

Sanctuary East Gippsland

The Gippsland Lakes An Eco-Cultural-Tourism Hub

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We respect the Gunaikurnai people, traditional owners of the land and waters, their unique ability to care for Country and their deep spiritual connection to it.

Vision

East Gippsland, a spectacular 'sanctuary' of biodiversity and conservation that evolves into world-class Eco-Cultural-Tourism hubs.

Hubs will offer unique environmental and cultural '**experiences**' - *multi-sensory, conservation-minded, respectful of traditional culture & Country & nourishing to both mind and body.*

'Stingray' by Gunaikurnai Artist Ray Thomas Gouache and ink drawing on paper

Photo: Silt Jetties (Visit Victoria)



Values

Conservation

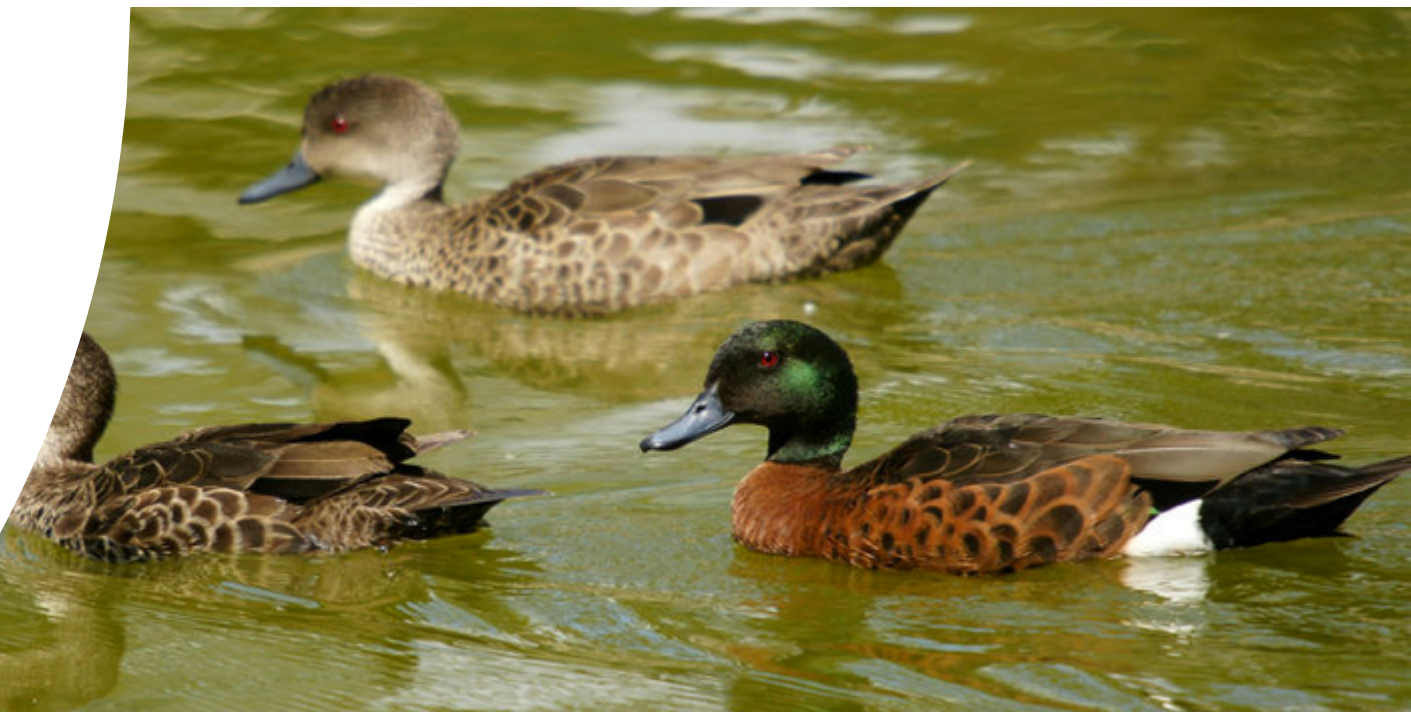
Respect for Country and culture

Regional Renewal

Connectivity

Collaboration

Sustainability



Objectives

To harness collective and collaborative leadership across the region to:

- Support Eco-Cultural-Tourism development & sustainability
- Secure & share our rich biodiversity and cultural assets
- Build capacity - skills development pathways & accreditation
- Co-design strategic infrastructure development
- Support innovation, connectivity and digital solutions.

