



SELTMP

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OCEANS AND ATMOSPHERE FLAGSHIP, LAND AND WATER FLAGSHIP
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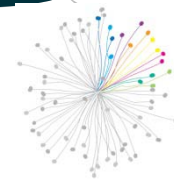
National Environmental
Research Program



Australian Government
Great Barrier Reef
Marine Park Authority



GREAT BARRIER REEF
foundation



Overview



Integrate people into management

Develop baseline

Integrate knowledge

Identify data gaps

Integrate all datasets

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GREAT BARRIER REEF
foundation





Purpose

Integrate people into management

Traditional Owners

Tourism

Ports & shipping

Commercial Fishing

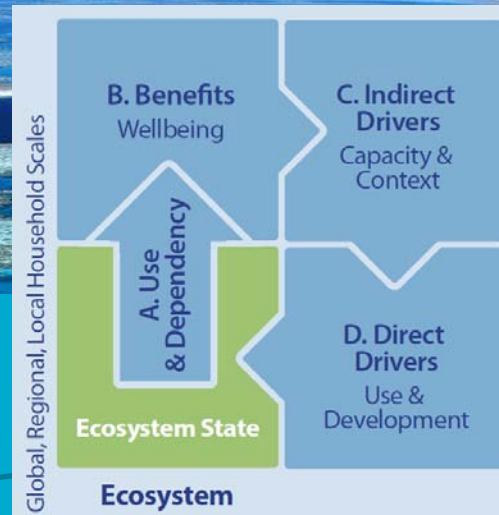
Agriculture

Coastal residents

Australians

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Value



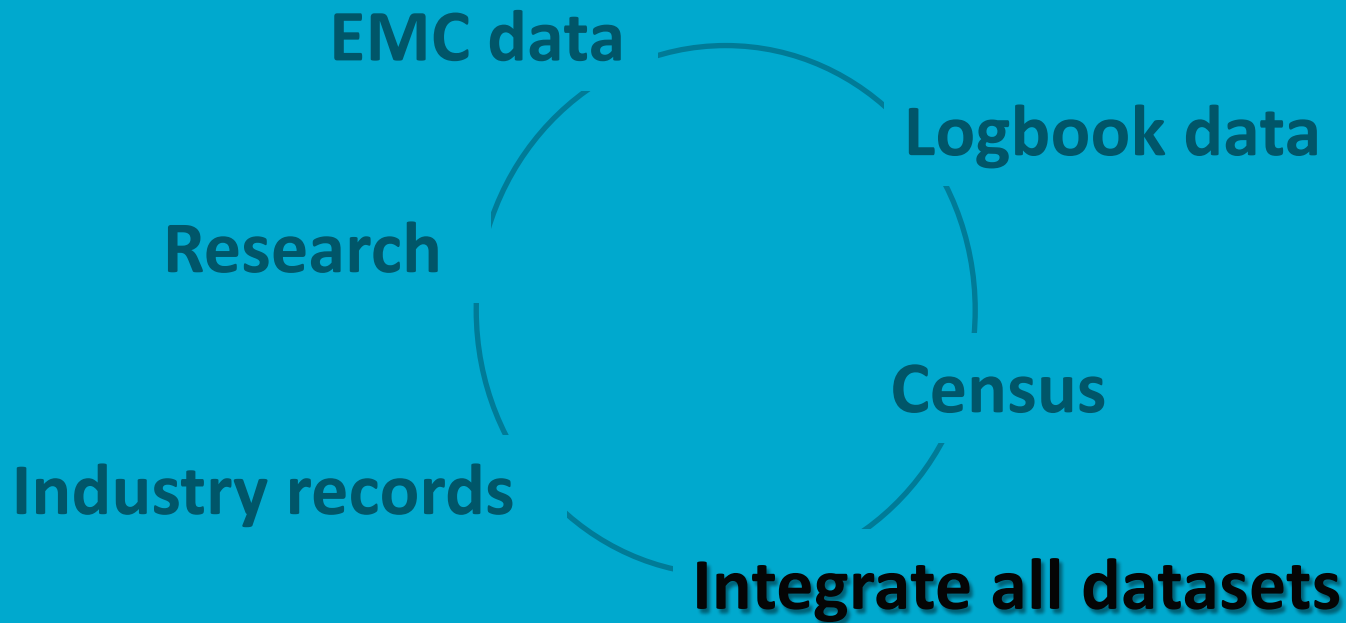
Formal knowledge

Integrate knowledge

Informal knowledge

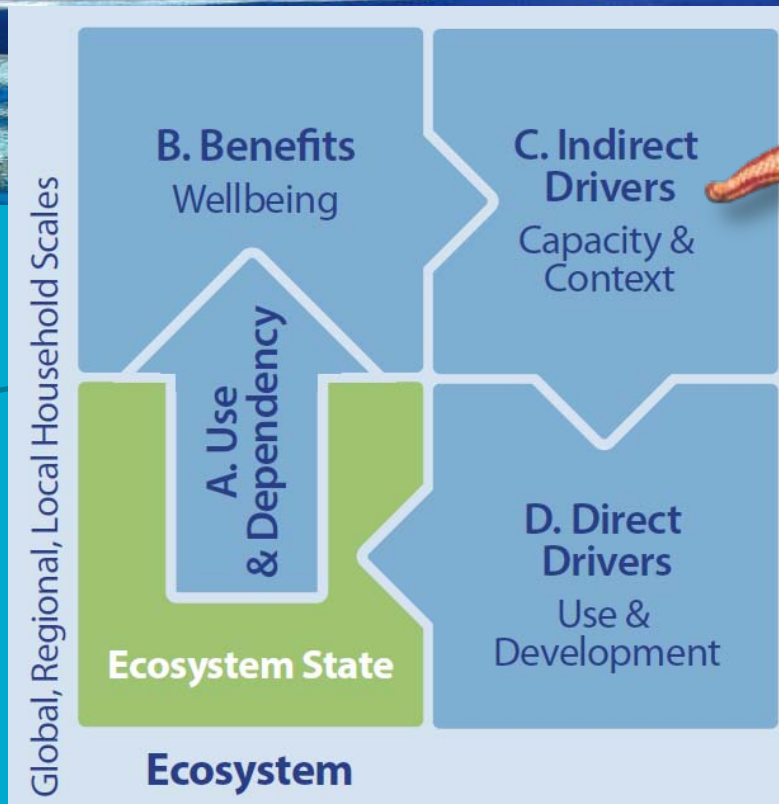
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Adding Value



