

“A Proposed Aspiring UNESCO Global Geopark Nomination for the New England North West Region”

INTERNATIONAL
ENGAGEMENT STRATEGY

MARGOT DAVIS

GLEN INNES, NSW





Pitch

Geotourism

= ‘tourism which focuses on an area's geology and landscape as the basis for providing visitor engagement, learning and enjoyment’.

National Geotourism Strategy, Australian Geoscience Council, 12 March 2021

UNESCO Global Geoparks

= ‘single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development’.

The geology of the New England North West region is complex and encapsulates the geological history of the breakup of the Gondwana continent and the formation of the east coast of Australia.

Our region has the opportunity to build on its abundant natural and cultural assets in order to leverage an emerging global trend in geotourism and attract international visitors.

By embracing the National Geotourism Strategy and aligning product and experience development with it's wholistic framework, New England North West has the potential to embark on a journey to be nominated as an Aspiring UNESCO Geopark.

We know that natural assets are often the primary drivers of visitation to a region and are the catalyst for jobs and economic growth.

We know that 68% of both domestic and international visitors are increasingly wanting a nature-based experience. We know that international visitors will return over the next five years and beyond. We can confidently predict additional international visitor growth from 7% YOY to 11% YOY with the addition of the UNESCO branding.

This International Engagement Strategy - “A Proposed Aspiring UNESCO Global Geopark Nomination for the New England North West Region” outlines the why, the how, the who and the when to achieve this ambitious goal.

With a 5-year investment of \$37.2 million across 12 Local Government Areas, aligned to a collaborative regional approach, the benefit to the region's economy will be an additional \$71million in output, an additional 224 regional jobs, an additional \$17million in wages and salaries and an additional \$30million in value-added regional economic benefit.

It's time to lift our region, celebrate our natural and cultural assets and improve the socio-economic prosperity of our region. This approach is not for the fainthearted, it will take dedication, resilience and persistence – something we also have in abundance in the New England North West region.

Let's embark on this journey together, in collaboration and with a clear unwavering goal to be nominated as an Aspiring UNESCO Geopark.

I'm game, are you?



Contents

CONTEXT IS
KEY,
INTERGRATED
ANALYSIS,
ALIGNMENT &
THINKING IS
ESSENTIAL

1. HOMEWORK

Nature-based Tourism in Australia

516 declared
national parks in
Australia.

19 UNESCO
World Heritage
sites of which 16
are nature-
based.

Three more areas
are in the
process of
proclamation.

8,500 other
protected areas
including state
and regional
parks, forest and
reserves.

Total of 9,000
protected areas
covering 95
million hectares
(11% of the
nation's land
mass).

“Natural assets are often the primary drivers of visitation to a region and are the catalyst for jobs and economic growth.”

Unlocking our Great Outdoors – June 2017 –
Tourism and Transport Forum



Geotourism Strategic Insights



National Geotourism Strategy, launched in 2021

- Geotourism is booming internationally, and it is an imperative that iconic Australian tourism destinations and products, particularly in regional and outback regions, can be transformed to meet both the needs of domestic and global travellers seeking superior travel experiences.



DFAT Sustainable Development Goals

- Australians are contributing to achievement of the Sustainable Development Goals through their work in the care economy, by volunteering, by preserving the natural environment and through their everyday activities.



National Geotourism Strategy, 2021

- Tourism Industry development benefits can be realised through the holistic approach of geotourism which enhances the value of traditionally structured, nature-based tourism by generating new product development (i.e. including geology, landscape, flora and fauna, as well as cultural heritage attributes, both Aboriginal and post European settlement, including mining).



World Tourism Organization (UNWTO)

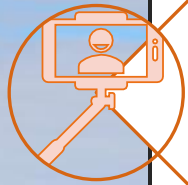
- With proper governance, tourism works effectively as a national strategy to promote sustainable development, to alleviate poverty and regional inequality, and to enhance quality of life and wellbeing for people in destination economies including digital competency and strong sense of social responsibility.



1994 National Ecotourism Strategy

- Ecotourists may include a mix of independent travellers, people who travel in organised groups of a scientific, educational or recreational nature, and individuals or families who are interested in an ecotourism experience as part of a varied holiday.

Domestic Strategic Alignment



NSW Visitor Economy Strategy 2030

• China, USA, UK, South Korea, India, New Zealand, Japan, Hong Kong, Taiwan and Singapore have traditionally been the top 10 markets for NSW. We expect these will continue to be core markets over the next 10 years. While Indonesia, Malaysia, Germany, France and Canada currently sit outside the top 10, they have the potential to grow in both volume and value to the state. Other long stay visitor markets such as international students and Working Holiday Makers will be crucial in the Recovery Phase.



NSW Visitor Economy Strategy 2030

• The Growing Middle Class - The world's middle-class is growing rapidly, particularly in China and India, driving increased demand for international travel. New markets, consumer trends, preferences, needs and aspirations will be identified through a program of strategic research, data analytics and new commercial partnerships.



New England North West Regional Plan 2036

Vision: "Nationally valued landscapes and strong, successful communities from the Great Dividing Range to the rich black soil plains." Through the goals of a strong and dynamic regional economy, a healthy environment with pristine waterways, a strong infrastructure and transport networks for connected future and attractive and thriving communities.



NSW Visitor Economy Strategy 2030

• Current modelling indicates that visitor numbers and visitor expenditure may take three to four years to recover, depending on the duration and impact of the COVID-19 pandemic.



Glen Innes Highlands Destination Management Plan

• Glen Innes Highlands and the surrounding region have abundant natural and cultural features to leverage this. Geotourism, whilst celebrating geological heritage, enhances awareness and understanding of some of the key issues facing society such as using our earth's resources sustainably.



Unlocking the Great Outdoors June 2017 TTF

• International nature-based visitor numbers rose 12% in 2016 and 49% in the five years since 2012. These results outpaced total international visitor growth to Australia over the same periods of 11% in 2016 and 43% over the past five years. Similar patterns were evident for domestic visitor numbers.

Strategic Observations



Regional Alignment

- All local Government areas in the NENW Plan have some form of the following statement as a priority. “Expand nature-based, adventure and cultural tourism places and enhance visitor experiences.”



New Language

- In existing tourism strategies, the language of geotourism or leveraging geoscience is not yet present however the opportunity is relevant across the region and should be included in future iterations.



International Refocus

- Whilst the current visitor economy focus is domestic in context to economic recovery during the pandemic – in future the visitor economy plan will refocus on the high-yield international markets – from 2030 and beyond.



Mature Chinese Market

- The number of geoparks in China (including 41 UNESCO Global Geoparks) should be leveraged in its familiarity to the Chinese people to attract this key market.



Unique Experiences

- The domestic and global market for geotourism is looking for unique product experiences and a broader mix of experiences with a variety of important factors for the experience development.

Challenges



Need to Diversify Economies

- Regional economic diversification to reduce local economic volatility and stabilise rural and regional communities through leveraging its natural and cultural assets.



Collaboration

- Cross-region cooperation and focus on the opportunity of geotourism over the longer term to achieve the ultimate aim of an Aspiring UNESCO Geopark.



Geo-political changes

- Geo-political changes and challenges affecting the core market of China.



Funding

- National, state and local funding support to provide the required resources within the local and regional context and champion the process.



Industry Perception

- Industry perception of the potential of geoparks to possibly restrict exploration and mining.



Risk v's Reward

- Balancing the risk and reward in terms of protecting nature and allowing more people to experience its wonder.

