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The resource is suitable to assist students studying VCE Geography - Unit 2 Tourism

In this unit students investigate the characteristics of tourism, with particular emphasis on where it has developed, its various forms, how it has changed and continues to change and its impacts on people, places and environments.

The study of tourism at local, regional and global scales emphasises the interconnection within and between places. There is an interconnection between places tourists originate from and their destinations through the development of communication and transport infrastructure, employment, together with cultural preservation and acculturation. The growth of tourism at all scales requires careful management to ensure environmentally sustainable and economically viable tourism.

Students undertake fieldwork in this unit and report on fieldwork using the structure provided.

Area of Study 1: The Characteristics of Tourism

Key knowledge:

- The characteristics of domestic and international tourism
- The changing characteristics of tourism over time
- The location and distribution of different types of tourism and tourist destinations

- Factors affecting the different types of tourism at selected locations
Including:
 - natural and human characteristics of host destinations
 - development of transport and communication technology
 - international agreements and national policies
 - changing income and lifestyles
 - investment and marketing
 - regional occurrences, for example major events, disasters, diseases, and economic and political situations
- the use of spatial technologies by the tourism industry for the identification of different types of tourism and tourist destinations and the factors affecting domestic and international tourism

Area of Study 2: The Impacts of Tourism

Key knowledge:

- The environmental and economic impacts of tourism
- Socio-cultural impacts of tourism at origin and destination
- The range of management strategies responding to environmental, economic and socio-cultural impacts, and the consequences of these responses
- The effectiveness of management strategies in response to the impacts of tourism
- The environmental sustainability, economic viability and socio-cultural value of tourism
- The role of planning for sustainable outcomes in tourism

We acknowledge the Traditional Owners of the land on which we live, work and learn, the Bunurong. We pay our respects to their Elders past and present.

Historical Timeline

For many thousands of years Aboriginal people travelled to the island to collect shellfish, fish, Short-tailed Shearwaters (Muttonbirds), wallabies and ochre.

Late 1700s

Europeans started to enter the area by boat to hunt seals.

1798

George Bass entered and named the bay of Western Port and Seal Rocks.

1842

The McHaffie brothers rented Phillip Island, clearing vegetation by using fire, and introducing stock to graze the land. In the 1880s, Patti Phelan became the first owner of the Summerland Peninsula.

1910-1930's

The way tourists have visited Phillip Island and experienced the Little Penguins has changed over time.



1910 - Family picnic in the penguin habitat on the Summerland Peninsula.

What do you think the impact of this activity has on the habitat and wildlife?



1940's - Family photo at the penguin parade.

What do you think of holding a wild animal, a penguin for a photo?

Images (Left to right)

1. Summerland Peninsula was purchased in 1914 by AKT Sambell (Albert Keaston Trenavin Sambell). Mrs Eleanor Sambell suggested bringing visitors out from the Cowes Guest houses to see the penguins. This road led out to the Nobbies, and people would picnic at Cat Bay and see penguins. Note the children nursing a penguin like a baby.

Today, while our field researchers do need to handle penguins, it is done as selectively and minimally as possible.

2. This photo is from the 1940's and shows one of the Penguin 'Rangers' enabling guests to hold a penguin for a photo.

Half-Day Car Trips.

MORNING or AFTERNOON.

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Rookeries. View the Seals. 5/-