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Approach



Identify data gaps

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Methods

Develop baseline

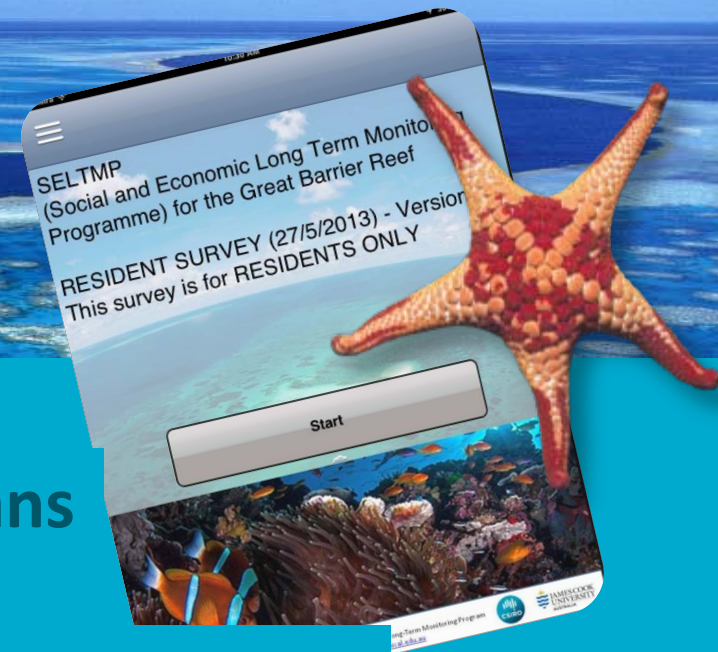
211 Fishers

3,000 Australians

3,000 Locals

3,000 Tourists

119 Tourism ops



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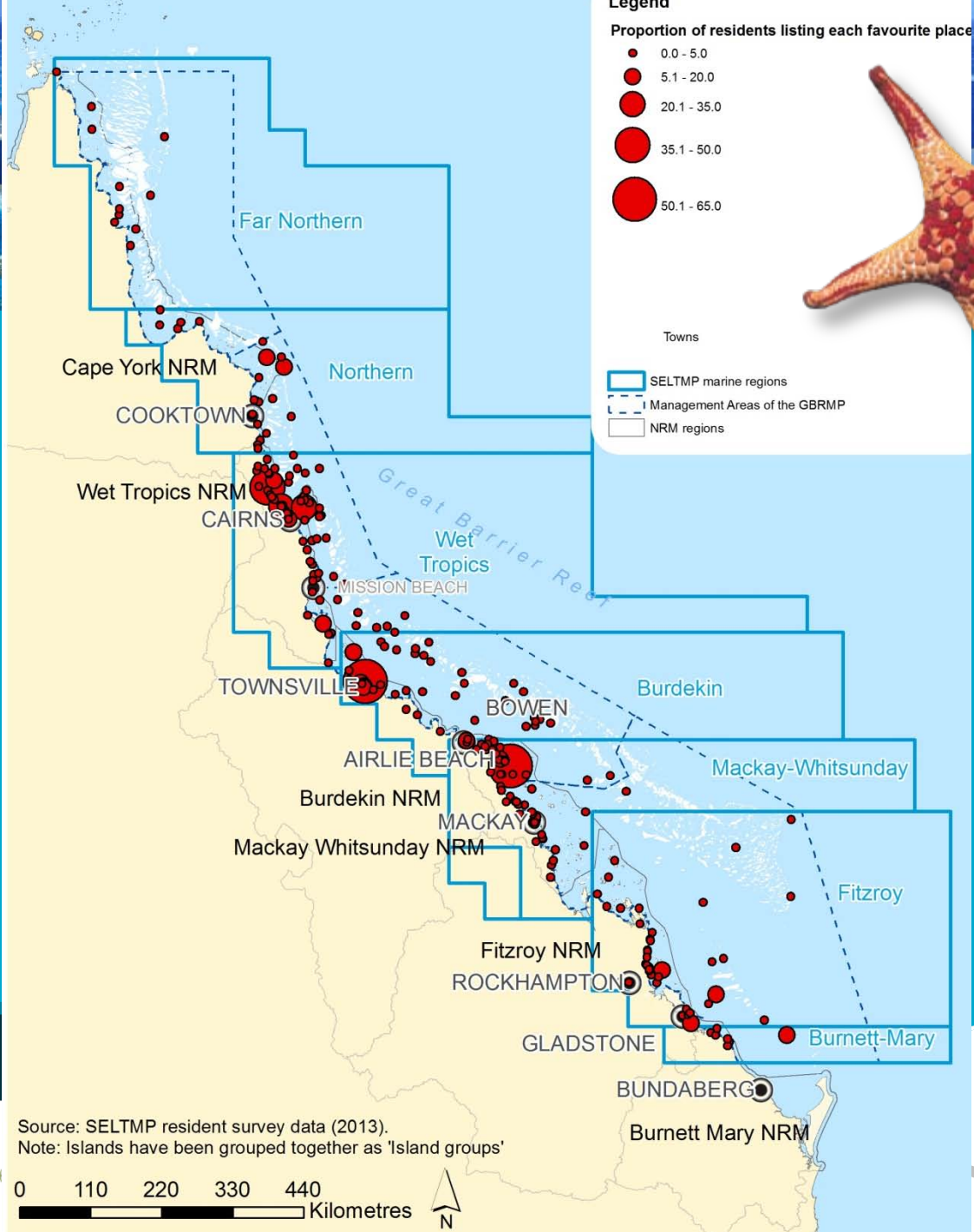
Results