CONTENT IS
KING AND KEY

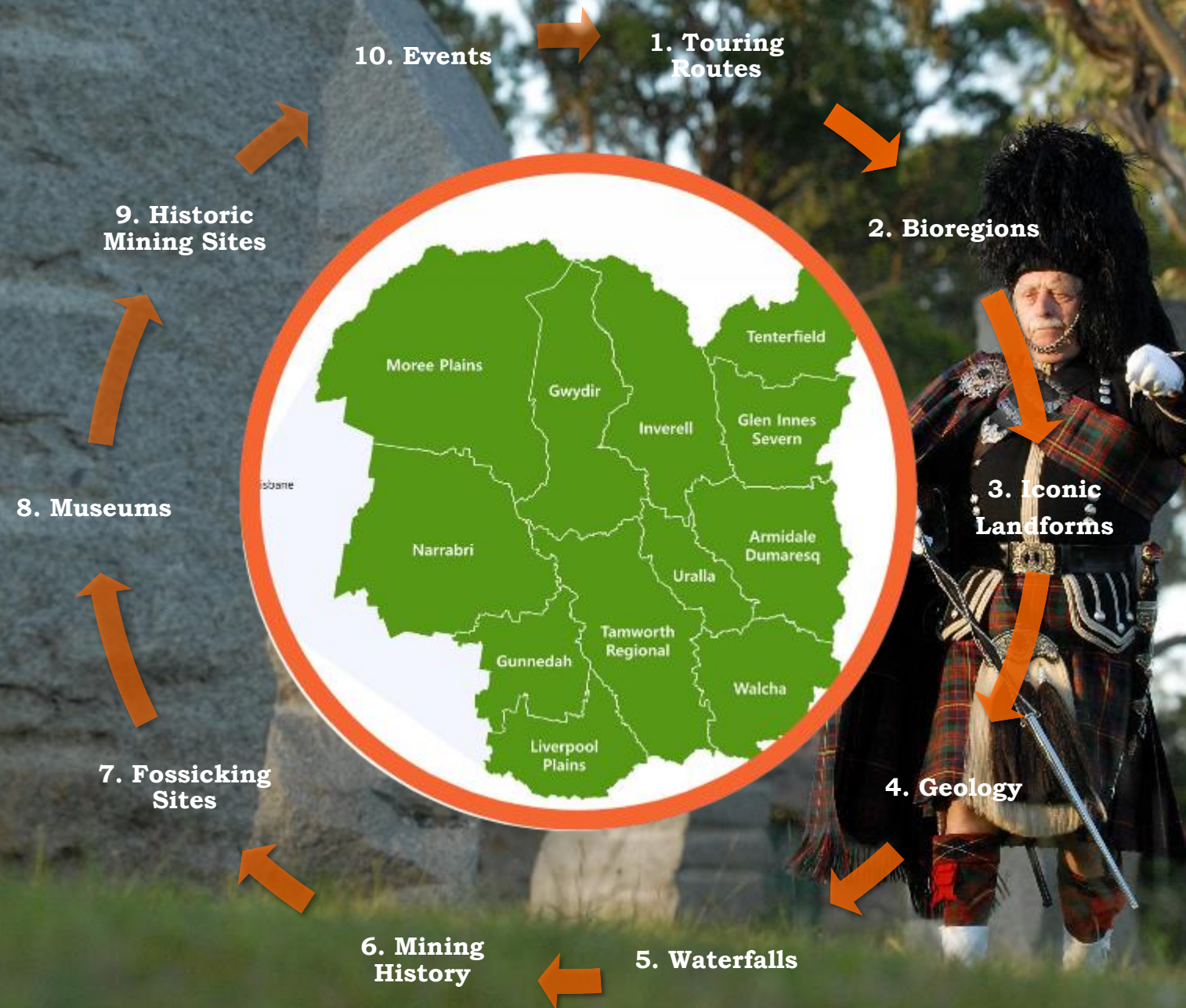
2. 10 PILLARS

We have what it takes!

NENW has the natural and cultural assets to leverage geotourism as a holistic framework for regional economic development and social prosperity.

The region is rich in product across the 10 categories that contribute to the journey to be nominated as an Aspiring UNESCO Geopark.

Please refer to Appendix A for a comprehensive audit of the Geotourism assets in NENW.



A JOURNEY
WORTH TAKING

3. THE PROCESS

How long is a piece of string?

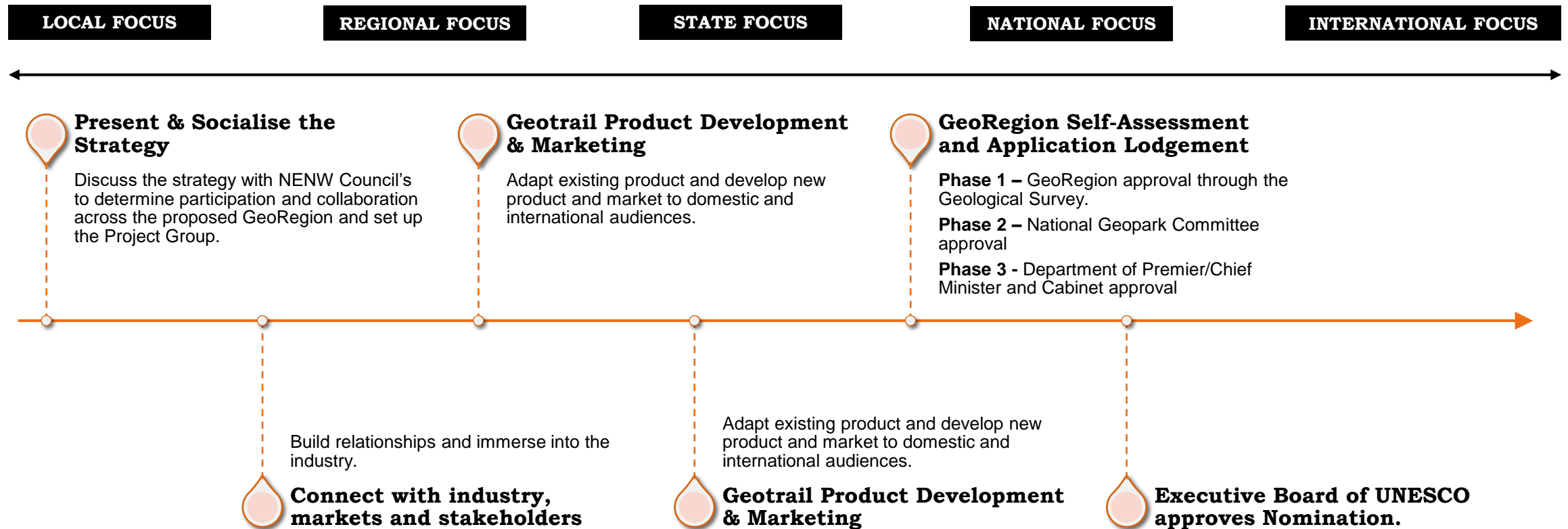
A focused and concerted effort is required of the region to begin the journey to become nominated as an Aspiring UNESCO Geopark.

This strategy outlines a five-year period to get to the nomination and then reviews a further five years of economic benefits.



A Process of Collaboration – five years to approved nomination

The process starts with a local focus and a regional mindset. The product development to lead to the definition of a GeoRegion will require local and regional collaboration and dedication of resource, budget and strategic alignment. As the process continues, the proposition for the UNESCO nomination builds and evolves. Various industry and government levels of approval is required before the final decision by the Executive Board of UNESCO approves the nomination.



WHO IS A
GEOTOURIST
AND WHO ARE
THE SOURCE
MARKETS?

4. THE AUDIENCE

To be defined...

