system.

Commercial operators have consistently argued that staged implementation is required for any system to enable commercial tourism operators to build the new costs into international distribution and pricing structures.

The fee amounts and structure would ideally take account of the following principles:

- ▶ the needs of Traditional Owners in managing natural and cultural assets and developing capacity for management and tourism
- ▶ fairness and equity for operators and visitors by:
  - accommodation of the different types of vessels operating in the area in terms of numbers of passengers, actual landings and trips per season
  - application to all types of visitors (e.g. commercial cruise clients, recreational boats, seaplane passengers, remote lodge visitors)
- ▶ market price barriers that may affect demand and willingness to pay for cruise products on the Kimberley Coast
- ▶ The administrative costs of implementing the Strategy and the associated fee system for all stakeholders.

Information would need to be distributed through the Information Hub as well as networks of commercial operators and visitors to communicate the requirements and process to get permission from TOs for access to land.

Future ILUA negotiations may also provide an opportunity for a visitor pass system to be built into land management. Until ILUAs are negotiated, operators would need to be in contact with the TO groups to confirm access arrangements.

Likewise, for *Schedule C* sites, access fees and other costs (such as Traditional Owner guide transport costs) would need to be negotiated in specific site access agreements between cruise operators and Traditional Owners.





## 4. INTERPRETATION AND EDUCATION

While there is substantial information on natural and cultural values and the stories and management of the Kimberley Coast, this information needs to be substantially improved, regularly updated and readily available for all visitors (both recreational and commercial tour clients as well as commercial guides and others).

It is also desirable to maintain an ongoing understanding of the values and best practice management principles by cruise operators and their crews. This would assist in the success of the self-regulation approach.

The following actions would be taken to improve visitor and operator understanding of best practice visitation to the Kimberley Coast. They are general measures designed to underpin the variety of Kimberley Coast cruise experiences. Detailed interpretation offered by particular cruises (including Traditional Owner guided products) would be a matter for each operator and its target markets.

- ▶ **Pre-trip information for visitors on the online Kimberley Coast Information Hub.** This information would clearly outline natural and cultural values and best practice for visiting the area and be updated as required. It would assist in ensuring visitor expectations are realistic and encourage a visitor appreciation of the delivery of best practice by operators.
- ▶ The information would be accessible to all visitors, both independent and commercial cruise clients. It would also assist visitors in choosing between different itineraries featuring different sites/ experiences in the Kimberley. Placed on the Information Hub it would be easily cross-referenced to other information on the website (such as safety, marine operational requirements, access, permissions required). Such websites have been used successfully for other cruise locations (for example the 100 Magical Miles website for the Whitsunday Islands on the Great Barrier Reef)
- ▶ **Pre-season crew training.** Cruise vessel crews would be asked to participate in pre-season cultural awareness training, training on best practice operations (particularly in relation to messages and behaviour related to Traditional Owners and their country) and site specific training based on permit. This training could also include new environmental updates (such as spread of cane toads and bio-security and new research on the area emerging from the Science and Conservation Strategy implementation). It should also include any new updates on marine safety or other information.
- ▶ **One page Information Sheets for each Schedule A site.** Information sheets developed in conjunction with Traditional Owners would highlight important environmental and cultural background for visitors of a site prior to dis-embarking or commencing a trip. This would assist visitors understand the value and richness of the cultural and natural assets, spark interest and encourage them to visit the site, and encourage willingness and active engagement in acting responsibly. Importantly the Information Sheets would provide accurate messages about best practice site behaviour available to all visitors.

In principle, on-site signage is not the preferred option for information and interpretation on the Kimberley Coast. This is critical in order to preserve the remote natural character of the region and acknowledges the wide geographic spread of visitation. The use of signs can be considered in specific site management plans.

For some sites cruise operators may have partnerships with Traditional Owners for the delivery of on-site experiences and/or the presence of Traditional Owners is preferred for a 'welcome to country' ceremony for visitors. It is recommended that the relevant cruise operators and Traditional Owners consider whether and under what conditions access can occur should Traditional Owners be prevented from attending by circumstances such as cultural responsibilities, weather and transport.



## 5. IMPLEMENTATION PLAN

The Kimberley Coast Cruise Management Strategy proposes the following plan of implementation

Action	Accountability	Timeframe
Sign off by stakeholders on working Strategy document	All stakeholders convened by TWA, DPaW	By March 2014
Agreement to preliminary Visitor Pass and fee	All stakeholders	March 2014
Establish Reference Group	TWA, DPaW	March 2014
Finalisation and agreement to site zoning schedule	Reference Group	June 2014
Review DPaW integration of permits with Visitor Pass	DPaW	June 2014
Develop Communication Plan	TWA lead	June 2014
Develop material for Information Hub	TWA lead	June 2014
Launch of strategy	TWA lead	July 2014
Implement stage one of strategy	All stakeholders	2014-2015
Annual review	Reference Group	May, October 2014 May, October 2015





## Appendix A.

### Cruise tourism trends

The remoteness of the region, minimal human interference, stunning geological and natural features, fascinating marine environment and the richness of culture (particularly Indigenous culture) all contribute to the appeal of the area for tourism.

‘The Kimberley region attracts an estimated 350,000 overnight visitors per annum (Kimberley Development Commission), spending approximately \$256 million within the region or 15.5 per cent of gross regional product ‘ Kimberley Science and Conservation Strategy, 2011, p30.