Alignment with government and industry policy will increase attraction of capital investment and result in stronger economic & employment growth.



Photos: Museum Victoria. 'Swan' Studio JOMO

Opportunities

January's fires put the spotlight on East Gippsland, a region that has been in crisis for years from isolation, industry decline, prolonged drought, the catastrophic fires and, now, the Covid pandemic. This program is an opportunity to explore 'Sanctuaries' not just as 'refuges for Nature', but as:

- symbols of 'Renewal'
- economic injectors
- job generators
- Eco-Cultural-Tourism industry growth.



Rich Biodiversity of East Gippsland

We shall strengthen connections with environmental land managers, scientists & researchers to ensure that the security of our biodiversity underpins the region as a scientifically driven conservation hub.

Plants	Animals
Native/Alien 1896/445	Native/Alien: 453/26
Vic. Rare or Threatened: 584	Vic Rare or Threatened: 125
Threatened (EPBC) 33	Threatened(EPBC) 34
For a & Fauna Guarantee: 68	Flora & Fauna Guarantee: 79
Eucalyptus (Myrtaceae) 69	Mammal 79
Acacia (Mimosceae) 59	Bird 327
Orchid (Fabaceae) 168	Reptile 47
Composite (Asrereceae) 236	Amphibian 26
Grass (Poaceae) 239	Animals
Total Species 2341	Total Species 479