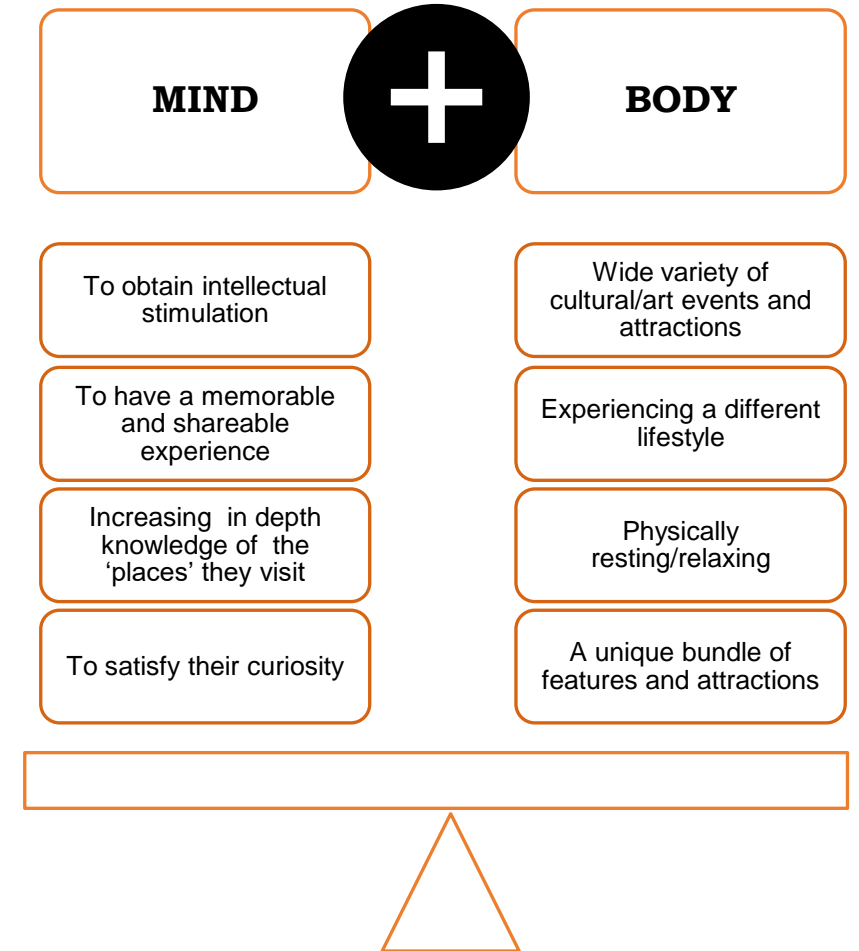
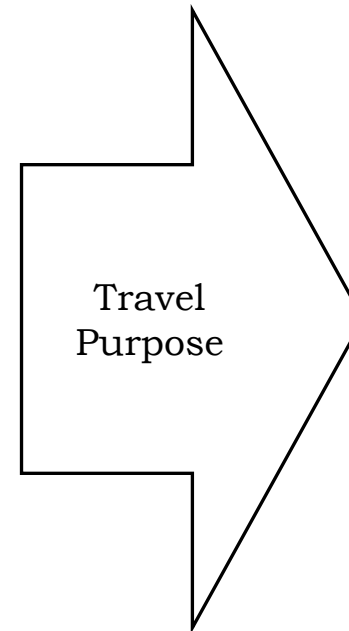
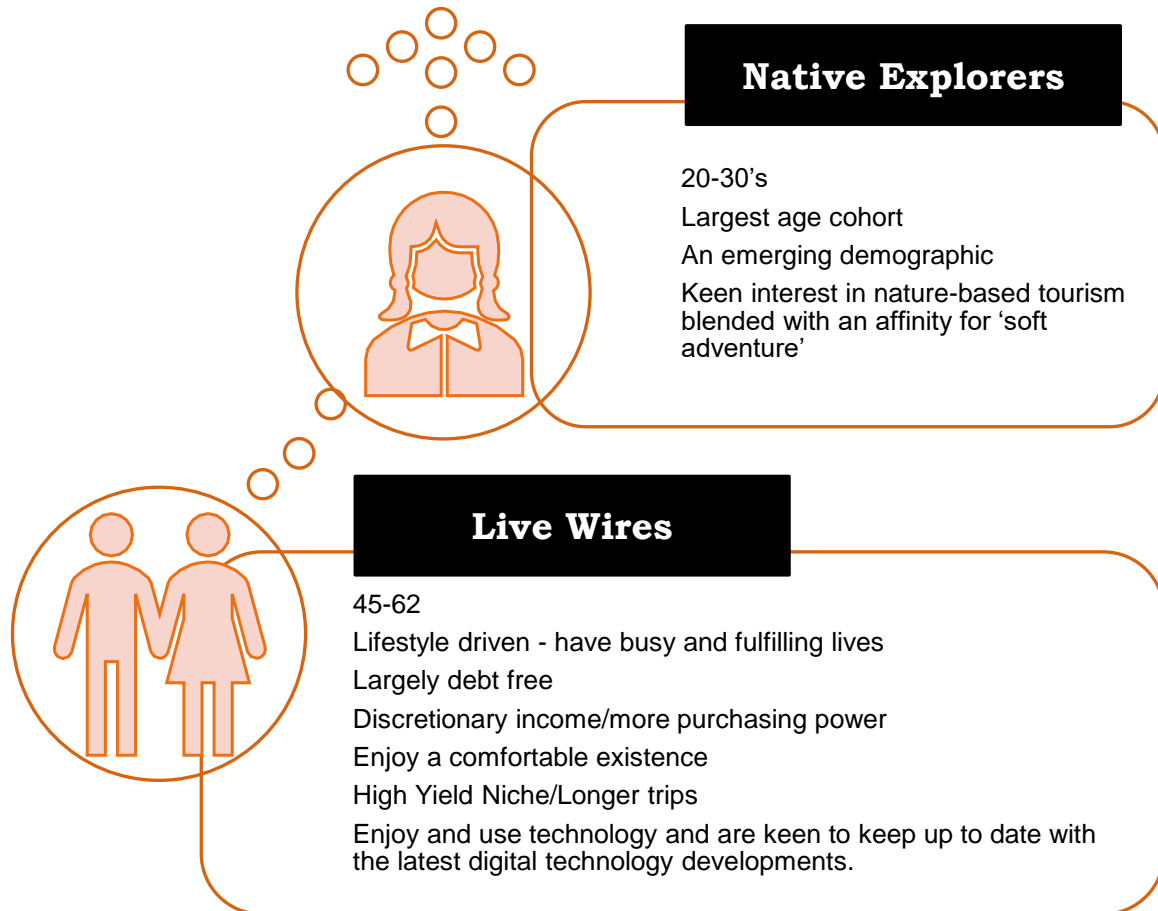
The geotourism 'emerging tourism' niche is still in an early stage of commercial development, particularly in Australia.

Only very limited research data is available about the needs and wants of geotourists, even amongst those people who know most about geology and geomorphology.



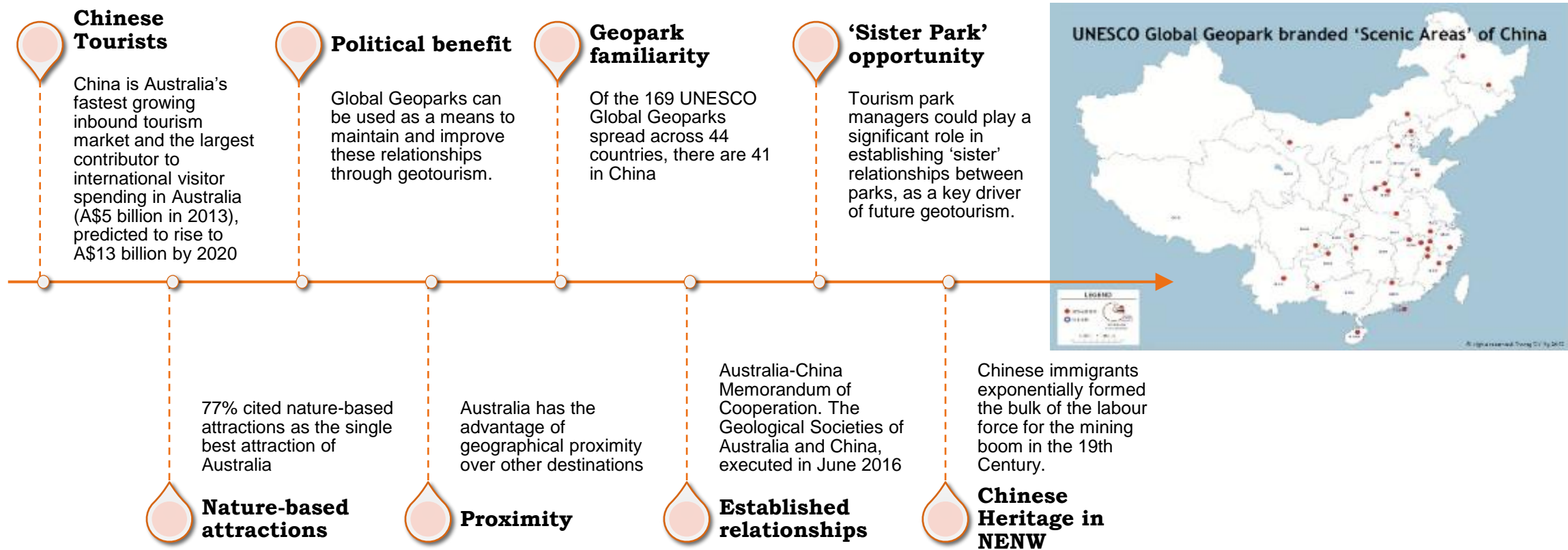
Who is a Global Geotourist?

A mix of independent travellers, people who travel in organised groups of a scientific, educational or recreational nature, and individuals or families who are interested in an ecotourism experience as part of a varied holiday. They are generally well educated, professional or semi-professional and seeking to have the natural environment interpreted for them.



Source Markets - Asia-Pacific with immediate focus on China

Whilst there is opportunity for source markets to be leveraged within the broader Asia-Pacific area and in alignment with the Asia-Pacific Geopark network there are a number of reasons to focus firstly on the source market of China. In 2016, 1.2 million Chinese visited Australia, some 1% of total outbound from China of 122 million. China has a high concentration of Geoparks and this familiarity can be utilised to engage the market in Australian geotourism experiences.



VISITOR IMPACT
AND ECONOMIC
IMPACT
REPORTS

5. THE BENEFIT

Nature-based tourism is significant

- In the year ending June 2016, 68 per cent (or 5.0 million) of international visitors engaged in some form of nature-based activity.
- The top international nature-based markets were China (17 per cent), the United Kingdom (11 per cent), New Zealand (10 per cent) and the USA (9 per cent).
- International nature-based visitors tend to be younger than other visitors with 33 per cent being aged 15-29 years.

Source: Ecotourism Australia – Nature Based Tourism in Australia Manifesto



Visitor Impact Methodology

1. Baseline nature-based tourism in NSW as a proxy for Geotourism.
2. Utilise NENW market share to determine NENW nature-based tourism.

Baseline A – Current nature-based tourists in NSW

Source: Destination NSW - Nature Based Tourism to NSW Year Ended September 2017

Nature-based tourists to NSW	Visitors (million)	Nights (million)	Average Length of Stay (nights)	Total Spend (\$ billion)	Spend per visitor	Spend per night
International	3.4	85.6	25	\$ 9.8	\$ 2,871	\$ 115
Domestic Overnight	11.6	43.5	4	\$ 8.4	\$ 730	\$ 194
Domestic Daytrip	13.4	NA	NA	\$ 1.3	\$ 97	NA
TOTAL	28.3	129.2	NA	\$19.6bn	NA	NA

NENW Share of Market

Source: Destination NSW – New England North West Visitor Profile – Year ended September 2020

	Visitors (million)	Nights (million)	Average Length of Stay (nights)	Total Spend (million)	Spend per visitor	Spend per night
International	20,300	0.7	36.4	\$ 39.8	\$ 1,964	\$ 54
Domestic Overnight	1.2	3.3	2.9	\$ 478.1	\$ 410	\$ 144
Domestic Daytrip	1.8	NA	NA	\$ 233.0	\$ 131	NA
TOTAL	3	4.1	NA	\$ 0.8bn	NA	NA

Visitor Impact Methodology continued

3. Utilise the 68% NSW nature-based rule and apply to the NENW Visitor Profile to determine a new baseline for NENE nature-based Visitor Profile.
4. Project 5 years using an annual growth rate of 7%* and an additional UNESCO branding uplift of 11%**

*Current nature based visitors to NSW in the year ended September 2016 indicated an average annual growth of 7% since September 20123.