In 2005-06 Tourism Research Australia undertook a *Destination Visitor Survey of Kimberley coastal waterways* in response to anecdotal evidence that suggested a significant growth in cruise tourism visitor numbers and increasing environmental and cultural impacts caused by this growth. The survey found:

- ▶ there were 40 to 45 cruise operators working on the Kimberley Coast (including day tour operators)
- ▶ approximately half the operators were relatively new (started within last 5 years)
- ▶ about five to six new operators started each year but most only lasted one season.

A 2006 study of the environmental and cultural impacts of expedition cruising on the Kimberley Coast by the CRC for Sustainable Tourism also found there was a risk of significant impacts on environments and wildlife with increases in visitation. The study also indicated the occurrence of impacts on rock art and other Indigenous sites of significance. Traditional Owners have documented impacts and their concerns at inappropriate visitor access.

Since the 2005-06 study tourism cruise tourism trends in the region have changed due to the economic influences on tourism in Australia. The Kimberley tourism industry, like much of regional Australia, is experiencing significant difficulties due to the strong Australian dollar, high cost of an overnight Kimberley experience and the costs of getting to the Kimberley. Important changes include:

- ▶ a significant drop in profitability with high overheads, lower occupancy rates and price cutting between ship operators
- ▶ an estimated 35-40% drop in the numbers of long term charter vessels on the coast. While there are still several queries from potential new starters each year although few actually join the industry
- ▶ increasing diversity in options to visit the Kimberley – particularly short overnight visits to lodges/camps by seaplane, super yachts and charter boats
- ▶ increasing offers of shorter and cheaper cruise options
- ▶ large cruise vessels increasingly visiting the area, but not stopping on the coast
- ▶ a lower proportion of visitors accessing the Kimberley through Broome
- ▶ comparatively cheaper access to Darwin compared to Broome impacting both crew change and passenger preferences
- ▶ Lodge development on the Kimberley coast and increased visitor options at Horizontal Falls
- ▶ the opportunity for passengers to undertake a tour with the Aboriginal guides from Wandjina Tours has been offered at Freshwater Cove, Langgi and Raft Point. This is increasingly popular.



The number of commercial cruise vessels recorded as visiting Broome Port between 2007-08 and 2012-13 are shown in Appendix A (although many of these cruise past and do not stop in the Kimberley). Visitor numbers for the 17 main operators (with 18 vessels) on the Kimberley Coast in the 2013 season will amount to around 71,000 visitor days (including fishing charter vessels) if operating at full capacity every trip (see Appendix B). Of these:

- ▶ around 51% of all visitors travel with 2 companies with 3 ships between them – Orion, Coral Princess and Oceanic Discoverer
- ▶ most vessels focus on cruising activities (with fishing also offered by some), while 4 vessels run primarily fishing charters and 3 advertise fishing and cruising charters.

An additional 5 operators advertise they are able to take expedition or fishing charters along the Kimberley Coast but run no scheduled itineraries.

In some parts of the Kimberley Coast there are substantial numbers of private vessels. For example:

- ▶ there are around 1600-1700 boat owners in the Broome/ Derby area and an estimated 300-400 additional boats that visit each season
- ▶ there may be up to a third again unregistered vessels (Department of Transport information).



## Appendix B: OPPORTUNITIES AND CONCERNS EXPRESSED DURING STRATEGY DEVELOPMENT

### Traditional Owners

Traditional Owners are the original inhabitants and custodians of the traditional land and waters of the Kimberley coast.

Traditional owner groups on the Kimberley coast are at various stages in the negotiation of Native Title agreements and development of Indigenous Land Use Agreements with DPaW. The outcomes of many of these negotiations will be critical to the management of visitation to specific country.

**The core concerns of Traditional Owners in relation to visitor activities and site management along the Kimberley Coast are:**

1. obtain permission to visit country and let them know where they are going
2. acknowledgment by tour operators to their visitors when they are on traditional country and who's country it is
3. respect cultural protocols for the country and cultural sites (which may include traditional welcome to country, being accompanied by a Traditional Owner or regulation of accessing a site or engaging in certain activities at a site)
4. respect and do not disturb, damage or remove cultural sites, art work and stone arrangements
5. no access to burial sites
6. cultural interpretation by appropriate Traditional Owner or qualified crew
7. no pollution or rubbish in marine and land areas
8. respect Traditional Owners' assets and do not interfere with traditional hunting and fishing activities
9. operations that promote visitor safety
10. ensuring appropriate resources for tourism product development

### Tourism Industry

There are many issues outside the scope of the Strategy that impact on the size, scale and diversity of visitation along the Kimberley Coast. Many operators are small scale, operate for a limited season and are significantly affected by market and industry conditions and the issues in the Mmain drop-off/ pick-up points impact their businesses.

**Operators are concerned to ensure:**

1. Kimberley Coast tourism is managed in an integrated, equitable and holistic way
2. there is a high level of respect and understanding between all stakeholders
3. all commercial tourism and non-commercial (free and independent) visitors are subject to the same management conditions.