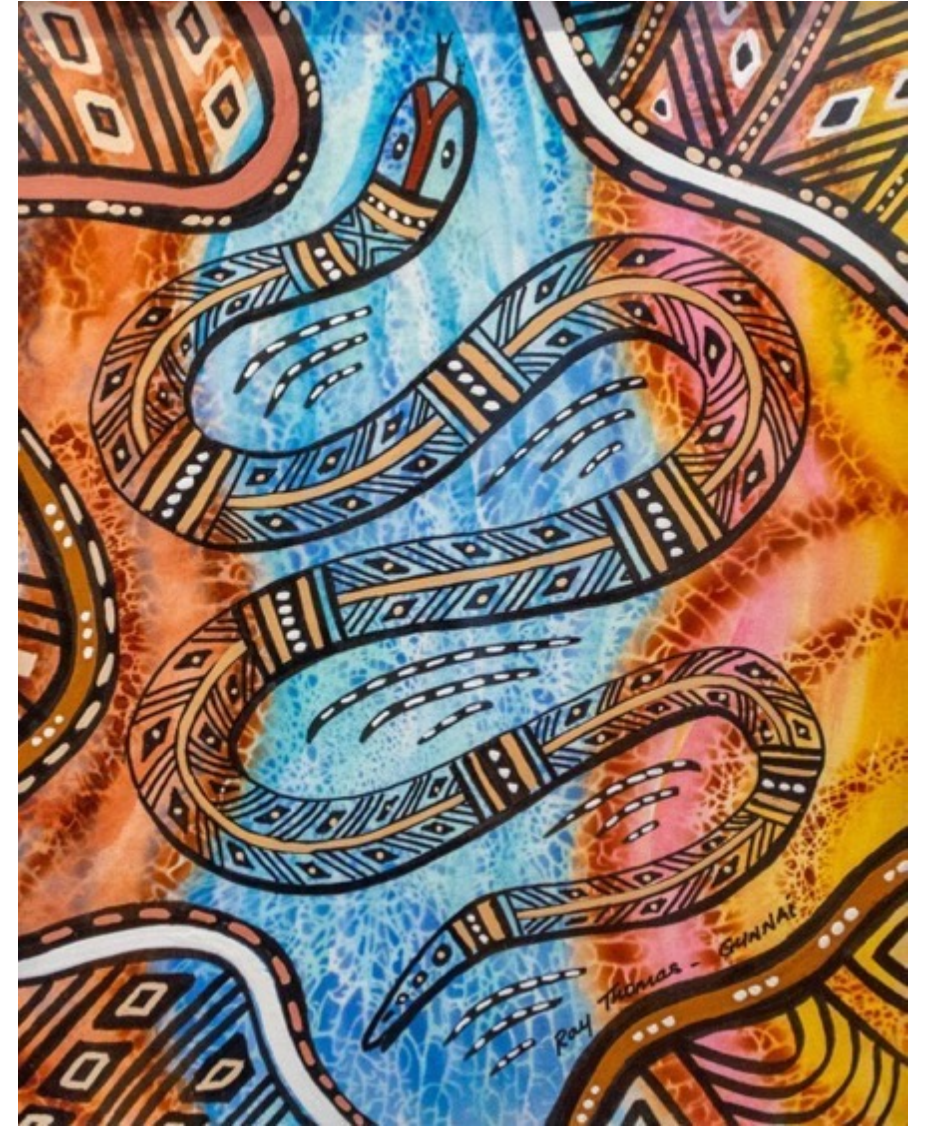


Photos: Koala and ground cover. Michael Prideaux. Grey-headed Flying Fox Lisa Roberts

Gunaikurnai 'Country & Culture'

We shall seek stewardship and knowledge from Gunaikurnai elders re the management, protection and interpretation of sensitive cultural heritage sites, such as,

- midden sites
- artefact scatters
- scar trees
- burial grounds
- massacre sites
- 'Bataluk' Cultural Trails
- Bush-Tucker Trails
- Keeping Places
- Dreaming Stories



'Snake' Gunnaikurnai Artist Ray Thomas gouache and ink drawing on paper

Pivoting into Eco-Cultural-Tourism

“Crisis is the Mother of Opportunity”

Re-evaluation is occurring in Covid ‘lock-down’ across the globe. We have tapped into Eco-Tourism international trends where the focus is on:

- Innovation & product development
- New values & responsible ethics
- Cross-sector collaboration
- Digital solutions
- Business clustering
- International to domestic markets
- New data & fresh analysis

Photo: Michael Prideaux. Yellow-tailed Black Cockatoo



Cross-Fertilization Drives Innovation

From across the sectors we shall harness expertise & knowledge, activate innovation & the co-design of a world-class Eco-Cultural-Tourism hub with:

- **Conservation** managers & researchers
- **Business & Industry** leaders & investors
- **Country & Culture** Traditional elders & contemporary artists
- **Knowledge** specialists & institutions
- **Government** policy makers & investors.



Hellfire Edge of My 4 'The Vision-Fire' Series by Dore Stockhausen
'OneOffTwo' Gallery, Nungurner

"The environment here has suffered so much. However there is beauty to be found everywhere and everywhere there is hope. Take your thoughts for a walk and paint them....that's what I do." Artist Dore Stockhausen 'oneofftwo' Gallery, Nungurner

'It Takes a Whole Village!'

Tourism is not just about 'destination'. It is about the **'experience' of place** and **'people connecting to people'** that creates the quality of the 'Experience'

- **Tourism Services:** guides, information centers, transport, marketing & booking services, events managers etc.
- **Hospitality & Retail:** spas & beauty services, vineyards, farm-stays, restaurants, cafes & accommodation, markets & events etc.
- **Infrastructure:** sanctuary enclosures, research labs, galleries, viewing platforms, walking and adventure trails, public amenities, signage, rail-trails etc.



‘Smart Specialization’ (S3) Approach

“This is No Time for Business as Usual”

S3 is:

SMART

It identifies the region’s strengths & comparative assets

SPECIALIZED

It prioritizes research & innovation investment

STRATEGIC

It defines a shared vision for regional innovation.



We Ask all the Tough Questions?

How Do We Secure AND Share our Biodiversity?

How Do We Secure AND Share Traditional Cultural sites?

Do we have community social & cultural license?