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and

NATIVE BEARS

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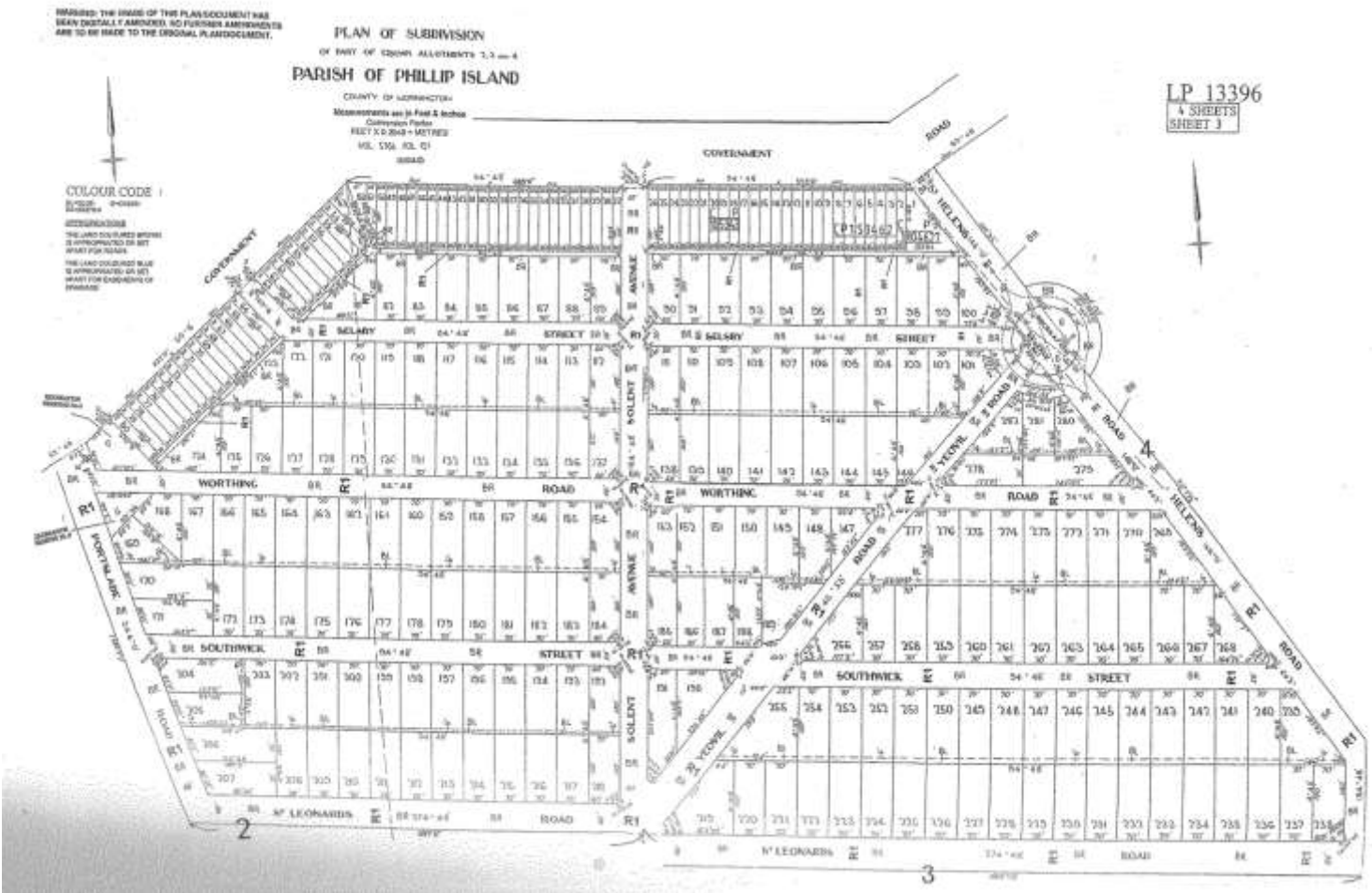
What can you see in this picture?

-People sitting in habitat

-Ranger guiding and viewing with a torch – would have been blinding for the penguins.

Around **1910-1930**, Phillip Island residents Bern Denham, Bert West and Bert Watchorn began to take tourists by torchlight to see the little penguins' nightly arrival on the beach on the Summerland Peninsula. The first access road was built in late 1927, a golf course was constructed, and Summerland Peninsula was divided into 774 housing allotments.

1926 – Albert Sambell planned ‘Summerland’ Housing estate (Below)



1920's – Golf Course on the penguin colony



Overlay of Summerlands Golf Course over the view of current Penguin Parade Visitor Centre – note both the new Penguin Parade Visitor Centre under construction and the previous visitor centre yet to be demolished.