### **Operators generally believe management of tourism on the Kimberley Coast should:**

- ▶ principally be managed through self-regulation, particularly logistical and operational aspects
- ▶ respect the remote value of the Kimberley Coast and the increasing rarity of this value globally by encouraging sensitive, sustainable cruising with minimal footprints
- ▶ emphasise the education of all visitors, operators and stakeholders to encourage best practice behaviour
- ▶ provide an improved and consistent high quality visitor experience for all visitors
- ▶ recognise the diversity of interests of Experience Seekers and visitors to the Kimberley and allow operators to tailor their programs to meet their passenger needs and expectations
- ▶ be equitably applied across all types of visitation, particularly across all commercial tourism so one type (such as cruise vessels) are not subject to different costs and requirements than others operating in the same area
- ▶ take account of tourism market conditions and the commercial viability of operating in the remote Kimberley
- ▶ consider the total cost imposition on operators (both direct and indirect costs such as additional administrative load) and the capacity to remain price competitive for visitors
- ▶ include analysis of cost scenarios and price point testing before decisions are made on the introduction of new costs
- ▶ consider the workability of arrangements for site access and inclusion of Traditional Owners in visitor experiences given seasonality, vessel sizes and configuration limits, cruise schedules and variable weather and tide conditions
- ▶ be a transparent and best practice system where it can be demonstrated to visitors that any proposed passenger charges for land access are spent on improvements to visitor experiences
- ▶ be practical and appropriate for current numbers and issues, but allow future change if needed
- ▶ allow for a lead time for introduction of new arrangements including:
  - capacity building and training among Traditional Owners involved in delivering visitor experiences
  - a two year minimum lead time for introduction of costs (direct or indirect) that significantly alter the base cost for vessels to allow for adjustments to itinerary, pricing and sales
- ▶ be reviewed (at least annually) and provide a forum for issues to be addressed and changes adopted
- ▶ ensure certainty of operation from year to year
- ▶ provide an approach to resolution of contentious issues including a timeframe for resolution.



## Government

The main government agencies involved in planning and management of the Kimberley Coast (see section 2.2) recognise they have an important role in Kimberley Coast tourism management and implementation of the Strategy through participation in partnerships and collaborative approaches, fulfilment of their statutory responsibilities and application of any regulatory tools.

### Core concerns of government agencies include:

- ▶ the needs and aspirations of Traditional Owners in relation to country and participation in the tourism industry continues and is successful
- ▶ sustainable environmental and cultural management in the future given the numbers of visitors to the area
- ▶ The negotiation of successful Government ILUAs and joint management arrangements with Traditional Owners
- ▶ the aims and aspirations of the Australian National Landscapes Program to attract new markets for world class visitor experiences and its importance for the State and regional economy
- ▶ the implementation of new multiple use marine parks at Camden Sound and North Kimberley and the opportunities these afford for improved natural and cultural asset management with Traditional Owners
- ▶ management of tourism, potential pollution and maritime safety:
  - in a remote area renowned as poorly charted and difficult for mariners
  - where there are changes in cruise operators (such as large vessels and other new entrants) who may not have local knowledge
- ▶ sustainable management of fisheries including fishing by commercial and recreational vessels.

There are several integrated government programs with a bearing on the Kimberley Coast Cruise Management Strategy:

- ▶ introduction of the Project Safe Horizons recommendations and the Marine Safety (Domestic Commercial Vessel) National Law which includes:
  - the introduction of pilotage on all vessels 70m and above (foreign flagged only)
  - priority improvement of charts and the work of the Australian Hydrographic Service (AHS) in the area
  - introduction of a permit system for vessel entry into designated navigationally complex and/or environmentally sensitive areas within state waters (which includes the Kimberley Coast)
- ▶ the Kimberley Marine Education Project
- ▶ development of Industry Best Practice Standards for WA Marine Tour Operators and Kimberley Marine Tour Operators
- ▶ improved patrols under a cross-agency agreement to ensure compliance and coordination of all aspects of marine management
- ▶ offshore island bio-security and quarantine monitoring.

# Appendix C – Interim Guidelines for Culturally Appropriate Behaviour

DRAFT 'INTERIM GUIDELINES, CULTURALLY APPROPRIATE BEHAVIOUR ON THE KIMBERLEY COAST: A GUIDE FOR TOUR OPERATORS, JULY 2010' DEVELOPED AS PART OF THE KIMBERLEY COASTAL TOURISM PROJECT.

**Respect Traditional Owners' cultural values and assets**

- Do not visit or encourage, through dissemination of material, visitation to any place which Traditional Owners have indicated is not appropriate for tourists to visit (see further Attachment A).
- Access only what has been approved
- Stone arrangements (burial and ceremonial) can occur on the mainland and on islands. If you come across stone arrangements please do not touch, move or disturb them.
- No Access to Burial sites. Do not disturb them, remove anything or take photographs.
- Cultural sites – If permission to visit is received exercise caution, do not touch, remove or disturb anything. Rock art can be damaged by people touching or accidentally rubbing up against them. Ensure a proper staff-client ratio so that visitors comply with these guidelines.
- Do not give cultural site interpretation unless an approved Traditional Owner for that area is used as a guide or you have been authorised to do so.
- If your business has been authorised by the appropriate Traditional Owner to deliver specific cultural site interpretation it must be delivered in a way that is designed to enhance public awareness and appreciation of local culture
- Traditional hunting and fishing practices should not so please keep clear where these are being practiced

**Safety on country**

- Have a risk management strategy including practices specifically designed to ensure protection of cultural sites and visitation
- Operate boats, tenders, aircraft, helicopters and all other means of transport safely and according to these guidelines

**Business ethics on country**

- Eliminate any practice that could be damaging to local Indigenous culture and beliefs
- Have business practices in place specifically designed to minimise any negative impacts on the area approved to visit
- Ensure that your customers do not purchase or engrave names or graffiti on rocks or buildings. Report any persons committing such acts to police, DIA or other appropriate authorities.
- Ensure staff and customers do not collect or take away biological or geological specimens or man-made artifacts as a souvenir, including rocks, bones, eggs, fossils, and parts of contents of buildings.
- Ensure staff and customers respect signs and other forms of information given by Traditional Owners - they have been placed there to protect our culture and your safety
- Staff training- ensure all operations staff attend cross cultural training provided by Traditional Owners once a season
- Ensure that visitors are supervised by a sufficient number of guides who have adequate experience and training
- Educate and brief the staff on these guidelines. Provide all staff with copies of the guidelines, and be sure that they are familiar with the contents. Include information about specific local requirements.
- Adhere to all relevant laws and license conditions.

