



ECO-CULTURAL-TOURISM

GROWING EAST GIPPSLAND

A Sanctuary East Gippsland Proposal

© Sanctuary East Gippsland Collective



OUR VISION

Conservation hubs that evolve into world-class Eco-Tourism destinations...

...strategically driven by a thriving Eco-Cultural-Tourism industry

...delivering unique cultural and environmental 'experiences'...

multi-sensory, conservation-minded, respectful of traditional culture & Country & nourishing to both mind and body.



EAST GIPPSLAND STRENGTHS

- spectacular and vast biodiversity
- new investors – philanthropic, private and public
- unique traditional Country and culture
- a hub of ecological and bio-scientific research
- resilient small businesses and creative enterprises
- quality food, wine and hospitality
- a ‘citizen-science’ volunteer culture
- education and training institutions to build capacity.



Photo: Michael Prideaux. Yellow-tailed Black Cockatoo

INVESTMENT IN THE PIPELINE

Eco-Tourism Accreditation Program EG Shire & WWF Charity (Quality Assurance)

Gippsland Lakes Aquatic Trail Destination Gippsland & RDV (Eco-Tourism Product)

Australian Wildlife Conservancy arrives - Philanthropic (Conservation Best Practice)

Eco-Cultural-Tourism GLaWAC (Capacity Building & Market Readiness)

'Lungs of the Lakes' Conservation by EG Landcare Network & EGCMA. (Potter Foundation & Trust for Nature (Major Philanthropic Investment)

Hot Springs Resort Metung (Private Consortium)



OUR RICH BIODIVERSITY

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



GUNAIKURNAI COUNTRY & CULTURE

Gunaikurnai 'connection to country and culture' is at the heart of our co-design program.

- Welcome to Country'
- 'Dreaming Stories'
- 'Bataluk Cultural Trails
- Bush-Tucker Trails
- Keeping Places
- Studios/Galleries/Artists/Bush Cafe
- Middens
- Gunai Kurnai Tour Guides/Curators

We are committed to engaging with Traditional Owners. GLaWAC has expressed an interest in our project and would welcome this genuine engagement." Daniel Miller 23rd September 2020

We are aware that working with Aboriginal communities requires a deep level of respect and understanding of the complexities of their role in their recovery, repatriation and protection of their cultural heritage and rights.