How do we align with government policy & programs ?

Who has the knowledge & who are the appropriate partners?

What are the global market trends?

How is this scheme sustainable?

What is the business model? What is the governance model?

Who will invest in The Gippsland Lakes Hub?

What new capabilities do we need to develop?

How shall we monitor and measure outcomes?.....



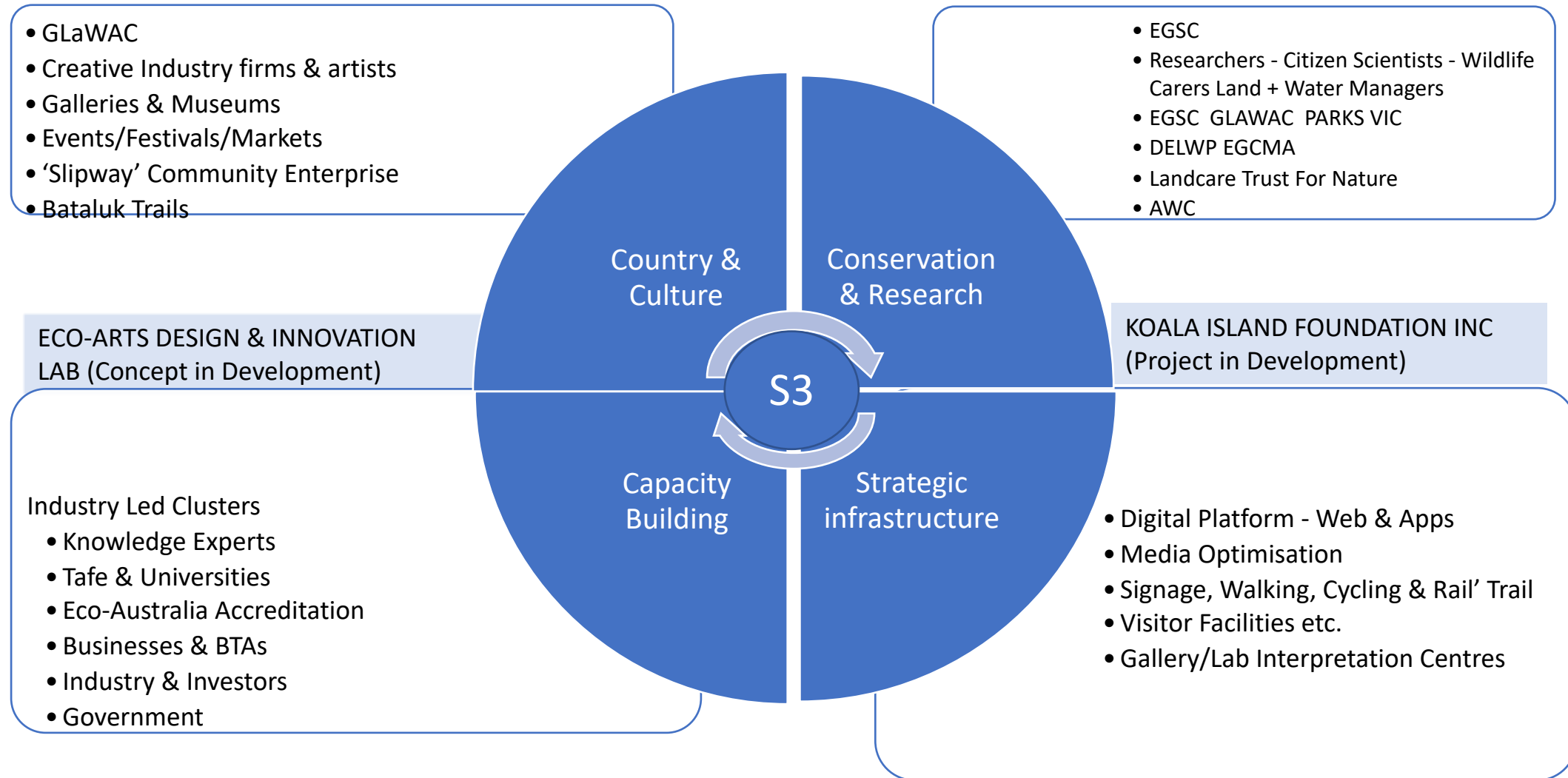
Consensus Drives Long-term Success

As an inclusive & collaborative community & industry collective we shall:

- clearly define direction, project dimensions and purpose including alignment with macro-trends & other initiatives
- Demonstrate buy-in and commitment from all key stakeholders
- Co-design a pathway for moving forward (including resource requirements and structural arrangements)



Development Framework



Potential Stakeholders

Conservation	Industry	Community	Cultural	Knowledge	Government
GLaWAC Birdlife East Gippsland	Destination Gippsland BTAs	EG Landcare Network Citizen Scientists	GLaWAC	GLAWAC Land & Cultural Managers/Elders Eco-Tourism Aust. P/L	EG Shire RDV Regional Development Victoria
Lungs of the Lake Project/ EGCMA Dolphin Research MMF Citizen Scientists	Gippsland Ports LEFCOL Scallop Industry Assoc.	Birdlife East Gippsland	Slipway/Float Community Enterprise Lakes Entrance	Koori Heritage Trust RAV Regional Arts Victoria	Parks Victoria
Koala Island Foundation Inc. (Raymond Island)	Metung Hot Springs Consortium	Yachting/Fishing Clubs	EG Art Gallery Bairnsdale	Unis of Melb & Monash & Federation	DELWP EGCMA
EG Landcare Emerald Link	Farmers Markets , Wine- Makers, Food & Hospitality	Birdwatchers	Festival Managers	AWC Aust Wildlife Conservancy CEO Tim Allard	Destination Gippsland
Wildlife Carers	Farm-Stays & B&Bs Camping Parks	Schools	Commercial Art Galleries	Dr Kate Charlton-Robb Dolphins MMF	
Trust for Nature	Charter Boat Industry	EG Sanctuary Network	Film & Photography & Artists Studios	Marc Perri DELWP TAFE Gippsland	EG Marketing
Friends of Bats & Habitat Gippsland Park Rangers Marine Park Rangers	Accredited ECO –Tourism Operators	Lakes Entrance, Metung, Paynesville, Bairnsdale, Lindenow, Nicholson, etc.	Farmers Markets , Wine- Makers, Food & Hospitality	Tourism Information Centres Eco-Accredited Guide Skipper Pete	Tourism Vic
Native Vegetation Managers	Private, Public & Traditional Landowners	‘Love Our Lakes’ Portal	Performing artists Orchestras etc.	Zoos Victoria Museums Victoria	Public & Traditional Landowners/Managers

S3 Program

Timeframes	Hubs	Outputs	Pilot Projects In development	Co-Design + Experimentation
2020 - 2021	Hub One The Gippsland Lake & Wetlands			
3 months	Stage One Pre-feasibility/Concept Development Stakeholder Mapping Mapping of Opportunities for alignment Stakeholder Engagement Planning/Implementation Application of design principles & evidence base Opportunity Analysis & Assessment (Stop/Go Point)	Pre-feasibility Study that develops and validates the proposal	Koala Island Inc	Collaboration Conservation Infrastructure Design Experiences in Devel Capacity Building
6 months	Stage Two Feasibility/ Business Case Expansion of Stage One Detailed Business and Investment Plan Key Partnership Agreements in place Meri Plan (Monitoring, Evaluation, Reporting & Improvement Plan)	Detailed Business Plan for moving to implementation	Eco-Art + Design Lab	Co-design of • Infrastructure • Exhibition • Experiences
3 months	Stage Three Implementation Project Management Project Governance TBD	Project complete with business continuity mechanisms and MERI framework in place		
2021 - 2022	Hub Two <i>Wild & Wonderful East Gippsland</i>			
2022- 2023	Hub Three <i>X Borders X Cultures</i>			

Stage By Stage, Hub by Hub

We shall build hubs around the rich biodiversity of the region:

Hub One: The Gippsland Lakes

(its Wetlands & Tributaries)

Hub Two: 'Wild & Wonderful East Gippsland'

(its forests & mountains)

Hub Three: Cross Borders x Cross Cultures

(Touring routes x South Coast of NSW x the Monaro to Canberra)



Hub One: The Gippsland Lakes (Wetlands & Tributaries)

The Gippsland Lakes Coastal Park, Gippsland Lakes National Park and the Raymond Island Reserve are **TATUNGALUNG Country & BRABRABLUNG Country** (Mitchell River), areas of cultural and heritage significance to the Gunaikurnai people.