Golf Course closed down during World War II, briefly reopened afterwards but closed for good in 1947.

1924 State Government establishes Fauna Reserve at Swan Lake to protect the Short-tailed Shearwaters.

1930's Four hectares of land on the Summerland Peninsula was given to the 'people of Victoria' by Spencer and Alexandrina Jackson for the protection of the Little Penguins. First bridge to Phillip Island built in 1939.



1955 The then Department of Fisheries and Wildlife, after recognising the impact the Summerland Estate was having on Little Penguins, established a large reserve over the penguin colony. The Shire of Phillip Island in conjunction with the National Parks and Wildlife Service assumed responsibility, with Bert West as the manager. Fences and concrete viewing stands were erected to control the public view and access to the beaches and Little Penguin nightly viewing.



Summerland Beach and penguin viewing stands.

1966 - Seal Rocks declared a State Faunal Reserve.

1968 - Penguin Study Group established. The nightly count of penguins begins. This count continues to this day and is one of the longest continuous studies of wildlife in the world.



1960's - Penguin viewing on the beach

Little Penguins use the same pathways to return to their burrows. How would a large crowd standing in these pathways impact the penguins?

Management of people moving through and viewing from the beach and habitat was not always effective. Especially during busy holiday periods. Below: Thousands of visitors (including a dog) in 1978





What management strategies (and lack of management strategies) can you see through the 1970's and 1980's?

1970's – seating, handrails / no management of numbers, people all over beach.

1980's – Rangers walking with penguins (not ideal, unnatural), seats, pathway for penguins, lighting. A garbage bin.