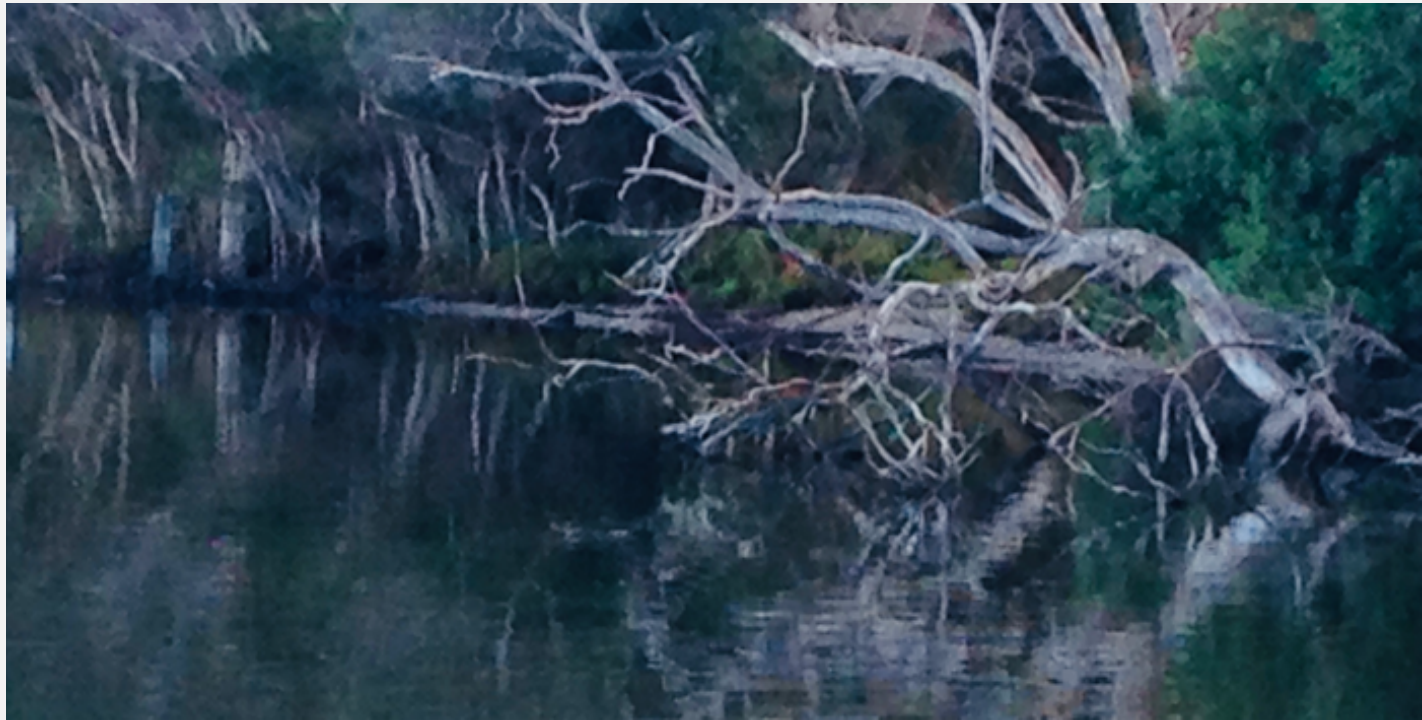


'Snake' Gunaikurnai Artist Ray Thomas

UNIQUE 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 of Bottlenose Dolphin
- **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.



A CONSERVATION RESEARCH HUB (A SNAPSHOT VIEW)

ECOLOGISTS/SCIENTISTS/ CITIZEN-SCIENTISTS	INSTITUTIONS
Dolphins	MMF
Lungs of the Lake	EG Landcare Network
Marine and Freshwater Systems	
Frogs	EGCMA
Native Vegetation	
Forests	DELWP
Yalmy galaxia	Arthur Rylah Institute
Orbost Spiny Crayfish EG Spiny Crayfish	
Native Orchards	Botanical Gardens
Baw Baw Frog and other threatened species	Zoos Victoria
Threatened Birdlife Species	Birdlife Australia
Dolphins	Monash University
Monitoring the Grey headed Flying Fox	CSIRO
Long-footed Potaroo	AWC



EAST GIPPSLAND WEAKNESSES

E.G. Eco-Cultural-Tourism industry lacks:

- unity & maturity
- cross-sector cohesion around a shared vision
- strategic infrastructure development
- economic modelling & industry governance
- innovation and new business incubation
- industry and cross-sector digital ‘connectivity’
- market intelligence
- capacity building and pathways.



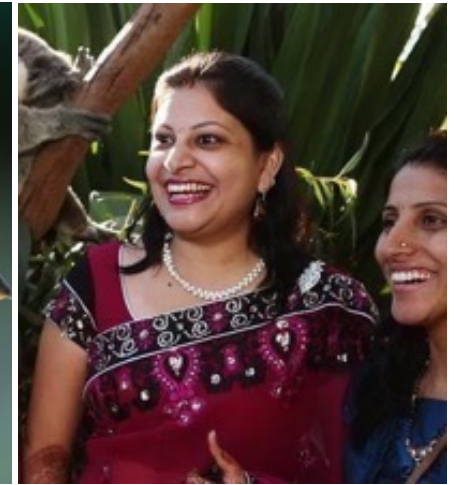
THE OPPORTUNITY?

THIS IS NOT A TIME FOR BUSINESS AS USUAL!