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**Interim Guidelines**

**Culturally appropriate behaviour on the Kimberley Coast : A guide for tour operators**

July 2010

The Kimberley Coast is rich in natural and cultural values and uniquely contributes to the cultural and natural diversity of Australia.

The Traditional Owners of the Kimberley request that visitors to their country visit appropriately, and therefore seek to inform people, through these Interim Guidelines, on culturally appropriate behaviour when visiting their country. These Interim Guidelines are intended as a guide only to assist in ensuring appropriate, respectful behavior pending development of finalised guidelines or, with the co-operation of industry, a Code of Conduct.

The Kimberley Coast encompasses the traditional country, sometimes called 'Saltwater Country', of a number of different traditional groups and communities, each with their own unique aspects of law and culture. The Saltwater people presented in this guide include four large Traditional Owner (native title) groups: Mayali, Dambanangari, Uunguju and Belangarra. Their combined country stretches from the Buccaneer Archipelago in the west, to the Cambridge Gulf in the east, and includes all the coastal and marine environments in between.

The aim of these Interim Guidelines is to promote high standards within the Kimberley coastal tourism industry with respect to:

- Acknowledging Traditional Owners of the country that they are visiting
- Demonstrating behaviours that respect and acknowledge
- Looking after country and culture

By adopting these guidelines, the Kimberley Coastal tourism industry will set an exemplary example to other operators and to tourists.

At this stage, the Interim Guidelines are voluntary, but it is intended that after a trial period it will be linked to various tourism accreditation and access requirements.

All tourism businesses working on the Kimberley Coast agree to adhere to the following principles and practices:

**Permission to visit**

- Prior permission is obtained to visit country through the respective Native Title claim groups or prescribed body corporate and provide itinerary and dates in advance.

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**Inform your guests**

- Upon entering each Traditional Owner Groups' country give all clients a cultural briefing acknowledging the Native Title and language group. Where possible hire local Traditional Owners to conduct these briefings, or use the cultural awareness material provided by that group
- Ensure that your clients follow the Interim Guidelines. Make sure that clients understand the responsibilities outlined in these guidelines.

**Kimberley Traditional Owners should benefit from tourism**

- Where possible use tours owned and operated by Traditional Owners. Train and hire Traditional Owners for your operations whenever possible.
- Develop long-term partnerships with Traditional Owners contact point.

**Be eco friendly**

- Ensure that no evidence of your visit remains behind. Please take rubbish with you.
- Use established trails where they exist and avoid creating new ones.
- Reefs and Islands – take care when anchoring to avoid damage to coral reef systems
- Do not remove any shells or marine life from the reef systems
- Do not walk on any exposed reef.
- Do not disturb or pollute waterways. All materials discarded at sea must be disposed of properly.
- Avoid disturbing wildlife. Instruct your clients on respectful behaviour, especially crocodiles, and make sure that they view from an appropriate distance.

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## Appendix D – Schedule A and B sites (DRAFT)

### Kimberly Coast Infrastructure and interpretation needs

#### Potential Visitor Site Schedule PRELIMINARY RECOMMENDATIONS

Place	Current Tourism Use/Activity/ Issues	<i>Suggested Schedule (A, B or C) And site management needs</i>
<b>Yampi Sound</b>	<ul style="list-style-type: none"> <li>▶ Cruising</li> <li>▶ Fishing. Oyster collection. Mud crabbing</li> <li>▶ Visiting sites on islands and mainland</li> <li>▶ Some operators camp on land.</li> </ul>	Schedule A Site management plan not considered necessary. Camping on land should be with TO permission
<b>Hidden Island</b>	<ul style="list-style-type: none"> <li>▶ Swimming at Silica Beach, noted for pristine white sand.</li> </ul>	Schedule D Site management plan not considered necessary but important cultural site
<b>Crocodile Creek</b>	<ul style="list-style-type: none"> <li>▶ Site developed by miners at nearby Koolan Island iron ore mine - concrete steps, steel handrails, mooring ropes, BBQ, shelter with memorabilia, ladder and partial damming of swimming hole with concrete.</li> </ul>	Schedule A Site management plan required. Ranger program to address site clean up
<b>Talbot Bay (Horizontal Falls) Including Cyclone Creek</b>	<ul style="list-style-type: none"> <li>▶ Bay and Horizontal Falls one of most visited sites for cruises or fly-in fly-out operations. Found by Scherrer to be the most scheduled cruise site in 2006</li> <li>▶ Observation of tidal flows through Horizontal Falls. Many operators offer small boat crossings through the falls</li> <li>▶ Scenic flights over Falls</li> <li>▶ Fishing</li> <li>▶ Reef walking at Turtle Reef</li> <li>▶ Little Talbot - Site access by tender</li> <li>▶ Possible moorings?</li> </ul>	Schedule A Will be under regulations of new Marine and National Park – joint management board
<b>Doubtful Bay</b>	<ul style="list-style-type: none"> <li>▶ Safe anchorage. Regularly used by over 20 expedition boats and private yachts and boats April-October</li> <li>▶ Fishing, whale watching, freshwater swimming, visiting Ngumbri, Ruby Falls, Sale River and other sites(see below)</li> <li>▶ Take-off point for visiting places in vicinity (e.g. Montgomery Reef)</li> </ul>	Schedule A Marine Park and joint management and existing TO operations (Wandjina Tours) Site management plan not considered necessary.
<b>Raft Point (Ngumbri)</b>	<ul style="list-style-type: none"> <li>▶ One of top 5 tourism hotspots</li> <li>▶ Visits to Ngumbri rock art site (Wandjina paintings) along track</li> </ul>	Schedule C Cultural significance and TO available to guide there now
<b>Ruby Falls (On Red Cone Creek off Doubtful Bay)</b>	<ul style="list-style-type: none"> <li>▶ Swimming</li> </ul>	Schedule A Further investigation needed for cultural and safety reasons
<b>Sale River</b>	<ul style="list-style-type: none"> <li>▶ Scenic cruising (use of smaller vessels in higher reaches). Several anchorages and sandy beaches</li> <li>▶ Fishing</li> <li>▶ Swimming</li> <li>▶ Rock art site</li> <li>▶ Wildlife observation</li> </ul>	Schedule B Site management plan not considered necessary. Need for better management and education