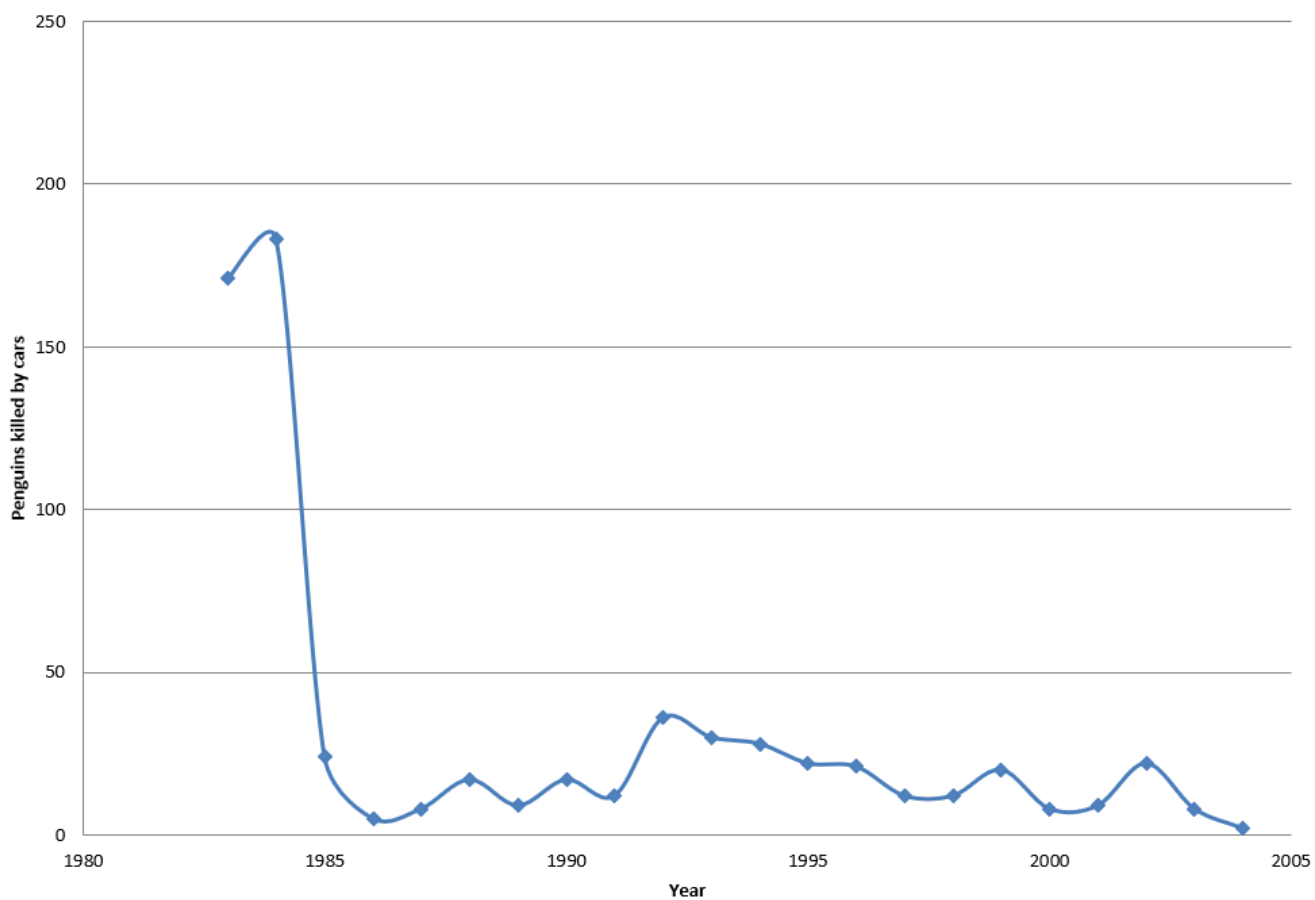


Summerland Housing Estate - A mix of permanent residential and holiday houses

Through the 1970's and 80's, the Summerland Estate consisted of 183 houses. The empty blocks were slashed to remove fuel for fire hazards. The powerlines installed to service the estate were quickly corroded due to the salty, coastal conditions. Salt build-up on the powerlines caused several power failures and fires. In response, any blocks which were not build on, were slashed of native vegetation to reduce the fire hazard. This meant a significant loss of habitat for little penguins.

With people, come cars, pets (dogs and cats)

WARNING GRAPHIC IMAGE SHOWING DEAD ANIMALS (Penguins, fox and cats)



The penguins had to cross the roads to get to their homes each night. Between 1982 and 1984, 319 penguins were killed on the roads. Up to 180 penguins killed by cars each year.