“The waterways and lakes system were our transport network – our ancestors would use bark canoes to move from one spot to another. They would also travel into the open ocean from the Boole Poole Peninsula area, harvesting a range of marine resources and moving up and down the coast.” GLaWAC ‘Whole of Country’ Plan

Sites Include:

- Gippsland Lakes Coast Park
- Gippsland lakes National Park
- Raymond Island
- Lake Reeve
- Bunga Arm
- Boole Poole Peninsula
- Silt Jetties
- Mcleod Morass Wildlife Reserve
- Colquhoun Regional Park
- Den of Nargun (Bataluk) Trail
- Rotamah Islands & Spermwhale Head Peninsula

Photo. Studio JOMO

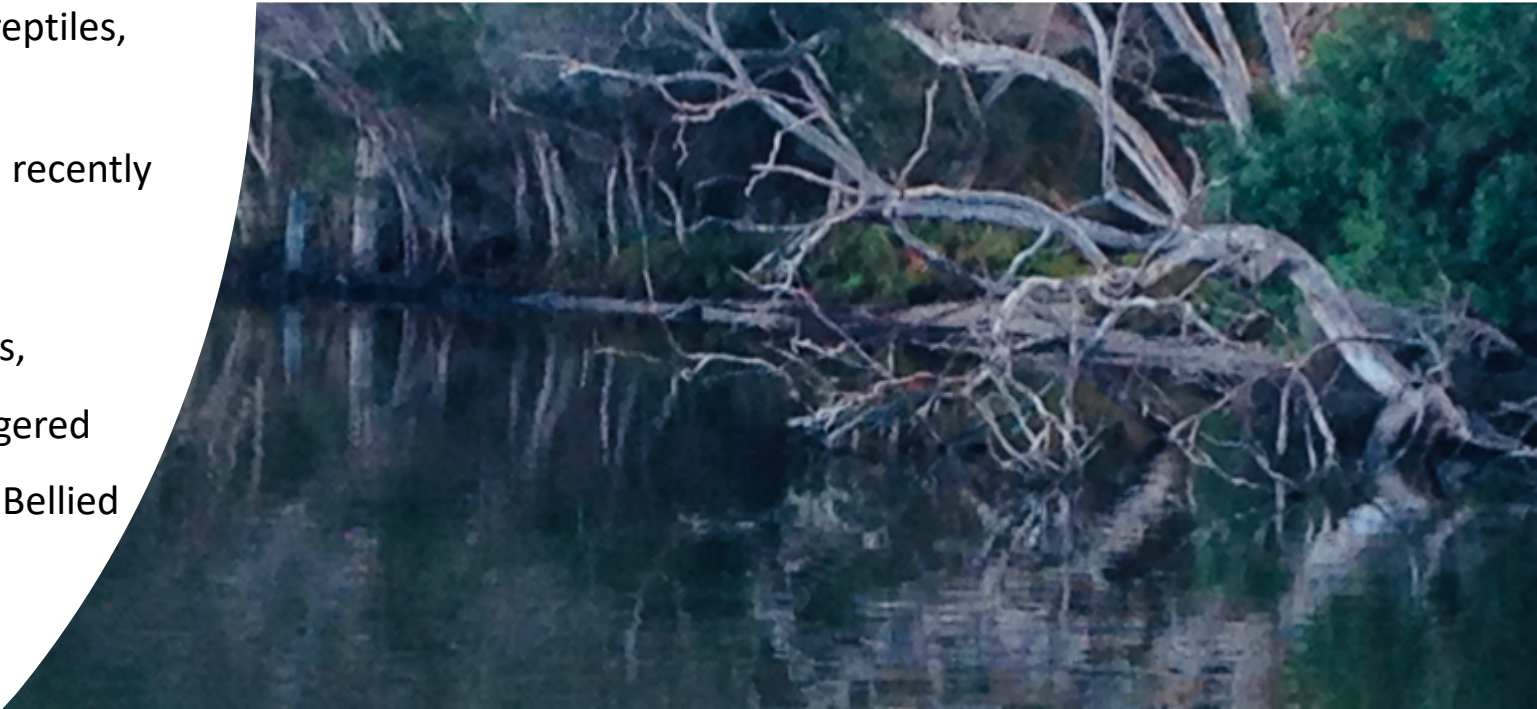


Hub One: Flora & Fauna

The Gippsland Lakes wetlands are protected by the international Ramsar (wetlands) Convention.

There are:

- Approx. **400 indigenous flora species**
- **300 native fauna species** including mammals, birds, reptiles, fish etc.
- **Seals & Burrunan dolphins** (*Tursiops australis*). **50+** a recently described species
- **Birds 20,000 waterbirds** such as Pelicans, Black Swans, Chestnut teals. Musk Ducks and threatened & endangered species including Little Terns, Hooded Plovers, White Bellied Sea-Eagles



Hub One: Digital Platform



Website



'Love Our Lakes'
Portal



Apps



Experiences/Tours



Galleries



Shop



Facebook, Twitter
Instagram Link



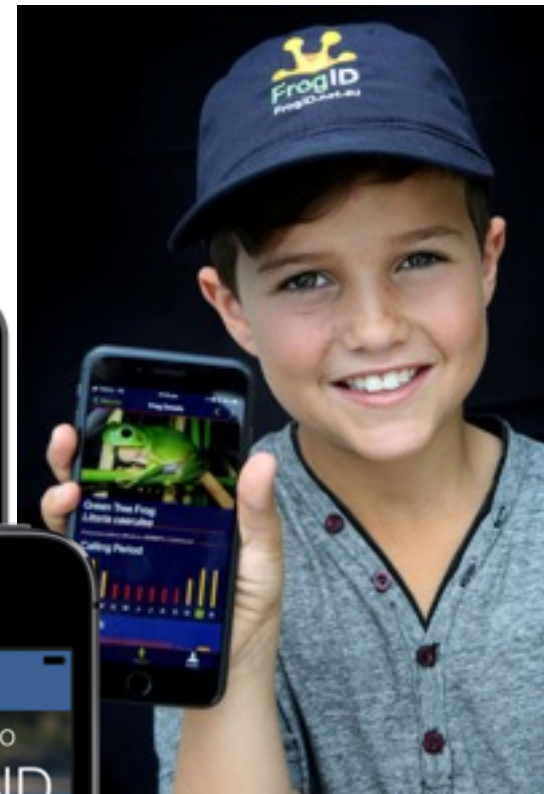
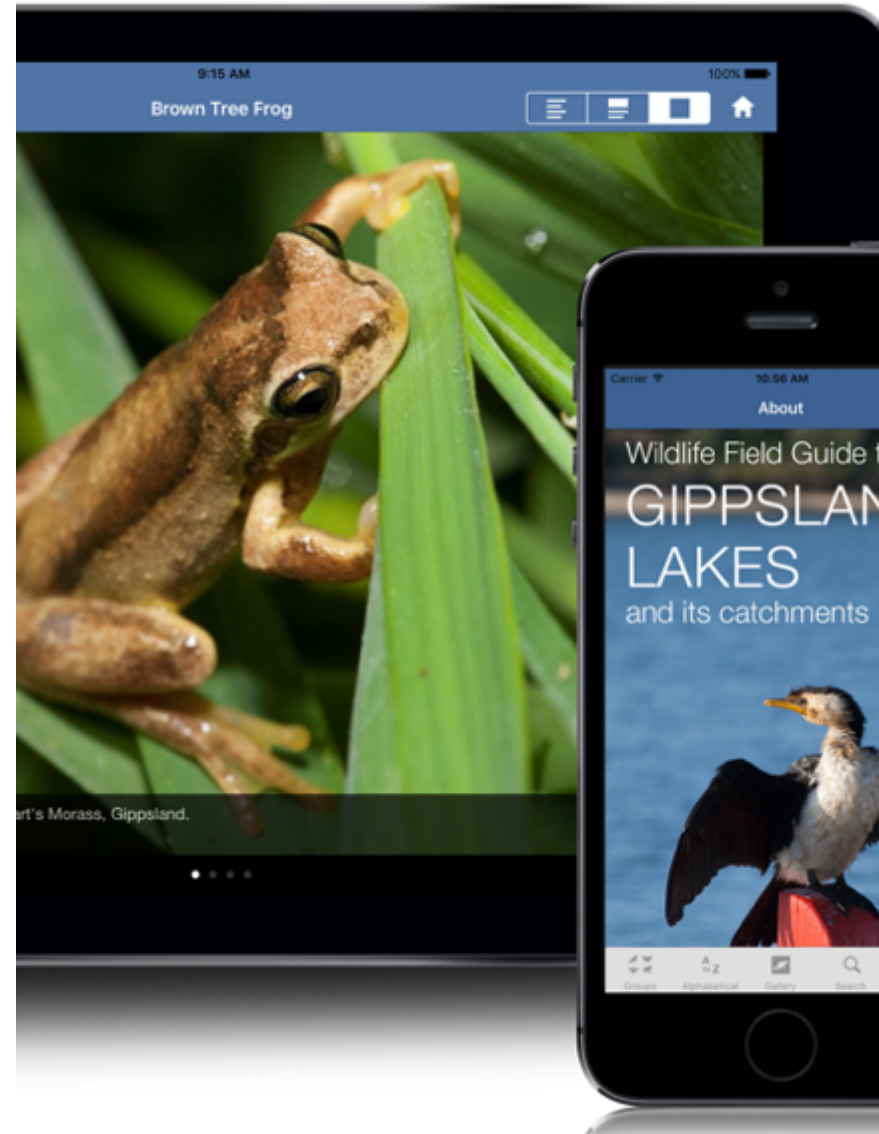
Blogs