Place	Current Tourism Use/Activity/ Issues	<i>Suggested Schedule (A, B or C) And site management needs</i>
<b>Freshwater Cove (Wijingarra Bard Bard) and Langgi</b>	<ul style="list-style-type: none"> <li>▶ Remote tourism operation accessible only by air or sea</li> <li>▶ One-day to 5-day cultural and wildlife tour by Wandjina Tours (a TO business partnership with Peter Tucker). Safari-style accommodation. Includes traditional smoking ceremony and activities, meeting artists, rock art, walks, boat tours, fishing, Montgomery Reef visit. (<a href="http://www.wandjinatours.com.au">www.wandjinatours.com.au</a>)</li> <li>▶ Small wilderness fishing tourism operation at same site operated by Peter Tucker when cultural tours are not operating– (<a href="http://www.freshwatercove.com">www.freshwatercove.com</a>).</li> <li>▶ Langgi visited regularly by expedition boats. Visiting significant cultural site and small waterfall and gorge</li> </ul>	<p>Schedule C            Future joint management and existing TO business (Wandjina Tours)            TO's available to guide</p>
<b>Montgomery Reef &amp; Islands (Yawijaba) including</b>	<ul style="list-style-type: none"> <li>▶ One of top 5 tourism hot spots. Regularly used by over 20 expedition boats and private yachts and boats April-October</li> <li>▶ Visiting islands. Reef walking by some visitors – up to 40 at a time from large cruise vessels</li> <li>▶ Malcolm Douglas movie – shows him walking on Montgomery Reef so private yachts believe they can</li> <li>▶ Observing 'waterfall' effect of dropping tide</li> <li>▶ Marine life observation including of whales, dolphin, turtles, dugong, crocodiles</li> <li>▶ Fishing</li> <li>▶ Helicopter flights from cruise boats. Scenic flights from Broome and Derby</li> </ul>	<p>Schedule A            Subject to Joint management plan regulations.            Site management plan required.</p>
<b>High Clifty Island</b>	<ul style="list-style-type: none"> <li>▶ High Clifty island has culturally important Rock art</li> </ul>	<p><b>Schedule C</b> due to the high sensitivity of cultural site.</p>
<b>Kuri Bay</b>	<ul style="list-style-type: none"> <li>▶ Former Paspaley Pearl lease pearl farm Accessed by seaplane or helicopter</li> <li>▶ Island and coastline visits, whale and wildlife watching, fishing</li> <li>▶ Can include TO guided visits to Freshwater Cove</li> </ul>	<p>Schedule A (subject to future lease arrangements)            Site management plan not considered necessary.</p> <ul style="list-style-type: none"> <li>• has approved tourism lease and</li> <li>• pearling lease</li> </ul> <p>May be included in bigger national park in the future            Will come under joint management regulations.</p>
<b>Camden Sound</b>	<ul style="list-style-type: none"> <li>▶ Popular with cruising and private vessels. Overnight anchorages at Camden Harbour and St George Basin in north, Marine wildlife observation, including whale watching</li> <li>▶ Fishing</li> <li>▶ Visits to historic settlement ruins at Camden Harbour</li> </ul>	<p>Schedule A            site plan required for historic settlement            Subject to joint management plan</p>
<b>Prince Regent River</b>	<ul style="list-style-type: none"> <li>▶ Popular with cruising and private vessels making their way to Kings Cascade. Scenic viewing of spectacular gorge and river system</li> </ul>	<p>Schedule A            Site management plan not considered necessary.            To be revisited in context of</p>