Destructive impact of Feral Animals



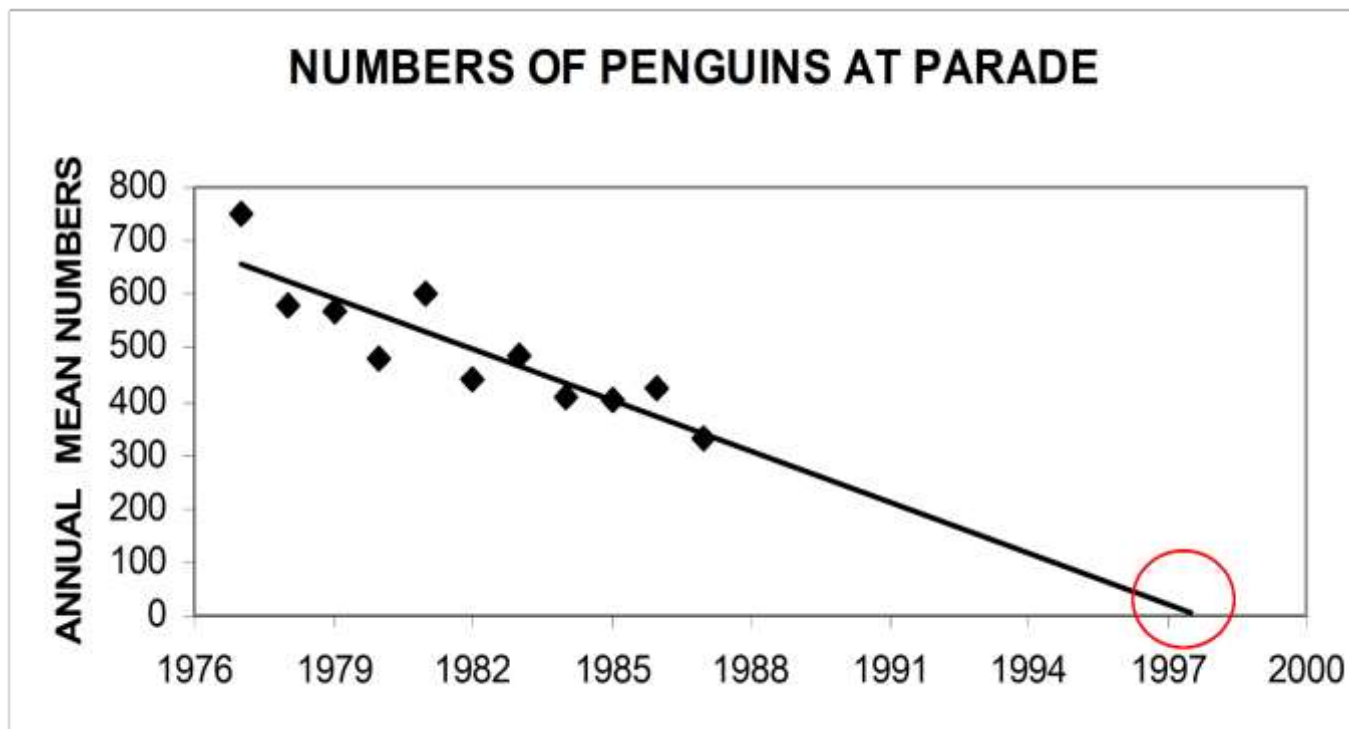
Along with people, habitat loss, cats, dogs and foxes were damaging the population of penguins in the Summerland colony.

1984 - The Phillip Island Penguin Reserve Committee of Management was formed, including local Shire, tourism, scientific, conservation and Government representatives. This committee cared only for the Summerland Peninsula including the Penguin Parade, Swan Lake and the Nobbies.

In this year, the minister for planning and environment released the results of the Summerland Peninsula Study.

This study concluded that before the year 2000 the little penguin would be extinct on Phillip Island. This was largely due to the impact of people both tourist visitors and residents with holiday houses in Summerlands. Pressures from predators such as foxes and domestic / feral cats also contributed to the decline.

Something dramatic needed to happen.



Something dramatic did happen!

1984 – The housing estate roads began to be closed at sunset. Residents were allowed into the estate at night with a ranger on duty until 1am controlling access for residents only.

1985 - The Penguin Protection Plan was announced to include scientific research, preparation of a management plan, fox control program and the buyback of the Summerland Peninsula.

The Government purchased both vacant land and houses each year. Initially it was a voluntary buy back. The vacant houses were then auctioned for removal and relocation. The last handful of properties resisted the buy back and required court action to proceed to compulsory acquisition.



In 1985, \$10.5 million was allocated from State Treasury at \$1 million per year to complete the buyback.

“The colony was being eroded at an alarmingly rapid rate,” said Peter Dann, the research manager at Phillip Island Nature Park. Dr. Dann has worked for the park since the early 1980s and was one of the authors of a study that led to the Summerland property buyback.

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Summerland residents slam Government decision

Premier Cain's visit to Phillip Island recently exhibited just how opposed the residents of the Summerlands Estate are to the government's announcement that it will turn the whole of the peninsula into a reserve.

The Premier, along with Mrs Joan Kirner, the Minister for Conservation, Forests and Lands, met with loud protests as they arrived at the Penguin Reserve.

Willent cries of 'shame, Mr Cain, shame', could be heard as the Premier entered the marquee.

The program for buying back private land, Mr Cain announced, would cost the government \$10.5 million over the next 15 years in order to protect and extend the penguin habitat.