Members



Bookings



Regional Benefits





‘Kick Starting’ the Project

We seek investment to underwrite this Program – The Gippsland Lakes Hub One
(Budget breakdown Stage One and Stage Two is available)

We shall work with EG Shire to seek an RDV Bushfire Renewal Package and align with emerging policy and programs. We shall also explore opportunities with RAV/RDV Creative Industry support.

Contact Jo Moulton jomoulton53@gmail.com Ph. 041 374 1426

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References:

<https://www.revfine.com/tourism-trends/>

<https://mtns.com.au/>

<https://www.edaustralia.com.au/event/reigniting-regional-tourism-webinar-27-august-2020/>

Who is Sanctuary East Gippsland?

We are a collective of 'locals' who grew up in the beauty & remoteness of East Gippsland with the capabilities to facilitate and implement change. We bring a mix of specialist skills and experience to the table, including Facilitation & Strategic Design ; Project & Industry Management; Marketing, Digital Media & Communications; Museum, Curatorial & Curriculum Development; Tourism Development; Agricultural & Land Management .

Together we can:

- create hubs that support clusters of enterprise and creativity
- engage expertise & diverse stakeholders across sectors, across cultures & across borders
- co-design frameworks for innovation and smart development strategies
- build the capacity to deliver world-class 'experiences' through collaboration, skills-development & accreditation
- enhance & intensify digital connectivity and global impact
- boost investment attraction.



From left to right: **Jo Moulton**, Creative Strategist, Designer, Curator, Managing Consultant; **Dr Nicola Watts**, Adjunct Professor Federation University, Former CEO Food and Fibre Gippsland, C4Impact Principal Consultant; **Jenny Robertson**, Gracemere Partnership, Land Manager, Partner in regenerative agriculture/wool growing business on Gippsland Lakes, Victorian Landcare Board Member.