There are new global trends in the tourism market towards:

- re-evaluation of concept of 'tourism'
- new values & responsible ethics
- Innovation – re-defining 'experience' & identity
- cross-sector collaboration
- digital solutions
- business clustering
- new data requiring fresh analysis.

Sanctuary East Gippsland is focused promoting the adoption of innovative & smart strategies that have short, medium and long-term impact.



GROW INCLUSIVENESS & CONSENSUS

STAGE ONE: Engage all stakeholders in:

- **CO-DESIGN - a Smart Specialisation Program** - to build consensus, cohesion & set direction – A Business Case & Investment Plan to generate partnership agreements, economic modelling & governance plans.
- **INNOVATION - an Eco-Cultural-Tourism Innovation Lab** - an R&D platform for creativity & innovation where scientists, artists, traditional cultural custodians & entrepreneurs share knowledge & exchange ideas for prototyping, testing & incubating new infrastructure, 'experiences', business, facilities & eco-tourism products products
- **DIGITIZATION - a digital platform** to connect & communicate - Website, Apps, Galleries, Membership, Tours, Shop, Blogs & Links etc.



GROW COLLABORATION, ENTREPRENEURSHIP & INNOVATION

STAGE TWO

■ EXPLORE & IMPLEMENT

- Business Cluster Development
- Pathways with Eco-Tourism Accreditation, TAFE & Universities
- Strategic & vibrant marketing strategies
- Innovative, sustainable & strategic infrastructure design
- Trading Routes – e.g. East Gippsland, South Coast NSW & Canberra
- Global networking opportunities.



POTENTIAL OUTCOMES

- A strong East Gippsland Eco-Cultural-Tourism Industry
- Cultural and environmental ‘experiences’ - *multi-sensory, conservation-minded, respectful of traditional culture & Country & nourishing to both mind and body.*
- ‘Experiences’ based on traditional cultural & scientific knowledge
- Strategic & sustainable infrastructure
- Innovative new businesses & products
- Digital connectivity & data
- Enhanced capacity & accreditation
- Citizen-science programs as ethical visitor engagement
- Increased investment, productivity, value-adding & yield
- Economic growth & jobs.



‘cinerea’ by Dore Stockhausen Detail ‘the edge of my vision’ fire series

Potential Eco-Cultural-Tourism Stakeholders

CONSERVATION	INDUSTRY	COMMUNITY	CULTURAL	KNOWLEDGE	GOVERNMENT
EG Landcare Network GlaWAC	BTAs Entrepreneurs Glawac - Bush Café Tour Guides Galleries	EG Landcare Network Citizen Scientists	Krowathunkaloong Keeping Place/ GLaWAC Bataluk Trails Galleries	GLAWAC Heritage & Land Rights Conservation Research Programs	EG Shire Destination Gippsland
Lungs of the Lake Project	LEFCOL Scallop Industry Assoc.	Birdlife East Gippsland	Slipway/Float Community Enterprise Lakes Entrance	Koori Heritage Trust Arthur Rylah Institute	Parks Victoria
Koala Island Foundation Inc. (Raymond Island)	Metung Hot Springs Consortium Buchan Caves	Yachting/Fishing Clubs	EG Art Gallery Bairnsdale	Uni of Melb Monash & Federation	DELWP
EG Landcare	Farmers Markets , Wine-Makers, Food & Hospitality	Birdwatchers U3A	Festival Managers Libraries	AWC Aust Wildlife Conservancy & Conservation	EGCMA
Wildlife Carers	Farm-Stays & B&Bs Camping Parks Cafes Restaurants	Schools	Commercial Art Galleries	Tafe Gippsland GELLEN Federation University	RDV
Trust for Nature	Trails • Rail Trail, Cycling • GL Aquatic Bushwalking • Emerald Link • Horse-riding • Kayaking etc.	Citizen Science Groups EG Sanctuary Network	Film & Photography & Artists Studios and Galleries 'Opera by the Lakes' Heritage Parks = Homesteads	DELWP Conservation Programs Dolphins MMF	EG Marketing
Ornithologists Friends of Bats & Habitat Park Rangers	Accredited ECO – Tourism Operators Creative Enterprises Galleries Gippsland Ports	Lakes Entrance Buchan, Metung, LakeTyres, Paynesville, Bairnsdale, Lindenow, Nicolson, etc	Farmers Markets , Wine-Makers, Food & Hospitality Historic Sites – Bridges etc.	Tourism Information Centres	Tourism Vic GlaWAC
Native Vegetation Managers	Private, Public & Traditional Landowners	'Love Our Lakes' Portal	Performing Artists orchestras etc	Zoos Victoria Museums Victoria	Public & Traditional Land Managers