One million dollars is expected to be spent in buying land in the 1985-86 financial year and in close proximity to penguin habitat will be the first to be purchased.

Announced

Mr Cain announced that the Penguin Protection Plan would have "five main thrusts."

"A major three year scientific research program to deal with the problems of penguin starvation."

"A \$20.5 million land purchase program to

protect the penguin habitat, and

"A comprehensive management plan for the whole penguin reserve to ensure its protection and balanced development."

Disaster

"It would be a disaster for Victoria if the penguin numbers were to decline to the extent that the magnificent spectacle of the parade was lost to us," said Mr Cain.

"Unfortunately, if current trends continue, we could be facing that prospect."

"What we are fighting to save here is more than just a unique colony of native birds."

"We are also trying to protect probably the State's most significant tourist feature and a major economic asset."

"Indeed, the economic benefit to Victoria directly related to Phillip

Island's penguin is conservatively estimated at \$11 million a year."

Mr Cain said the decline in penguin numbers on the island had been evident for a long time.

While penguins were to be found over most of the island's shoreline in the early days of European settlement, the stage had now been reached, through urban and agricultural development, where the colony had contracted to the Summerland Peninsula at the western end of the island.

Initiatives

Since the Cain government came into office there had been a number of initiatives taken to protect the penguins, including upgrading the Penguin Reserve Committee of Management by including the expertise of the National Parks and Fisheries and Wildlife Services, employment of more rangers and a new manager, lending to protect the birds from pre-

dictors by increasing urban and land-based developments on the Summerland Peninsula, and secondly, and most recently, we have lost a large number of birds through starvation.

Commissioned

"We are dealing with both these matters."

Mr Cain said that in May last year the government commissioned an interdepartmental study team to prepare recommendations for a long-term land management strategy for the Summerland Peninsula.

Earlier this year it had called together a group

of scientists to advise on the type of research that may be needed to determine the causes of penguin starvation.

The recommendations of the study team and the scientific panel formed the basis of the Penguin Protection Plan.

Mr Cain said penguin deaths from starvation were almost certainly due to some change in the marine environment, but the nature and causes of the change remained unclear.

Research was needed to determine whether the change was natural or 'man-induced' and whether it could or should be controlled.

"To answer these questions the government had decided to allocate \$340,000 to five research projects to be conducted over the next three years."

"These projects will include work which has been done nowhere else in the world before."

"Some very sophisticated technology will be used, including an electronic device for tracking penguins at sea and satellite-based remote sensing equipment."

Mr Cain said it was the view of the study team that the use and development of private land on the Summerland Estate posed an on-going and unacceptable threat to the penguin population.

"The government accepts this view and as a result it is our intention to undertake a land purchase program aimed at acquiring all freehold land on the peninsula over the next 15 years."

(Cont. on P.3)

Right: Many children and their parents carried posters expressing their dismay and anger at the Government's decision.

Below: As Mr Cain spoke he was continually interrupted by the jeering crowd.



Inside:

- Police reassurance on 'bike meeting'.
- Ideas to improve your home in our feature P6 - 7.

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While the Summerland Buyback scheme has been positive for penguins, how has it impacted people?

[To Save Tiny Penguins, This Suburb Was Wiped Off the Map](#)

– New York Times Article

Summerland buyback: around 150 housing lots, 1 shop, 1 motel and a Golf Course were purchased by the State Government to become Crown Land which is managed by the Nature Parks as habitat for wildlife.

Quote from the New York Times: The story of the transformation of the Summerland Peninsula from a coastal suburb into a wildlife habitat and world-class tourist spot is one of unusual government foresight. It also reflects the vital Australian tourism industry's heavy reliance on wilderness and wildlife resources, and the economic threats posed by environmental degradation.

Many people who owned land or a house on the Summerland Peninsula were devastated about losing their holiday houses. There was also a lot of controversy about the impacts of tourism on the environment vs the impact of residents living in the area of land required by the penguins.