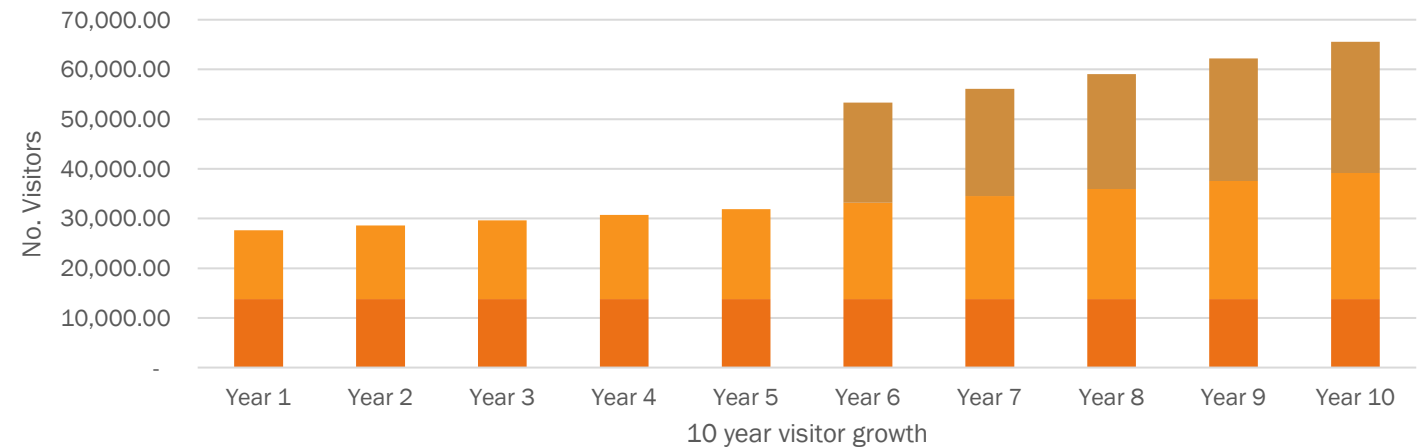
**Anecdotal evidence provided by an expert in international Global Geopark research shows annual growth rates achieved range between 7% - 15%. A mid-point of 11% was modelled as a comparison.

Baseline B - NENW nature-based tourists in NENW @ 68%

Source: Destination NSW – New England North West Visitor Profile – Year ended September 2020

	Visitors	Nights	Average Length of Stay (nights)	Total Spend	Spend per visitor	Spend per night
International	13,804	476,000	24.8	\$ 27,064,000	\$ 1,336	\$ 37
Domestic Overnight	816,000	2,244,000	2	\$ 325,108,000	\$ 279	\$ 98
Domestic Daytrip	1,224,000	NA	NA	\$ 158,440,000	\$ 89	NA
TOTAL	2,053,804	2,720,000	NA	\$ 510,612,000	NA	NA

International Nature-Based Visitors NENW



■ International Baseline ■ International Visitors 7% uplift YOY ■ UNESCO branding uplift 11% YOY after 5 years (additional 4%)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$149.327	\$58.154	\$47.348	\$254.829	1.389	1.707
Long Term Employment (Jobs)	783	165	155	1,103	1.211	1.409
Wages and Salaries (\$M)	\$42.412	\$13.167	\$10.507	\$66.086	1.310	1.558
Value-added (\$M)	\$70.058	\$25.273	\$26.621	\$121.953	1.361	1.741

Tourism/Visitor Impact Summary Report

REMPPLAN Inputs:

115,793 additional international visitors to NENW

24.8 average length of stay

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$25.386	\$9.886	\$8.049	\$43.321	1.389	1.707
Long Term Employment (Jobs)	133	28	26	187	1.211	1.406
Wages and Salaries (\$M)	\$7.210	\$2.238	\$1.786	\$11.235	1.310	1.558
Value-added (\$M)	\$11.910	\$4.296	\$4.526	\$20.732	1.361	1.741

Tourism/Visitor Impact Summary Report

REMPPLAN Inputs:

19,685 additional international CHINESE visitors to NENW

(@ 17% of total international visitors)

24.8 average length of stay

Impact Summary	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$37.200	\$21.714	\$12.214	\$71.128	1.584	1.912
Employment (Jobs)	125	59	40	224	1.472	1.792
Wages and Salaries (\$M)	\$9.474	\$4.863	\$2.710	\$17.048	1.513	1.799
Value-added (\$M)	\$14.735	\$8.508	\$6.867	\$30.111	1.577	2.043

Economic Impact Modelling Methodology

1. 12 LGA's produced their DMP and Geotourism Scoping Studies valued at \$60K per LGA
2. 12 LGA's developed 5 geotourism products/ experiences valued at \$2.5million per LGA over the first 5 years
3. Investment per LGA: \$3.1million per LGA
4. Total NENW investment: \$37.2 million: 50% Construction; 10% Public Administration & Safety; 10% Accommodation & Food Services; 10% Arts & Recreation; 10% Education & Training; 10% Information Media & Telecommunications

THE PROCESS
DEFINES THE
JOURNEY, AND
THE ACTION
PLAN DEFINES
THE STEPS TO
ACHIEVE THE
PROCESS.

6. THE ACTION PLAN

Acronyms

SO	Strategy Owner
GM	General Manager
JOEA's	Joint Organisation Executive Assistants
JO's	Joint Organisations
LGAR's	Local Government Area Resources
PG	Project Group
DNSW	Destination NSW
DCNO	Destination Country & Outback
GS	Geological Survey of NSW
DPIE	Department of Planning, Industry and Environment
AGC	Australian Geoscience Council
NGSWG	National Geotourism Strategy Working Groups
RNSW	Regional NSW
DPC	NSW Premier & Cabinet



Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Present & Socialise the Strategy - Discuss the strategy with NENW Council's to determine participation and collaboration across the region and set up the Project Group.	<i>Seek permission from the Glen Innes Severn Council (GISC) General Manager to progress the IAS project regionally</i>	1. Meet with GM to discuss strategy, resourcing and budget 2. Include the project in GISC Strategic Plans 3. Seek funding for additional resource and budget required 4. Submit a report to Council if required for endorsement	SO GM	Year 1
	<i>Set up meetings with relevant JOs present the strategy</i>	1. Contact Joint Organisation Executives to schedule and present the International Engagement Strategy 2. Provide documentation for Council's to discuss with key resources and report to Council if required 3. Secure participating LGAs and key resources/contacts	SO JOEAs	
	<i>Set up Memorandum of Understanding (MOU) with participating LGAs</i>	1. Draft the MOU for each participating Council 2. Finalise MOU and Report to Council	SO GMs	
	<i>Set up the Project Group and online platform for collaboration</i>	1. Set up collaboration platform e.g. Basecamp 2. Invite all participating LGAs and resources 3. Schedule immersion program activity	SO LGARs SO	
	<i>Set up reporting, governance and project tracking for Project Group</i>	1. Determine governance structure 2. Determine reporting structure 3. Create mechanisms to track project progress across LGAs 4. Develop Risk Assessment	PG	

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Connect with industry, markets and stakeholders - Build relationships and immerse into the industry.	<i>Seek Industry Partners</i>	<ol style="list-style-type: none"> 1. Discuss opportunities with National Geotourism Strategy Working Groups., particularly geotrails, digital technologies and cultural landscapes 2. Determine if there are opportunities to become a pilot project for the working groups within the defined GeoRegion 	PG	Year 1
	<i>Seek Government Partners</i>	<ol style="list-style-type: none"> 1. Discuss opportunities with the NSW Department of Planning 2. Determine if there are opportunities for NSW Planning to include your product and/or experience in their geotrails priority sites 	PG GS	
	<i>Connect with Key Asia-Pacific Markets</i>	<ol style="list-style-type: none"> 1. Join the Asia Pacific Geoparks Network to build relationships with key tourism markets 	LGARs PG	
	<i>Connect with Key International Stakeholders</i>	<ol style="list-style-type: none"> 1. Discuss and exchange with other UNESCO Global Geoparks as well as the Global Geoparks Network (GGN) 2. Join the GGN – essential membership for UNESCO Global Geoparks 	LGARs PG	
	<i>Connect, Participate & Learn</i>	<ol style="list-style-type: none"> 1. Participate in training, meetings and workshops through relevant national and international memberships 	LGARs PG	

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Destination Management & Defining the GeoRegion - Each LGA is required to complete their Destination Management Plan and Geotourism scoping study to enable an application to be lodged for the designated GeoRegion.	<i>Revise or complete a Destination Management Plan (DMP) for the LGA</i>	<ol style="list-style-type: none"> 1. The Destination Management Plan should be updated or created according to the Destination Management Guidelines of the state 2. The detailed background report for the DMP should identify Geoheritage features 	LGARs	Year 2
	<i>Secure funding in each LGA to develop the detailed geotourism scoping study</i>	<ol style="list-style-type: none"> 1. Secure relevant funding to enable either internal resource or external consultancy to deliver a geotourism scoping study 2. Create the request for Quote (RFQ) and procure a consultant/resource 3. Each LGA will need to ensure their procurement policies and procedures are adhered to deliver their scoping study 4. Procure final resource/consultant 	LGARs	
	<i>Scoping study delivery</i>	<ol style="list-style-type: none"> 1. Scoping studies completed and shared with Project Group. 2. Invite Geological Survey and other relevant stakeholders to participate and review the scoping studies. 	PG	
	<i>Finalisation of scoping studies and defining of the GeoRegion</i>	<ol style="list-style-type: none"> 1. Review and value-add to scoping studies to ensure accuracy 2. Designate a defined area of particular natural and cultural heritage which highlights outstanding geoheritage features (i.e. a GeoRegion) 	GS/DPIE/RNSW	
	<i>Commence draft self-assessment form (based on the UNESCO Geopark audit template)</i>	<ol style="list-style-type: none"> 1. Each LGA contributes to the defined GeoRegion's audit in preparation for future lodgement 	PG /LGARs	

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
Geotrail Product Development & Marketing - Adapt existing product and develop new product and market to domestic and international audiences.	<i>Redefine and reposition existing products and experiences</i>	<ol style="list-style-type: none"> 1. Utilise the DMP and geotourism scoping study to prioritise existing touring routes, events and experiences that can be optimised to become geotrails 2. Report progress back to Project Group priorities and seek LGA collaborations 	LGARs PG	Year 2-3
	<i>Ensure new products and experiences are aligned to the geotourism framework</i>	<ol style="list-style-type: none"> 1. Develop ideas for new products and experiences aligned to the geotourism framework 2. Seek funding opportunities to support the development of geotrails and other geoheritage experiences 3. Collaborate with Geological survey and other LGAs to create larger cross-region geotrails 	LGARs PG	
	<i>Adapt existing LGA and Regional marketing strategies/campaigns</i>	<ol style="list-style-type: none"> 1. Include geotourism experiences into your marketing strategies and activity whilst targeting key markets from a domestic context 	LGARs	
	<i>Seek domestic and international marketing opportunities</i>	<ol style="list-style-type: none"> 1. Discuss domestic marketing opportunities with DNSW and DCNO to leverage campaign activity and update ATDW listings 2. Discuss opportunities with Tourism Australia to leverage key international market activity 	LGARs/ PG	

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
GeoRegion Self-Assessment and GeoRegion Application Lodgement for GeoRegion Phase 1 – GeoRegion approval through the Geological Survey.	<i>Commence draft self-assessment form</i>	1. Each LGA contributes to commencing the GeoRegion draft self-assessment by including all relevant geoheritage features from their LGA	PG /LGARs	Year 3
	<i>Liaise with key stakeholders on the draft self-assessment to value-add and build on the content</i>	1. Project Group includes any additional regional information in conjunction with key industry stakeholders	PG/RNSW	
	<i>Lodgement of the Application for formal GeoRegion</i>	1. Lodgement of an Application to designate a formal GeoRegion to the relevant State/Territory Geological Survey	PG	
	<i>GeoRegion approval (in the form of written advice) received from the State/Territory Geological Survey</i>	1. Formal support (approval in principle) of impacted LGAs sought for the proposal	GS/RNSW	
		2. Development of geotrails, geosites etc in association with affected LGAs and protected area and crown land management authorities as required over a minimum of 12 months, so as to pre-qualify as a 'defacto' Geopark (according to UNESCO program requirements)	GS/PG/RNSW	
		3. Establishment of an approved governance structure	GS/PG/RNSW	
	<i>Continuation of consultation with community groups including Aboriginal Land Councils, environmental and heritage groups</i>	1. Continue to consult with the community and relevant land and cultural managers, groups, committees and organisations	PG /LGARs	

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
GeoRegion Self-Assessment and GeoRegion Application Lodgement for GeoRegion Phase 2 – National Geopark Committee	<i>Application to be made to the National Geopark Committee</i>	<ol style="list-style-type: none"> 1. Application submitted including the Self-assessment form 2. Decision upon the scope of the proposal to be processed further (either for UNESCO consideration as a Global Geopark, or as a National/State Geopark, or as a major suite of connected geotrails) 	PG/GS	Year 4
	<i>Rejection / Approval from National Geopark Committee – hopefully approval</i>	<ol style="list-style-type: none"> 1. Finalise prescribed proposal documentation ('the application dossier') to meet UNESCO requirements for a Nomination 	PG/GS	
	<i>Application for Nomination Proposal</i>	<ol style="list-style-type: none"> 1. Submit the application to the Department of Premier/Chief Minister and Cabinet to assess the Nomination proposal 	GS/NGS DPC	
	<i>Application revision or additional requirements completed and resubmitted</i>	<ol style="list-style-type: none"> 1. Response to government agencies and other key community stakeholder groups as referenced by the Department 2. Department considers proposal for approval, finalising the extent of the nominated area and the formal name of the Nomination, having regard to community sensitivities 	GS/NGS DPC	

Stage of Process	Action Item	Tasks	Key Stakeholders	Timing
GeoRegion Self-Assessment and GeoRegion Application Lodgement for GeoRegion Phase 3 - Department of Premier/Chief Minister and Cabinet approval	<i>Department of Premier/Chief Minister and Cabinet approval</i>	1. Written advice provided and forwarded to the Australian Government Department of Environment 2. Nomination referred to GeoScience Australia and other relevant Australian Government Agencies for assessment	PG/GS	Year 5
	<i>Amendments to nomination requirements</i>	1. Response to referenced government agencies as required	PG/GS	
	<i>Approval of the Nomination from the Department of Planning Industry and Environment</i>	1. Proponent lodges Nomination with the Australian National Commission for UNESCO 2. Nomination assessed through the UNESCO processes	PG/GS DPIE	
	Executive Board of UNESCO approves Nomination	Celebrate!		

ENGAGEMENT HAS
COMMENCED
WITH KEY
INDUSTRY AND
GOVERNMENT
STAKEHOLDERS.

7. CONSULTATION & PARTNERSHIP DEVELOPMENT



Regional
NSW



new
england
high
country



NENW
GEOTOURISM
REGIONAL
AUDIT

8. APPENDIX A REGIONAL DEEP DIVE

1. Touring Routes

Fossickers Way – which links the main fossicking locations and historic mining areas within the NE-NW region. Although the route still has a website and is promoted by DNSW, the marketing group has ‘folded’.

Thunderbolts Way – connecting Gloucester and Inverell via Walcha and Uralla. It promotes the different landscapes – above and below the escarpment.

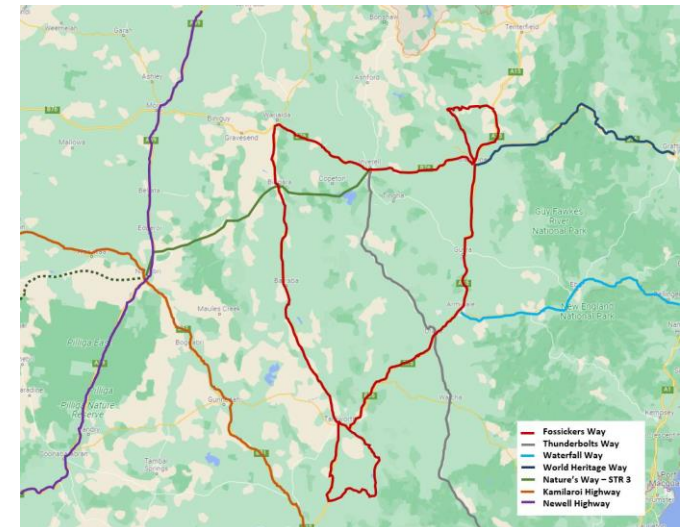
Waterfall Way – links the New England Highway at Armidale to the Pacific Highway near Coffs Harbour and features 11 waterfalls along the route, plus the Dorrigo, New England, Cathedral Rock and Oxley Wild Rivers National Parks.

World Heritage Way – eastern section of the Gwydir Highway between Grafton and Glen Innes. It features the World Heritage Listed Washpool and Gibraltar Range National Parks. The route is currently not marketed.

Nature’s Way (State Touring Route 3) – Links Narrabri and Inverell via Bingara, with the route continuing west to the Pilliga bore baths and then south through the Pilliga Forest to the Warrumbungle National Park. Attractions along this route include Sawn Rocks, Rocky Creek Glacial Area, Gwydir and Horton Rivers, Three Creeks Gold Mine at Bingara and Copeton Dam.