Place	Current Tourism Use/Activity/ Issues	<i>Suggested Schedule (A, B or C) And site management needs</i>
		national parks joint management
<b>Kings Cascade</b>	<ul style="list-style-type: none"> <li>▶ Popular destination, including for anchoring while vessels visiting the falls</li> <li>▶ Climbing to top of falls</li> </ul>	Schedule A Review existing DPaW site management plan To be revisited in context of national parks joint management
<b>Camp Creek</b>	<ul style="list-style-type: none"> <li>▶ Cruising up the creek, wildlife observation and visiting to rock art and cultural site</li> </ul>	Schedule B More effective management and site management plan are required.
<b>Careening Bay</b>	<ul style="list-style-type: none"> <li>▶ Visits to 'Mermaid Tree' (historic tree inscribed in 1820)</li> </ul>	Schedule A site management plan is required.
<b>Prince Frederick Harbour/ Hunter River</b>	<ul style="list-style-type: none"> <li>▶ Scenic viewing of spectacular harbour and Hunter River</li> <li>▶ Start/end point for some cruises – fly-in to Naturaliste Island, which is also departure point for helicopter flights to Mitchell Falls</li> </ul>	Schedule A this is a large area and a site management plan is probably not very practical.
<b>Bigge Island (Wuuyurru)</b>	<ul style="list-style-type: none"> <li>▶ Nature observation</li> <li>▶ High visitation Wandjina, Gwion and first contact rock art sites</li> </ul>	Schedule A Site management plan required.
<b>Swift Bay</b>	<ul style="list-style-type: none"> <li>▶ Fishing</li> <li>▶ Beach walks</li> <li>▶ Rock art</li> </ul>	Schedule A Site management plan not considered necessary.
<b>Mitchell River</b>	<ul style="list-style-type: none"> <li>▶ Scenic cruising</li> <li>▶ Wildlife observation</li> <li>▶ Fishing</li> <li>▶ Helicopter flights from large vessels to Mitchell Falls</li> </ul>	Schedule A– Site management plan not considered necessary.
<b>Mitchell Falls (Punamii-Uunpuu)</b>	<ul style="list-style-type: none"> <li>▶ Iconic, high use visitor site accessible by road and air.</li> <li>▶ Helicopter or fixed wing flight appears to be the main access method on cruise itineraries</li> </ul>	Schedule A site management plan is required.
<b>Kimberley Coastal Camp</b>	<ul style="list-style-type: none"> <li>▶ Helicopter access wilderness camp limited to 12 guests</li> <li>▶ Fishing (for eating, otherwise catch and release)</li> <li>▶ Rock art visits</li> <li>▶ Wildlife</li> <li>▶ Walking trails</li> </ul>	Schedule A Site management plan not considered necessary.
<b>Vansittart Bay</b>	<ul style="list-style-type: none"> <li>▶ WWII DC3 wreckage site</li> <li>▶ Rock art</li> </ul>	Schedule B site management plan is required.
<b>Jar Island</b>	<ul style="list-style-type: none"> <li>▶ Gwion rock art</li> </ul>	Schedule B – less visited site management plan is required.
<b>King George Falls (Oomarri)</b>	<ul style="list-style-type: none"> <li>▶ Iconic site in the top 10 most visited Kimberley coast sites. On the itineraries of about 15 expedition cruise vessels. Also visited by private vessels and nearby tourism lease operators.</li> <li>▶ Nearby Gwion rock art accessed by foot or helicopter</li> <li>▶ Climbing up to top of falls may be an issue</li> </ul>	Schedule A site management plan is required.
<b>Atlantis Bay</b>	<ul style="list-style-type: none"> <li>▶ Squatters Camp Anchorage for yachts</li> <li>▶ Walking and swimming in freshwater pool</li> </ul>	Schedule B – less visited. Site management plan is not



Place	Current Tourism Use/Activity/ Issues	Suggested Schedule (A, B or C) And site management needs
		required.
<b>Berkeley River</b>	<ul style="list-style-type: none"> <li>▶ New remote luxury lodge opened in April 2012, accessible only by sea or air. Offers cruises, helicopter flights, walking, rock art visits, 4WD tours, wildlife viewing</li> <li>▶ Cruises through the Berkeley River gorge. Some with swimming, walking and fishing activities</li> </ul>	Schedule A Site management plan is required
Deception Bay	<ul style="list-style-type: none"> <li>▶ Safe overnight anchorage and fishing and sightseeing</li> </ul>	Schedule A Site management plan is not required
<b>Hunter River</b>	<ul style="list-style-type: none"> <li>▶ Vessel change over with helicopter</li> <li>▶ 6 hours</li> <li>▶ Terminal point of vessels</li> </ul>	Schedule A Site management plan is not required
<b>Hall Point</b>	<ul style="list-style-type: none"> <li>▶ Cultural site</li> <li>▶ Safe and get close in</li> <li>▶ Very scenic and Safe helicopter site??</li> <li>▶ Overnight fishing</li> </ul>	Schedule A Site management plan not required
<b>Kunmunya Mission Ruins</b>	<ul style="list-style-type: none"> <li>▶ 5 km walk off landing at Pt George</li> </ul>	Schedule A Site management plan is not required
<b>Lacapede Islands Nature Reserve</b>	<ul style="list-style-type: none"> <li>▶ Turtle and bird rookery</li> <li>▶ Fishing beyond LWM</li> <li>▶ 6-7 Islands</li> <li>▶ Shipwrecks</li> <li>▶ Need permission to land max 6 pax.</li> </ul>	Schedule A Site management plan is not required
<b>Drysdale River</b>	<ul style="list-style-type: none"> <li>▶ fishing and sightseeing</li> </ul>	Schedule A site management plan not necessary
<b>Art sites and cultural sites accessed by helicopter</b>	<ul style="list-style-type: none"> <li>▶ Rock art and swimming and sightseeing</li> </ul>	Schedule C



## Appendix E – Visitor fee systems in other world class cruise regions

### Great Barrier Reef (Australia)

The Great Barrier Reef is a World Heritage Area managed by the Commonwealth and Queensland Government:

- ▶ the GBR Marine Park (Commonwealth) is established over Commonwealth Waters and managed by the GBR Marine Parks Authority (GBRMPA)
- ▶ a Marine Park managed by the Queensland National Parks and Wildlife Service covers State Waters
- ▶ many of the islands are national parks managed by QPWS.