The state government initially allocated about \$7 million, or about \$17 million in today's money, for the effort. But because of financing issues, the buyback took a decade longer than originally planned. This gave some residents more time in their properties, but it also left them in a state of limbo. They were banned from building or upgrading in any way.

Dr. Dann, who himself was a onetime renter on the peninsula, said he understood the anguish. "I have lots of empathy — these are people who have spent countless Christmases and holidays here, who made intergenerational family memories."

1996 - The current Phillip Island Nature Parks was created incorporating lands previously managed by the Shire and Department of Conservation and Environment. The buyback and removal of the houses on the Summerland Peninsula continued.



One of the last houses being removed from the Summerland Peninsula.

2010 The completion of the Summerland Estate buyback achieved.

2011 Final houses and infrastructure were removed, with an ongoing program of revegetation and rehabilitation of the penguin habitat continuing. No penguins killed by foxes for the second year in a row.

No cost spared for penguins

The Phillip Island penguins are getting first consideration in all of the new \$3.3 million works under way at the penguin parade, according to manager, Peter Thomas.

By Noel Maud

The massive rebuild has been timed to minimally disrupt the penguin's breeding cycle.

The contractors have been told to bend over backwards to ensure the penguins are not inconvenienced in their nightly journeys between sea and burrows.

And the work itself is designed to improve the lot of the world's most looked at wild birds.

At present tourist get priority, with gates closed against the penguins until humans

leave.

The new boardwalks will allow the penguins to pass at their leisure beneath the gawking humans.

And in the space age new display area, it is proposed to have penguins breeding in the full gaze of the public, without the birds being aware of being a peep show special.

For many years some intrepid penguins at The Nobbies have returned to the most public breeding burrows in the world.

There the humans have

access to the penguins through lids in the top of the burrows.

Despite being peeped at, prodded and poked nightly, some birds have returned year after year.

Mr Thomas said it is hoped to encourage penguins to breed in man-made burrows in the new display centre, with one-way glass allowing people to view proceedings.

Once this is accomplished, the old lift-top burrows will be banned and the penguins allowed to breed there in private.

A new visitor centre to educate the public on Penguins and their sensitivity to human disturbance.



1990's



Phillip Island Nature Parks, established in 1996 has developed a number of strategies to manage the impact of visitors in wild places.

At the Penguin Parade, the Nobbies and at the Koala Conservation Reserve raised boardwalks are built to enable visitors to get close to wildlife without walking directly on top of and damaging habitat.

Note the introduction of a 'premium' seating option: Penguins Plus.

2015



- Skybox – located between the two general viewing stands, where rangers count penguins each night.
- Penguins Plus grandstand upgrade. Premium viewing with new price point.
- Guided Ranger Platform. Premium area for one of the nightly guided tours.

2018



Construction underway of the new Penguin Parade Visitor Centre. A new \$58 million project with 48 million contributed by the State Government. Completed mid-2019.

The new centre built in the carpark footprint of the old centre (visible in image) has restored an important 6.7ha of habitat for the penguins and provides an amazing new facility for our visitors.

2019



The 1988 centre is demolished, and the new centre completed and opens in July 2019.

The Penguin Parade Visitor centre is built with passive design to be sustainable. Features include:

- 666 x 310 solar panels on a 206.46kWp system. That's the equivalent output of 1032 people running on a treadmill. Roughly equivalent to the output of 52 homes with high end solar systems.
- 54,600 native plants: shrubs, grasses and trees have been planted around the new building.
- Treated water used in toilets throughout the building.
- 150,000L tanks stored under loading bay.



Revegetating the site of the previous Visitor Centre – returning it to penguin habitat.

Our Vision at the Nature Parks is to be a world-recognized place of conservation excellence, providing outstanding and authentic natural experiences for all who visit. The new visitor centre build in the carpark footprint of the old centre has returned an important 6.7ha of habitat for the penguins and provides an amazing new facility for our visitors to enjoy and to engage with the ethos of ‘taking action for nature.’