Kamilaroi Highway – promoted as the ‘Great Divide to the Great Outback’ the route follows the Namoi – Barwon – Darling River from Willow Tree on the New England Highway through to Bourke in outback NSW.

Newell Highway – interstate touring route linking Melbourne through to Goondiwindi via central NSW

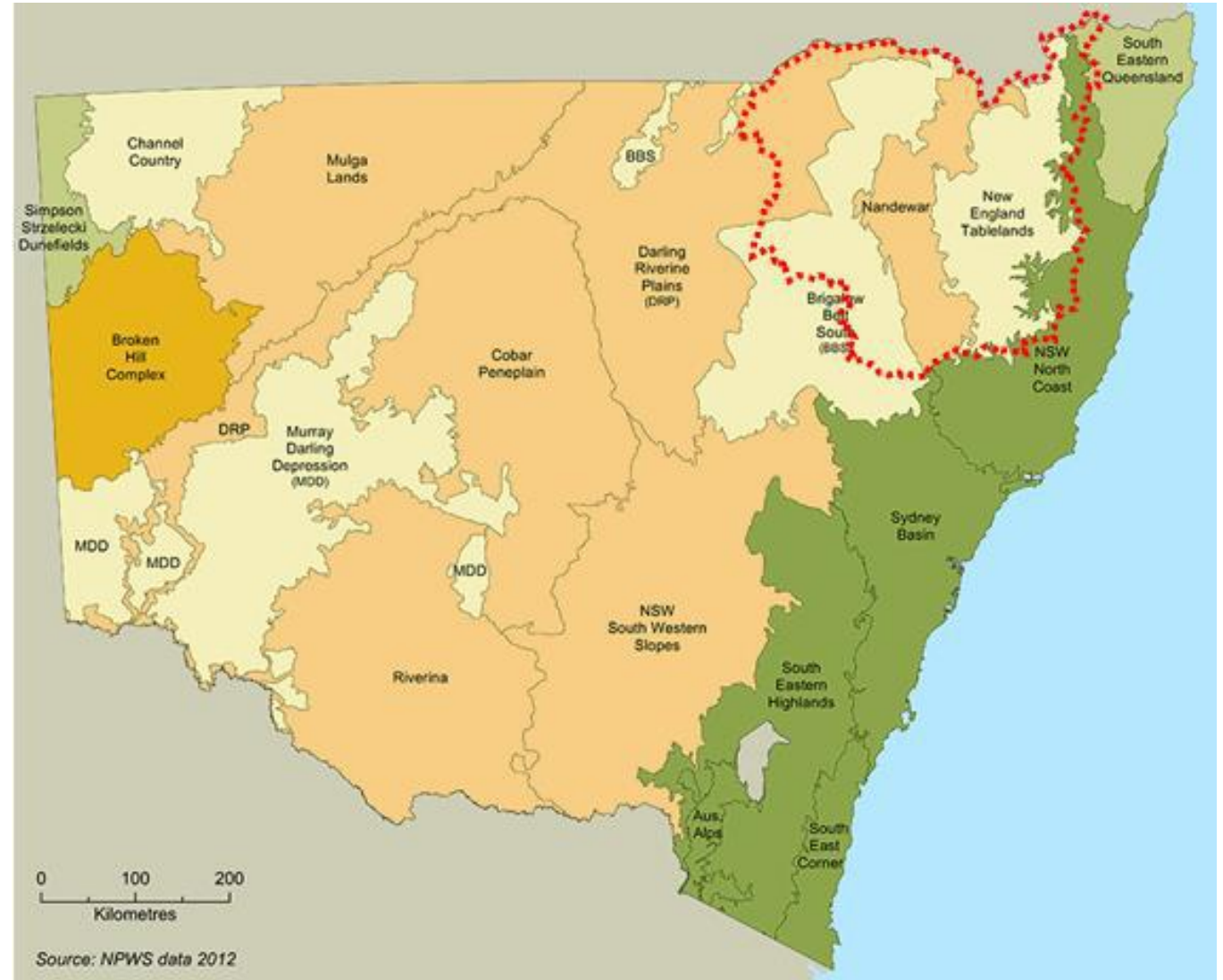


2. Bioregions

The NENW region extends across five NSW bioregions:

1. North Coast – along the escarpment edge of the NE-NW region.
2. New England – the High-Country Plateau
3. Nandewar – the western slopes of the plateau and the Nandewar Range (Mt Kaputar)
4. Brigalow Belt South – the western slopes of the Nandewar Range
5. Darling Riverine Plains – the north-east corner of the Darling Riverine Plains.

Most of Glen Innes Severn LGA is located within the New England Bioregion, with the eastern edge of the LGA extending into the North Coast Bioregion.



3. Geology

The geology of the NENW region is complex and encapsulates the geological history of the breakup of the Gondwana continent and the formation of the east coast of Australia. The basement rocks of the region comprise ancient sedimentary beds that were laid down during the Ordovician period (485-443mya). During the Silurian and Devonian periods (440-360mya) the rocks were folded and faulted by a series of mountain building tectonic events, large bodies of granite were emplaced, metamorphosing the surrounding rocks, and lava and ash were deposited.

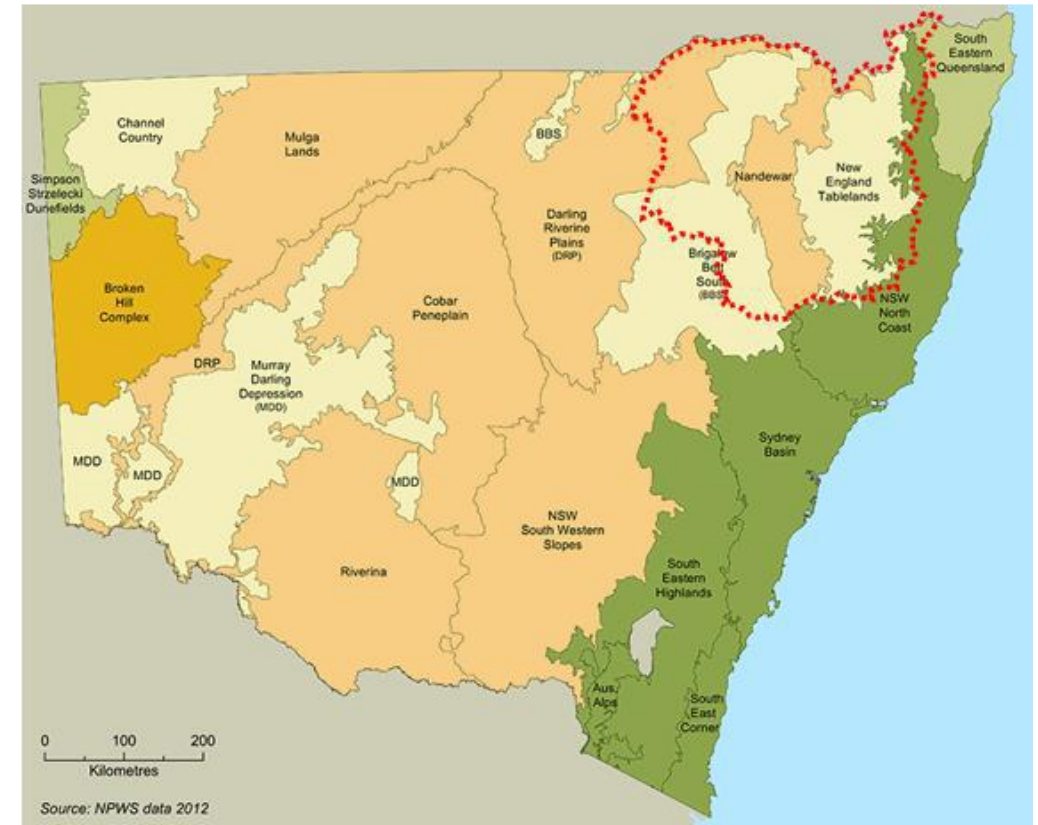
Tectonic movements approximately 250mya resulted in more volcanic activity and granite intrusions with surrounding rocks become metamorphosed. Around 130mya, Gondwana started to break-up, with this resulting in a dome shaped plateau along the east coast of Australia. Stretching of the crust, subduction of the tectonic plate along the eastern edge of Australia and the eruption of volcanoes formed the basis of the landscape of the NENW region today. The Great Escarpment marks the eastern edge of the region. The escarpment was formed around 80-100mya by uplift and warping during the break-up of Gondwana. The escarpment area is dominated by Permian-aged volcanic rocks in the north and sedimentary rocks (sandstones) in the central part of the region, with older Silurian and Devonian aged sedimentary rocks exposed in the south-east corner. The older Silurian and Devonian sedimentary rocks extend in a south-east – north-west aligned band (from Nundle through Tamworth, Barraba, Bingara to the Gwydir Highway west of Wyallda) across the central part of the region. These rocks are known as the Tamworth Belt.

Located between the Great Escarpment and the Tamworth belt is the New England Plateau. This area is also known as the Central Block. It is a fold belt comprised of Carboniferous and Permian aged sedimentary rocks and granite intrusions, overlain by Tertiary-aged basalt extruded from a string of large volcanoes that formed across the region. Erosion of the basalt flows has resulted in the exposure of the Permian sandstone and granite intrusions over large parts of the plateau, with remnant volcanic landforms and lava flows extending from Ebor, northwest through Inverell into Gwydir Shire.

The Nandewar Range along the western edge of the Tamworth belt was formed by the Nandewar volcano during the Tertiary period. To the west of Nandewar Range lies the Murray Darling Basin with the ancient sedimentary rocks overlain by unconsolidated sediments deposited during the Quaternary period. The northwest corner of the region lies within the Surat basin with the surface geology incorporating sedimentary rocks laid down in the Jurassic and Cretaceous periods, grading to unconsolidated sediments deposited during the Quaternary period in the west. The southern edge of the region is dominated by basalt rocks from the Garrawilla volcano that formed the Liverpool Plain. To the north, between the range and the Tamworth belt are Permian-aged sedimentary rock and Quaternary-aged unconsolidated sediments that form the Gunnedah Basin.

4. Significant Landforms

LGA	Rock Formation/Feature	
Glen Innes Severn	The Needles Dandahra Crags Anvil Rock The Haystack	O'Hara's Rocks Beardy Woodlands Stonehenge
Tenterfield	Bald Rock Mystery Face Rock	Thunderbolts Lookout Boonoo Boonoo
Inverell	Kings Plains Thunderbolt's Rock The Slot	Stonewoman Dungeon Ashford Caves
Gwydir	Cranky Rock and Gorge	Rocky Creek Glacial Area
Moree	Waa Gorge	
Narrabri	Sawn Rocks	Kaputar Range – numerous Gins Leap
Armidale	Cathedral Rock Woolpack Rocks Round Mountain	Little Llangothlin Mother of Ducks Lagoon.



5. Fluvial Landforms - Waterfalls



Waterfalls are one to the geo-attractions of the NENW region. Waterfalls that are easily accessed and promoted as tourist attractions are shown on Figure 4.1 and listed in Table 5.1. The majority of these waterfalls are located within National Parks and State Conservation Areas.

Of the eleven types of waterfalls, nine are found within the region:

1. Plunge
2. Horsetail
3. Fans
4. Tiered
5. Cascades
6. Ribbon
7. Segmented
8. Chutes
9. Block
10. Punchbowl

Waterfalls are concentrated along the eastern edge of the region, formed by the headwater streams of the coastal river systems, flowing over the Great Escarpment. Many of the waterfalls along the escarpment are inaccessible.

Waterfall Way, which links the Pacific Highway just south of Coffs Harbour, to Armidale (185km) is a popular touring route, with eleven easily accessed waterfalls, four to the east of Dorrigo and seven within the New England Region.

Wollomombi Falls (220) near Armidale is the highest waterfall in NSW and the second highest in Australia. Being on headwater streams, many of the waterfalls have very small catchment areas and only flow after rain.



6. Mining Heritage

The New England Tablelands area is one of the most highly diversified mineralised localities in Australia..

The NE-NW Region has a rich mining heritage. Commencing with the gold rushes in the 1850's, mining was a significant activity throughout the Region until the early 1900's. The need for metals during WWI and WWII resulted in the reopening / reworking of mines. Intermittent exploration and mining have occurred over the past 80 years with several gold, antimony and tin mines still operating today.

Since the 1850's the region has seen major production of gold, tin and antimony and lesser production of silver, lead, copper, molybdenum, tungsten, bismuth, gemstones and industrial minerals. Early mineral discoveries, led by gold, occurred in the more accessible and settled areas of the Tablelands, with much of the early gold and tin production coming from alluvial deposits. Most of the later mining was deep leads and reefs.

The 'richest' mineral fields were in the Hillgrove area to the east of Armidale, the Emmaville – Torrington and Kingsgate areas in Glen Innes Severn LGA and in the Tingha-Stannifer area in Inverell Shire.

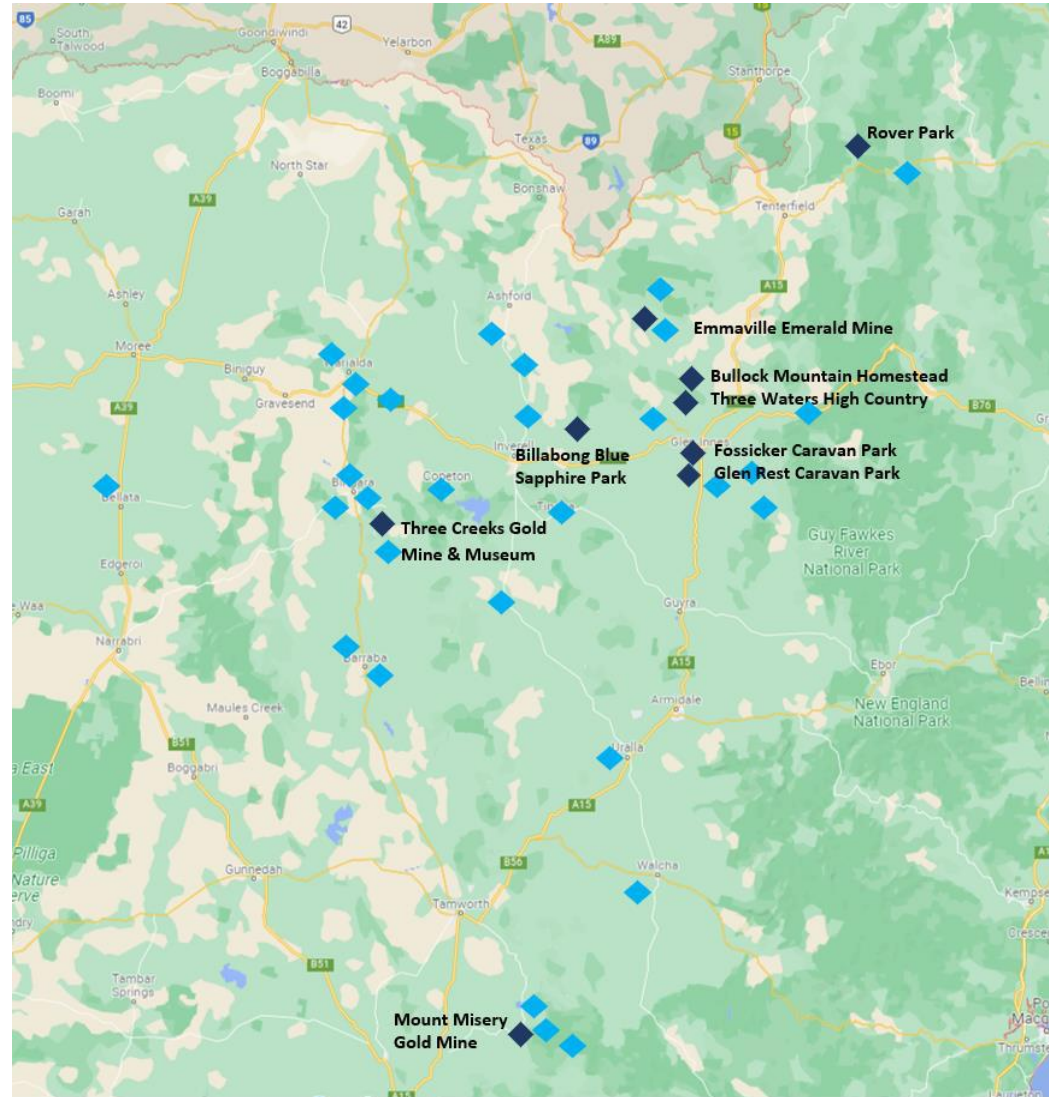
Today there is renewed interest in the area for 'critical minerals' / rare earth elements. These minerals include rutile (titanium), zircon (zirconium), tantalum, antimony, cobalt, lithium, manganese ore, niobium, tungsten and vanadium.

7. Fossicking Sites

Fossicking is permitted in Crown Reserves, in reserves along creeks and rivers and in some State Conservation Areas.