A co-operative management approach is taken by the two agencies, including streamlining of systems for commercial tourism and visitor management. The GBRMPA website provides comprehensive information for operators and visitors on access requirements to specific areas, values and behaviour codes and links to QPWS requirements.

GBR visitor activities include day and overnight tours, scuba diving, reef viewing, marine and terrestrial wildlife viewing and access to islands (for beach activities, camping, wildlife viewing and walking and staying at resort facilities on some islands). The region is nearer to population centres than the Kimberley Coast and provides a higher level of visitor infrastructure, much of it floating structures aimed at minimising impacts on the reef environment.

While joint management arrangements and other cooperative management arrangements have been recently concluded with some Traditional Owner groups for some islands these are for remote islands or those where tourism access is prohibited for the protection of sensitive environments or wildlife.

#### Commercial tourism operations in marine areas

A **permit for tourism activities** is required within the Commonwealth and State Marine Parks. Through a cooperative arrangement with both jurisdictions, permits usually cover activities in both the Commonwealth and State parks if required. Permits are generally granted for a year. Existing permit holders who apply to continue the same operation and satisfy the assessment requirements are generally granted a permit for several years.

An **Environmental Management Charge** is levied by GBRMPA on **operators** for tourist-related structures, facilities and services (even if there is no actual tourist activity) and on non-tourist activities. All funds received as EMC payments are applied directly to management of the Great Barrier Reef Marine Park including education, research, ranger patrols and policy development.

The charge is payable quarterly. The charges applicable in 2013 as shown on the GBRMPA website are shown below.



Service or infrastructure		Charge per quarter
<b>Tourism related</b>		
Non-motorised beach hire	Less than 6 pieces of equipment	\$12
	6 or more pieces of equipment	\$25
Dinghy hire	Less than 6 dinghies	\$50
	6 or more dinghies	\$12
Motorised water sports hire	Jet boats/skis designed to carry no more than 2 persons	\$25
	Equipment that does not include jet boats	\$62
	Jet boats plus other motorised equipment	\$87
Pontoons	Area less than or equal to 40m <sup>2</sup>	\$90
	Area greater than 40m <sup>2</sup>	\$180
Floating hotels		\$280
Underwater observatories		\$130
Vending operations from vessels		\$30 per metre of the length of the vessel
<b>Non-tourism related</b>		
Marinas		\$380
Mariculture	Farming facilities for pearls and clams	\$500 per quarter for first 10 hectares, plus \$200 for each addition 10 hectares
Land-based sewage discharge	For tertiary treatment	\$400
	Formula for lesser level of treatment	Based on volume and nutrient load

## Visitor Fees

### *Environmental Management Charge (GBRMPA)*

A daily EMC is levied on **each visitor** to the Marine Park. For 3 years from April 2012 the EMC for a trip with a commercial operator is:

- ▶ \$3.50 per visitor for a full day visit
- ▶ \$1.75 per visitor for a part-day visit (trips less than 3 hours)

These amounts were reduced for a 3 year period by the Commonwealth Government from the previous fees of \$5.50 (for a full day) and \$2.75 (for a part-day).

Visitors on stand-alone excursions such as semi-submersible and glass-bottomed boat excursions and sight-seeing flights are levied 40 cents per excursion.

Under their permits commercial operators permit-holders are required to collect the EMC from each visitor on their operations, keep relevant records and logbooks, remit payments to GBRMPA quarterly and advertise the EMC in an accurate manner.



### Island visits

The holder of a commercial activity permit from QPWS is required to pay a **daily client fee** for each client who takes part in a tour or activity.

The QPWS requires the purchase of a **camping fee** for camping in all of its national parks, including island national parks on the Great Barrier Reef. The standard camping permit fee is \$5.45 per person per night or \$21.80 per family group. Payment by private individuals can be made in a variety of ways – on-line, over the counter, self-registration on site or pre-paid camping credits.

Commercial permit-holders whose tours include camping are required to pay to QPWS the overnight camping fee for each tour client who camps. This fee will generally be amalgamated into the overall daily client fee under the permit.

### Galapagos Islands (Ecuador)

The remote Galapagos Islands is a national park and World Heritage Area, is managed to protect its famous rare island wildlife and for sustainable and ethical tourism that contributes to the lives of the Ecuadorian people. Visitation to the islands grew from 68,56 visitors annually in 2000 to over 170,000 visitors in 2008. The management of tourism activities on both sea and land is conducted by the Galapagos National Park authority.

### Vessel management

#### *Commercial tour operators*

Visits to remote island sites away from the main ports are limited to commercial operators.

Commercial tour vessels are required to obtain tourism permits. These are boat operating permits with a fixed itinerary assigned to each operator for a year. The permits must be renewed annually. There are limits to the number, size and maximum passenger numbers of tour vessels that can obtain permits (and a moratorium and control over new operators entering the market was agreed during the permit implementation process). All cruise vessels must carry a licensed naturalist guide.

Limits are also in place to control the island sites visited, the number of visitors per party and the total numbers of visitors on shore at any one time. Regulations are in place covering the places visitors can go and their behaviour which onsite (such as keeping to paths/routes, non-interference with wildlife).

