

Our Purpose

To protect nature for wildlife and inspire people to act.

Our Vision

A place where conservation and ecotourism excellence inspire people to actively protect the environment.

1. If you started a tourism business which aimed to provide incredible wildlife & environmental experiences for visitors, while taking an environmentally sustainable approach, what would your **VISION** be?

Brainstorm a few words or write out a draft vision statement below:

Access the **about us** section of the Nature Parks website to gather some background information about the organisation: <https://www.penguins.org.au/about/>

2. Who are the traditional owners of Phillip Island?

3. What is one of the traditional names for Phillip Island?

4. When was Phillip Island Nature Parks established?

The Nature Parks were created by combining the different areas of crown land and reserves on Phillip Island. These sites include: **The Penguin Reserve (Penguin Parade), Churchill Island, Seal Rocks Fauna Reserve, The Nobbies Centre (in 2005), Cape Woolamai State Fauna Reserve, David Forrest Koala Reserve (Koala Conservation Reserve), Oswin Roberts Reserve, Ventnor Koala Reserve, Fishers Wetland, Rhyll and Rowell Swamps, Summerland Estate, Newhaven Swamp and Rhyll Inlet.**

5. Why were these separate areas combined to make the Nature Parks?

6. What area of land does the Nature Parks manage on Phillip Island?

7. Why does the Nature Parks manage this land?

8. Explore the tourism attractions on the [Visit Phillip Island Website](#), which of these attractions might be a challenge to run while maintaining a carbon neutral footprint? Why?



Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation. – Ecotourism Australia

<https://www.ecotourism.org.au>

9. Why would the Nature Parks maintain various levels of Eco-Accreditation across guides, products and attractions?

VISITATION

10. Why do visitors come to Phillip Island? List the top three motivations. (Resource Part 1, Page 8)

11. Looking at visitation data from the year 2021-2022, which of the Nature Parks tourism attractions is most visited? (Resource Part 1, Page 6)

Penguin Parade	Koala Conservation Reserve	Churchill Island	The Antarctic Journey at the Nobbies
No. Visitors:	No. Visitors:	No. Visitors:	No. Visitors:

Do these numbers correlate to the reasons people visit? _____

(Resource Part 1, Page 9)

12. How has the visitation mix changed over recent years at the Nature Parks? (Resource Part 2 Pages 23-24)

Average visitation mix from 2013-2019:

International _____ Domestic _____

13. Which worldwide event occurred early in 2020 which impacted international tourism (as well as many other impacts) _____

Average visitation mix from 2020-2021:

International _____ Domestic _____

Average visitation mix from 2022-2023:

International _____ Domestic _____

Unknown _____ (visitors who do not provide a postcode or home country)

REVENUE

14. Why does the Nature Parks need to create revenue?

Penguin Parade Ticket Prices 2023



GENERAL VIEWING

Enjoy tiered seating in our general viewing grandstands overlooking the picturesque Summerlands Beach.

- Adult (16 years+) - \$30.00
- Child (4-15 years) - \$15.00
- Family (2 adults and 2 children) - \$75.00
- Australian Pensioner (ID required) - \$21.00



PENGUINS PLUS

Get up close and personal with the Little Penguins from our extra special Penguins Plus grandstand.

- Adult (16 years+) - \$75.00
- Child (4-15 years) - \$37.50
- Family (2 adults and 2 children) - \$187.50



UNDERGROUND VIEWING

Go underground and watch the Little Penguins waddle right past the window – some might even come up to the glass to say giddyday!

- Adult (16 years+) - \$85.00
- Child (4-15 years) - \$42.50
- Family (2 adults and 2 children) - \$212.50

15. What are some of the advantages or disadvantages of a tourism business offering different price points for different experiences, rather than one simple ticket?

All Nature Parks attractions contribute to revenue. View Pages 26-27 in Part 2 of the Resource to learn more about each attraction and its brand.

16. Based on the visitor numbers you recorded for question 11, which attraction do you think contributes most to the Nature Parks overall revenue?

17. View the revenue graph on Page 21 in Part 2 of the Resource. Why did revenue decrease considerably in 2020?

THE PENGUIN PARADE VISITOR CENTRE

18. As you explore and observe the visitor centre, identify, and circle the sections which generate revenue in addition to penguin viewing tickets.

Toilets Penguin Life Cycle Digital Display Café Habitat Zone
Upgrade your viewing experience sign Penguin Theatre Taxidermy Display
Shearwater Restaurant Gift Shop Beach Doors Photo Booth

While the visitor centre creates additional revenue through retail and food and beverage offers, it also serves an important educational function.

INTERPRETATION

19. What is interpretation?



Note down some of the interpretation stations you've seen and what you think the message is for that station.

Example:

Interpretation: Whose track is that?

Message: Some introduced animals pose a threat to our penguins and other native wildlife

Interpretation: Penguin Foundation (penguins wearing oil spill jumpers)

Message: _____

Interpretation: _____

Message: _____

Interpretation: _____

Message: _____

MANAGEMENT STRATEGIES

20. Why do the Nature Parks use signage and interpretation displays?



TASK: Locate and take a photo of one example of signage for tourist visitors to assist with the Penguins wellbeing.

We use many management strategies to manage people and behaviours, while providing an excellent wildlife experience. Fill out the below table:

Management Strategy	What is this strategy trying to prevent?	What benefits does this strategy give?
Signage and educational displays		Education. Inspires visitors to act for nature. Builds a connection between visitors and nature.
Retail and Food	No single use plastic	Creates additional revenue
Raised Boardwalks		
Facilities		
Lighting		
Guides / Other Nature Parks Staff / Security		
Other Observations		

TOURISM OVER TIME

Using Part 3 of Balancing Tourism Resource, make some notes on key features of tourism at the Penguin Parade over these decades.

21. List price points, experiences, management strategies, infrastructure etc.

1900s: _____

1920s: _____

1930s: _____

1940s: _____

1950s: _____

1960s: _____

1970s: _____

1980s: _____

1990s: _____

22. List some of the threats that people living in the Summerland estate had on little penguins.

23. List some of the threats that increasing tourism was having on the little penguins.

24. What happened in 1984 which has helped the penguin colony up until today?

THE NEW VISITORS CENTRE

25. Why did the Nature Parks need a new visitor centre?



26. What are some of the environmentally friendly features of the new visitors centre?

TOURISM FUNDED CONSERVATION

27. List some of the key conservation programs the Nature Parks runs across Phillip Island:

28. What are some of the key Threatened Species the Nature Parks monitors and runs dedicated recovery programs:



**THREATENED
SPECIES**

BALANCING TOURISM AND THE ENVIRONMENT STUDENT WORKSHEET



29. Compare the graphs Paying Visitors at all Attractions (Page 22 Part 2) and Average Nightly Penguin Count (Page 66 of Part 4). Can you make any connections between managed tourism experiences and the penguin population?



BALANCING TOURISM AND THE ENVIRONMENT STUDENT WORKSHEET



30. What do you think the future of the Penguin Parade holds? Consider what works well, what needs improvement, and are the Nature Parks achieving what they set out to achieve (Economic, Social, Environmental).

31. After you have completed this workbook, rewrite a vision statement for your own eco-tourism business:
