



20-22 October 2015, Bathurst NSW

Geotrails – Creating New Journeys for Geotourism

Geotourism is emerging as a new global phenomenon which is tourism focusing on an area's geology and landscape as the basis for providing visitor engagement, learning and enjoyment.

Geotourism can be delivered within a wide range of both protected and non-protected areas, as exemplified overseas particularly within geoparks, and so far in Australia through Australian National Landscapes.

The concept of geotrails has provided an alternative and attractive approach to nurturing regional development by celebrating geotourism, geological and mining heritage.

This Geotourism workshop, jointly organised by the Geological Society of Australia and Ecotourism Australia Ltd, will explore the

exciting opportunities for geotrail development across Australia.

Participants will find out from a top panel of highly experienced specialists how,

- The Australian Government's Australian National Landscapes Programme and the development of a range of existing and proposed geotrail projects can offer exciting new opportunities for geotourism growth.
- Geotrails can offer genuine potential for both adding new dimensions to a regional visitor experience and as a tool for encouraging extended travel time within the region.
- The Geotrail concept seeks to develop an extended journey that follows a logical sequence and which connects otherwise unrelated towns, districts and attraction through thematic interpretation based upon geological and landscape features.
- The Kanawinka Geopark/Geotrail promotes rural tourism and landscape care for the many volcanoes, famous caves and coastline features across the area of Western Victoria and South-Eastern South Australia, encouraging visitors to select from a number of highway trails through the region via accommodation hubs, with a sub-theme of 'Stay another Day'.
- The contribution of technology to the tourism experience, opening the way for new regional, imitative 'around map enabled' mobile telephone 'apps' so as to economically promote attractions and to enhance the visitor experience.
- The successful development of geotourism across Australia is dependant on quality information on the nation's geology, and how best to bring together geoscience and tourism expertise in support of further geotourism development across regional Australia.

TO REGISTER VISIT: www.segra.com.au/registration.php





Host and Platinum Sponsor



20-22 October 2015, Bathurst NSW

Program for Geotrails Workshop

- 9:00am – 9:05am Introductory Comments: **Angus M. Robinson** (Convenor), Managing Partner, Leisure Solutions® and Chair, Geotourism Standing Committee, Geological Society of Australia
- 9:05am – 9:30am Geotourism: pathways for regional development in Australia: **Angus M. Robinson**
- 9:30am – 10:00am Geotrails: enhancing the visitor experience and encouraging extended stays in regional Australia: **Dan Cove**, Chair, Geotourism Forum, Ecotourism Australia Ltd
- 10:00am – 10:30am Developing the Potential of Geotourism Across Rural Australia: the Kanawinka Geopark/Geotrail experience: Ian Lewis
- 10:30am – 11:00am Morning Tea
- 11:00am – 11:30am Exploring the World we Walk in Through Mobile Technology: **Ken Moule**, Chief Technical Officer, Global GBM
- 11:30am – 12:00pm Unlocking Geological Information in Support of Geotourism Development: **Dr. Neil Williams**, Honorary Professional Fellow, University of Wollongong and formerly, Chief Executive Officer, Geoscience Australia
- 12:00pm – 12:15pm The Geotourism Potential of the Ulladulla Rock Platforms: **Phil Smart**, President and Founder, Gondwana Coast Fossil Walk Inc.
- 12:15pm – 1:00pm A panel session will enable conference delegates to ask questions of this expert panel about how best geotourism can be delivered in areas of Australia where they have regional development responsibilities, and to gain a better appreciation of the factors which can impact the growth of geotourism and related nature-based tourism
- 1:00pm – 2:00pm Lunch in Rafters Bistro (building 1413)

Gold Sponsors and Supporters



Silver Sponsors and Supporters



Bronze Sponsors and Supporters