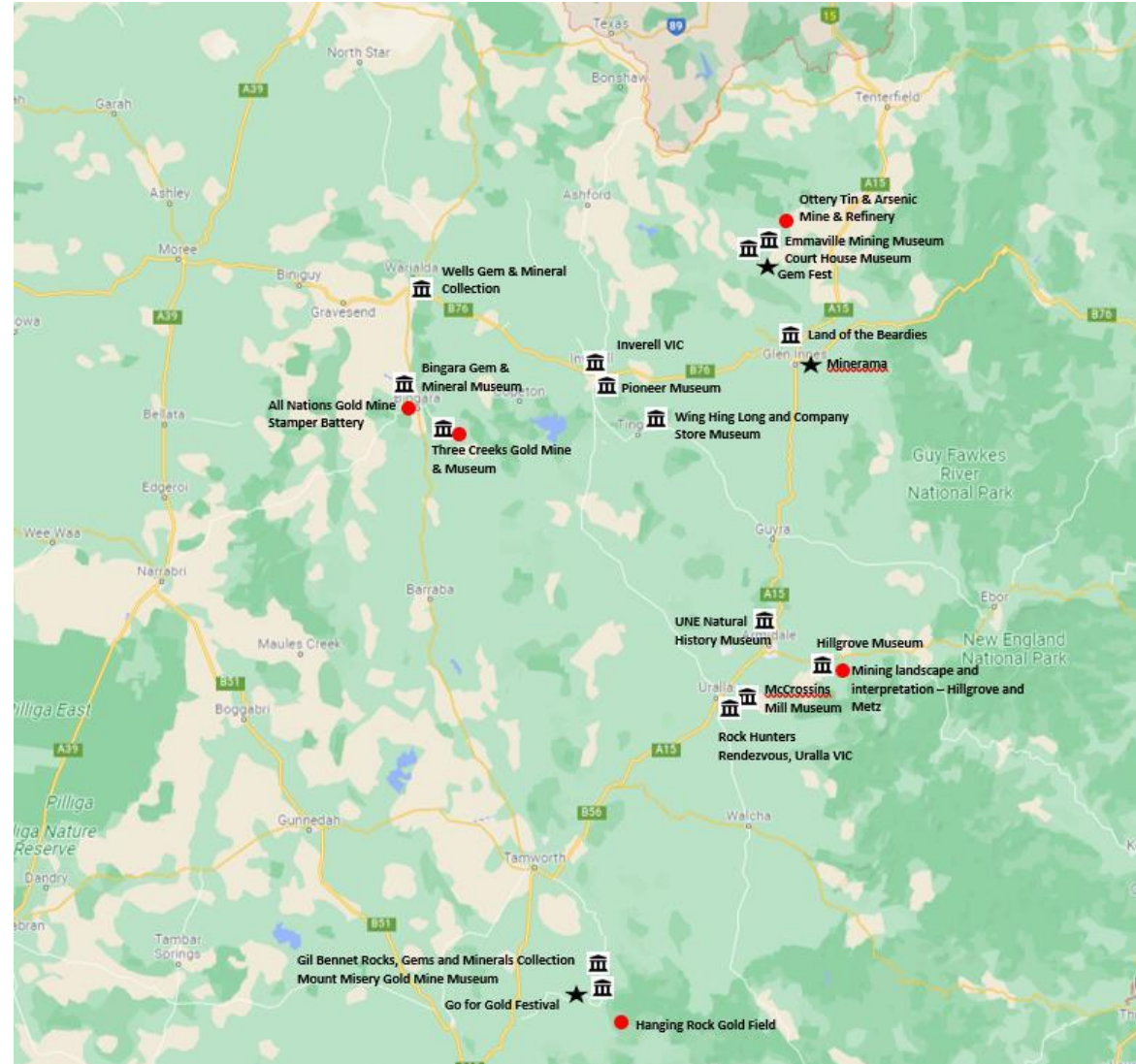
There are several fossicking and lapidary websites that identify a multitude of fossicking locations across the region, most of which are remote and suitable only for experienced fossickers.

Fossicking is promoted as one of the outdoor activities available in the NENW Region. Public (free) fossicking areas and sites promoted on the Council tourism websites.



8. Museums & Collections

1. Emmaville Mining Museum
2. Emmaville Courthouse Museum
3. Land of Beardies History House Museum, Glen Innes
4. Gil Bennet Rocks, Gems and Minerals Collection, Nundle Visitor Information Outlet
5. Mount Misery Gold Mine Museum, Nundle
6. Inverell Visitor Information Centre
7. Inverell Pioneer Museum - The Miners Hut & Sapphire Fossicking
8. Wing Hing Long and Company Store Museum, Tingha
9. Bingara Gem & Mineral Museum
10. Three Creeks Gold Mine and Museum, Upper Bingara
11. Wells Gem and Mineral Collection, Warialda Heritage and Visitor Information Centre
12. Rock Hunter's Rendezvous - Uralla Visitor Information Centre
13. McCrossin's Mill Museum
14. Hillgrove Museum, Hillgrove
15. University of New England – Natural History Museum, Armidale



9. Historic Mines / Mining Areas

There are five historic mines / mining areas with the NE-NW that are accessible to the public and provide interpretation:

1. Ottery Mine, Emmaville
2. All Nations Gold Mine Stamper Battery, Bingara
3. Three Creeks Gold Mine, Upper Bingara
4. Hanging Rock, Nundle
5. Hillgrove – Metz, near Armidale





10. Festivals & Events

Minerama Fossicking, Gem & Jewellery Show – Glen Innes

NSW's largest annual gem and jewellery show, attracting visitors and dealers from all over Australia. Minerama has over 100+ stalls trading in gemstones, fine jewellery, facet rough, lapidary tools & supplies, crystals, beads, fossils, mineral specimens, arts, crafts and more. It also features gem cutting and beading displays, advice from gemmologists, dealers, lapidaries & jewellers as well as guided fossicking trips and entertainment.

Go for Gold – Nundle

Nundle Go for Gold Chinese Easter Festival is a celebration of Nundle's gold fields history and the Chinese and European miners that helped form the town in the mid to late 1800s. The festival includes striking Chinese dance performances twice daily by the Sydney based Australian Yau Kung Mu Association, live music, gold panning for AUD1,000 worth of genuine Nundle gold, around 100 food, produce, craft and bric-a-brac market stalls and children's activities including reptile display, animal nursery, jumping castle, magician, story time, and face painting.

Gemorama – Glen Innes

A Gem Festival featuring traders and field trips to local fossicking sites

Australian Celtic Festival at the National monument The Australian Standing Stones.

The Australian Celtic Festival is renowned as the premier Celtic event of New South Wales. It is the only Celtic themed festival in Australia to recognise different Celtic Nations each year and have the unique atmospheric benefit of being located at the nationally acclaimed Australian Standing Stones. Each year up to twenty different Clans and representatives from the six Celtic nations turn out in force to hold their annual Celtic ceremonies and spectacles', but this is only the start...there is something for everyone at our festival.

References and Sources

https://www.researchgate.net/publication/339326924_Geotourism

<https://www.statista.com/topics/962/global-tourism/>

<https://discoverytrails.sarig.sa.gov.au/story/41>

<https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/>

<https://www.statista.com/study/9996/tourism-worldwide-statista-dossier/>

<https://discoverytrails.sarig.sa.gov.au/>

<https://www.regional.nsw.gov.au/meg>

<https://www.youtube.com/watch?v=Fkdbez3Meh8>

<https://www.slideshare.net/leisuresolutions/geotourism-a-transformational-approach-to-conserving-heritage-and-generating-postmining-economies-for-communities>

<https://www.statista.com/statistics/1221034/ecotourism-market-size-global/>

<https://www.statista.com/study/40460/travel-tourism/>

<https://www.statista.com/topics/1916/green-tourism/>

<https://www.austrade.gov.au/australian/tourism/policy-and-strategy/tourism-investment>

<https://www.austrade.gov.au/australian/tourism/policy-and-strategy/tourism-2030>

[https://www.researchgate.net/publication/327343373_Geotourism_Destinations -
_Visitor_Impacts_and_Site_Management_Considerations](https://www.researchgate.net/publication/327343373_Geotourism_Destinations_-_Visitor_Impacts_and_Site_Management_Considerations)

<https://www.statista.com/statistics/1221034/ecotourism-market-size-global/>

<https://www.statista.com/study/40460/travel-tourism/>

<https://www.statista.com/topics/1916/green-tourism/>

<https://www.austrade.gov.au/australian/tourism/policy-and-strategy/tourism-investment>

<https://www.austrade.gov.au/australian/tourism/policy-and-strategy/tourism-2030>

[https://www.researchgate.net/publication/327343373_Geotourism_Destinations -
_Visitor_Impacts_and_Site_Management_Considerations](https://www.researchgate.net/publication/327343373_Geotourism_Destinations_-_Visitor_Impacts_and_Site_Management_Considerations)

<https://www.regional.nsw.gov.au/meg/community/geotrails>

<https://www.slideshare.net/leisuresolutions/engaging-with-the-greater-china-region-case-studies-for-taiwan-and-china>

<https://www.slideshare.net/leisuresolutions/australianchinese-partnership-creating-new-geotourism-opportunities>

<https://www.slideshare.net/leisuresolutions/tourism-for-tomorrow-spotlight-session-segra-2017>

<https://www.ttf.org.au/wp-content/uploads/2017/08/TTF-Unlocking-our-Great-Outdoors-August-2017.pdf>

https://www.leisuresolutions.com.au/wp-content/uploads/2021/06/austradesubmission_AGC_11June2021.pdf

https://www.leisuresolutions.com.au/wp-content/uploads/2019/09/selectcommittee_submission_AGc.pdf

<https://en.unesco.org/global-geoparks/list>

<http://asiapacificgeoparks.org/>

<https://www.gleninnesexaminer.com.au/story/6840196/groups-ambitious-discovery-of-new-englands-chinese-history/>

<https://www.gleninnesexaminer.com.au/story/7238729/our-regions-chinese-history-inspires-artist-during-placement/>



Thank you for your time!