DIGITAL PLATFORM FOR INDUSTRY MEMBERS



Website



Eco-Cultural-
Tourism Portal



Apps



Experiences/Tour
s



Galleries



Shop



Facebook, Twitter
Instagram Link



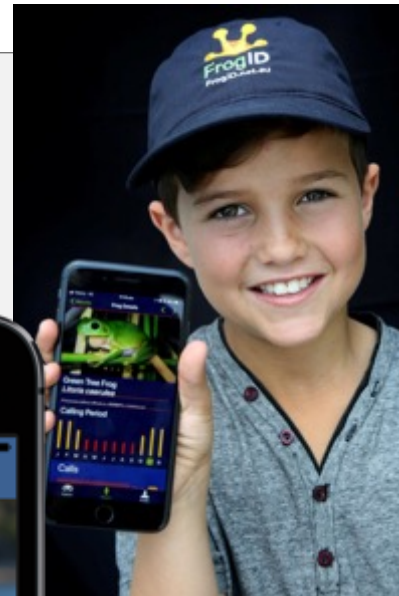
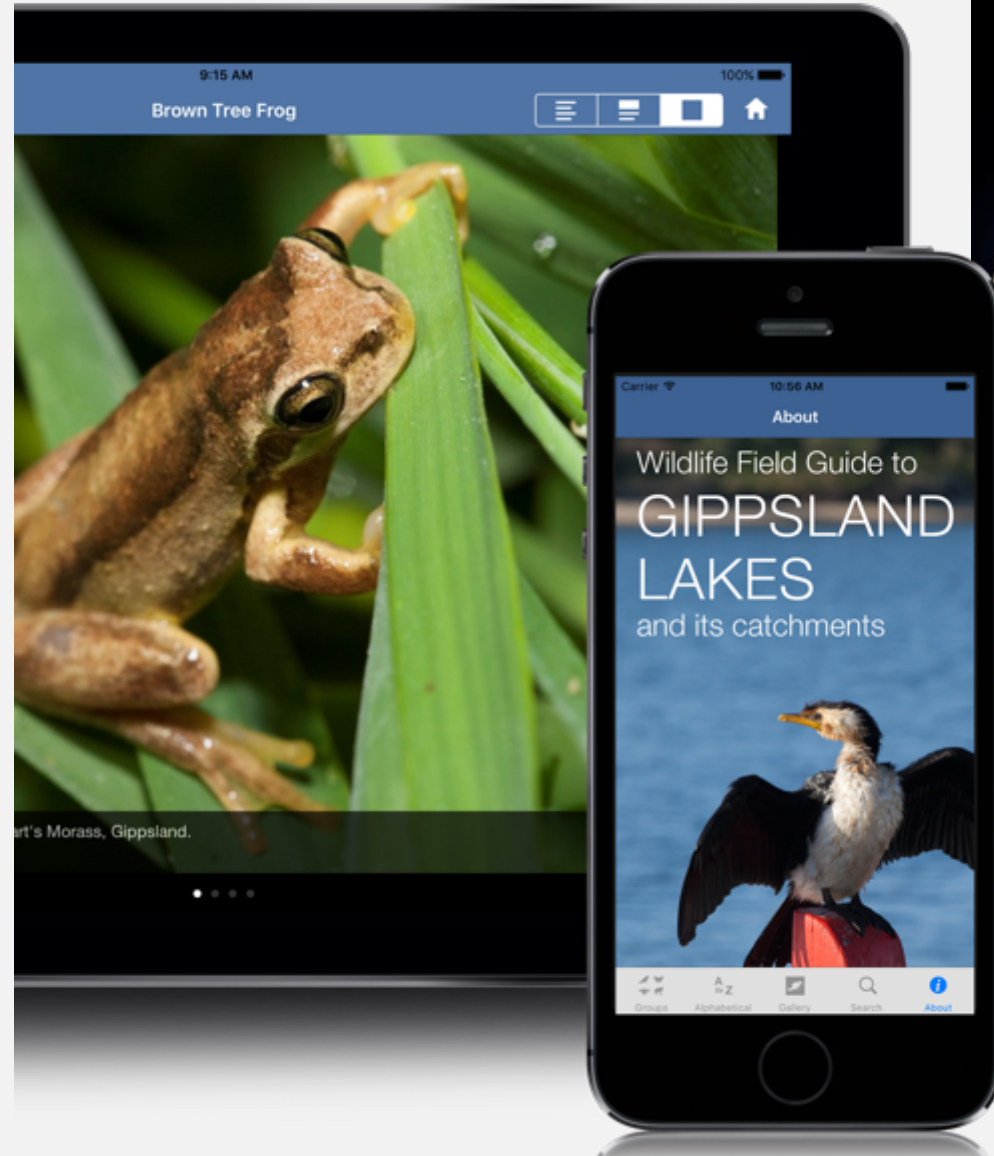
Blogs



Members



Bookings



WHO IS THE SANCTUARY EAST GIPPSLAND COLLECTIVE?

We are a collective of experienced, like-minded colleagues with a passion for the beauty & remoteness of East Gippsland. We have deep connections within the communities & the capabilities to co-design & implement smart, renewal strategies. We bring a mix of specialist skills & experience to the table. We are focused on:

- **Co-design of frameworks for innovation & smart development strategies**
- **Creation of hubs ('sanctuaries') & support for clusters of enterprise & creativity**
- **Engagement with stakeholders across sectors, across cultures & across borders**
- **Building capacity to deliver world-class 'experiences' & destinations**
- **Digital connectivity & innovation for global impact**
- **Investment attraction & job creation.**

The Sanctuary East Gippsland Collective promotes, inclusivity, collaboration and co-design principles. We offer a suite of methodologies including Smart Specialisation principles (S3) & Cluster Development, Eco-Innovation Prototyping & Place-based Design, Strategic Design, The Art of Strategic Planning for Cultural Organisations & World Competitive Services (WCS) for benchmarking. We have extensive leadership, facilitation, regional development and project management experience.



Dr Nicola Watts, Adjunct Professor Federation University, Former CEO Food and Fibre Gippsland.C4Impact Principal Consultant



Michael Trudgeon, Professor of Architecture and Design RMIT University, Director Crowd Productions P/L Dep.Director Eco-Innovation Lab Uni of Melbourne



Co-founder Sanctuary E.G. Director JOMO Aust. Designer, Creative Strategist, Regional Consultant, Web Designer @ biophiliarts.com



Foundation Member Sanctuary EG. Gracemere Partnership, Partner in regenerative agriculture/wool growing, Member Victorian Landcare Board

'KICK STARTING' THE PROJECT

We have conducted research, sought industry feedback and tested our concepts in the regional government superstructure.

We have continued to adapt our package to align with government, industry and potential partners and priorities.

Now, we seek partnership to underwrite the Grow East Gippsland Eco-Cultural-Tourism development package & to assist us to attract investment in our scheme.

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