Regular inspections for compliance are conducted by park rangers.

#### *Independent vessels*

Visiting vessels are allowed to stay for a maximum of 4 nights and 5 days per ship, with a frequency of 4 landings at island ports within any 14-day period.

#### *Visitor park entry tax*

An entry tax or fee is levied on all tourism visitors by the Galapagos National Park Authority, which collects the fee directly. Funds from the entry tax are used to finance the management of the area, conservation of terrestrial and marine flora and fauna and for benefits for the local community by improving basic services, education projects, sports, health, environmental sanitation, environmental services and services directly related to tourists.

The standard rate for foreign tourists is US\$100 per person over 12 years of age and \$50 per person under 12 years. There are discounts for residents the Andean Community of National (half the standard rate for foreign tourists) and residents of Ecuador (\$6 for visitors over 12 years of age) and students.



## **International Association of Antarctica Tour Operators (IAATO)**

### *The Founding of IAATO*

Seven companies that had already been operating expeditions to Antarctica for several years founded the International Association of Antarctica Tour Operators in 1991. The main impetus behind forming a global, non-profit industry association was two-fold:

- ▶ Firstly, the signing of the Antarctic Environmental Protocol in early 1991 by the Antarctic Treaty nations established rigorous standards beyond those already outlined in the Antarctic Treaty of 1959, which designated Antarctica as a "natural reserve dedicated to peace and science." The Protocol provided the framework for the continued protection of the Antarctic environment.
- ▶ Secondly, by joining together, the companies were able to pool resources and lobby their national governments to develop substantive regulations and guidelines compatible with the best practices that were already being followed in the field.

### *Current Size*

IAATO has now grown to include over 100 member companies from Argentina, Australia, Belgium, Canada, Chile, France, Germany, Italy, Japan, The Netherlands, New Zealand, Sweden, United Kingdom, and United States.

Membership includes ship and land operators, ship agents, travel agents, tourism bureaus, government offices, travel companies that charter ships and airplanes from existing operators, conservation organizations and expedition management companies.

Members strongly believe that the ultimate protection and conservation of Antarctica will largely depend upon sound policy to which all Treaty nations adhere. To ensure safe and environmentally responsible operations, members have worked diligently to establish extensive operational procedures and guidelines, including regulations and restrictions on numbers of people ashore; minimum staff-to-passenger ratios; development of site-specific, activity and wildlife watching guidelines; as well as requirements for pre- and post-visit activity reporting; passenger, crew and staff briefings; previous Antarctic experience for expedition staff, ship's command and Bridge officers; contingency planning; emergency medical evacuation plans; and more.

IAATO's focus on conservation, management and education promotes a greater worldwide understanding and protection of the Antarctic with the goal of leaving it as pristine and majestic for future generations as it is today. This effort is unique, and the challenge to maintain environmentally responsible tourism exists to this extent in no other region of the world. Agreed best practices — based on decades of combined operating experience — demonstrate that environmentally responsible tourism is possible in remote and fragile wilderness areas. Many IAATO guidelines and operating procedures have since been adopted as regulations by the Antarctic Treaty nations.

The 2011-12 season saw some 26,519 travelers carried by 39 IAATO member operators offering a diverse range of activities. This includes cruising by means of expedition cruise ships or sailing and motor yachts; air-cruise voyages; "cruise-only" voyages aboard large cruise ships; and multi-day land expeditions in the continental interior.

Membership fees pay for the Secretariat functions and IAATO's objectives are:

- ▶ To represent Antarctic tour operators and others organizing and conducting travel to the Antarctic to the Antarctic Treaty Parties, the international conservation community and the public at large.
- ▶ To advocate, promote and practice safe and environmentally responsible travel to the Antarctic.



- ▶ To circulate, promote and follow the Guidance for Visitors to the Antarctic and Guidance for Those Organizing and Conducting Tourism and Non-governmental Activities in the Antarctic, as adopted by the Antarctic Treaty System (Recommendation XVIII-1).
- ▶ To operate within the parameters of the Antarctic Treaty System, including the Antarctic Treaty and the Protocol on the Environment and Annexes, along with MARPOL, SOLAS and similar international and national laws and agreements.
- ▶ Members subscribe to the principle that their planned activities will have no more than a minor or transitory impact on the Antarctic environment.
- ▶ To foster continued cooperation among its members and to monitor IAATO programs, including the pattern and frequency of visits to specific sites within the Antarctic. And to coordinate itineraries so that no more than 100 visitors from vessels are ashore at any one time in any one place.
- ▶ To provide a forum for the international, private-sector travel industry to share expertise and opinions and to uphold the highest standards among members.
- ▶ To enhance public awareness and concern for the conservation of the Antarctic environment and its associated ecosystems and to better inform the media, governments and environmental organizations about private-sector travel to these regions.
- ▶ To create a corps of ambassadors for the continued protection of Antarctica by offering the opportunity to experience the continent first hand.
- ▶ To support science in Antarctica through cooperation with national Antarctic programs, including logistical support and research.
- ▶ To foster cooperation between private-sector travel and the international scientific community in the Antarctic.
- ▶ To ensure that the best qualified staff and field personnel are employed by IAATO members through continued training and education. And to encourage and develop international acceptance of evaluation, certification and accreditation programs for Antarctic personnel.



PO Box 837

Jindabyne NSW 2627

Tel: (02) 64562722

Email: [enquiries@trctourism.com](mailto:enquiries@trctourism.com)

[www.trctourism.com](http://www.trctourism.com)