Use: Favourite Places

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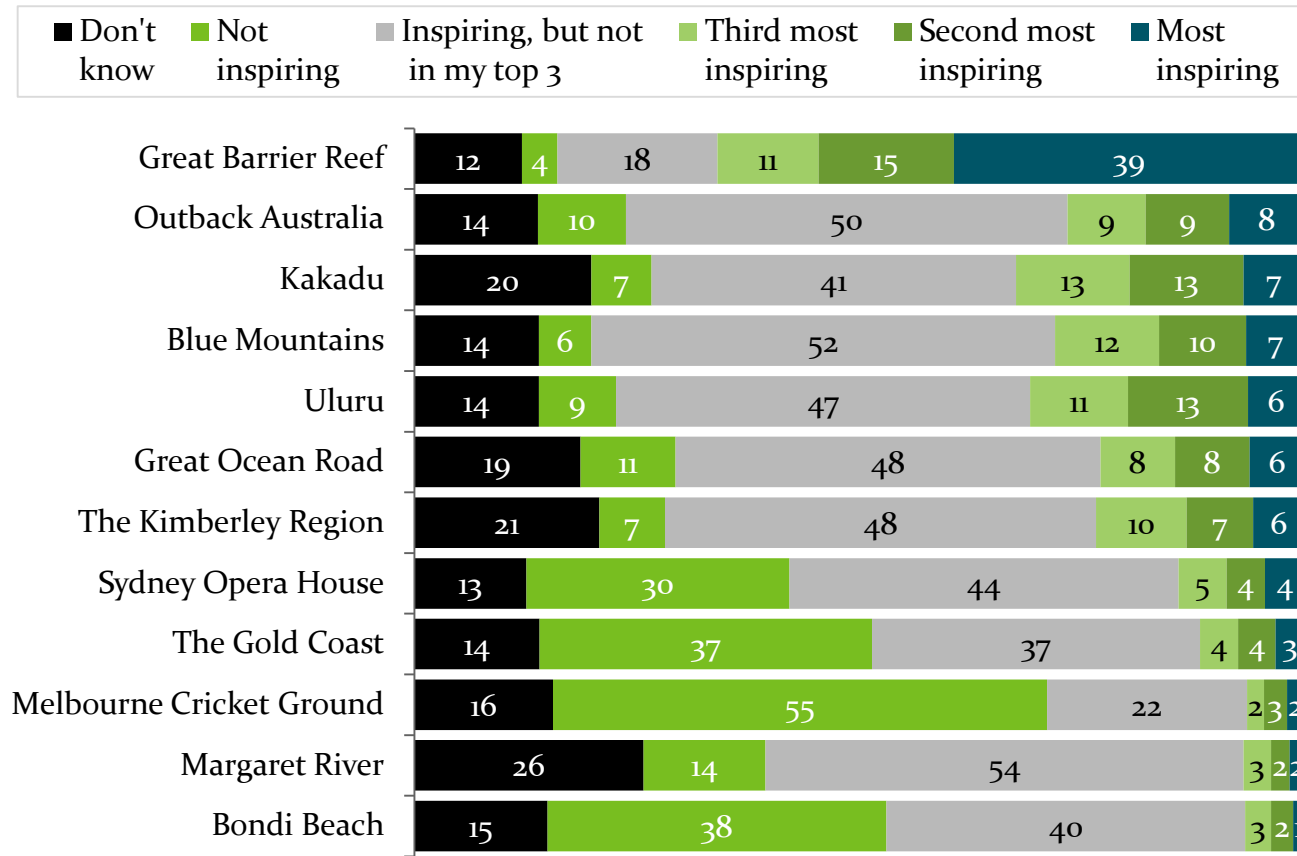
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Inspiring...

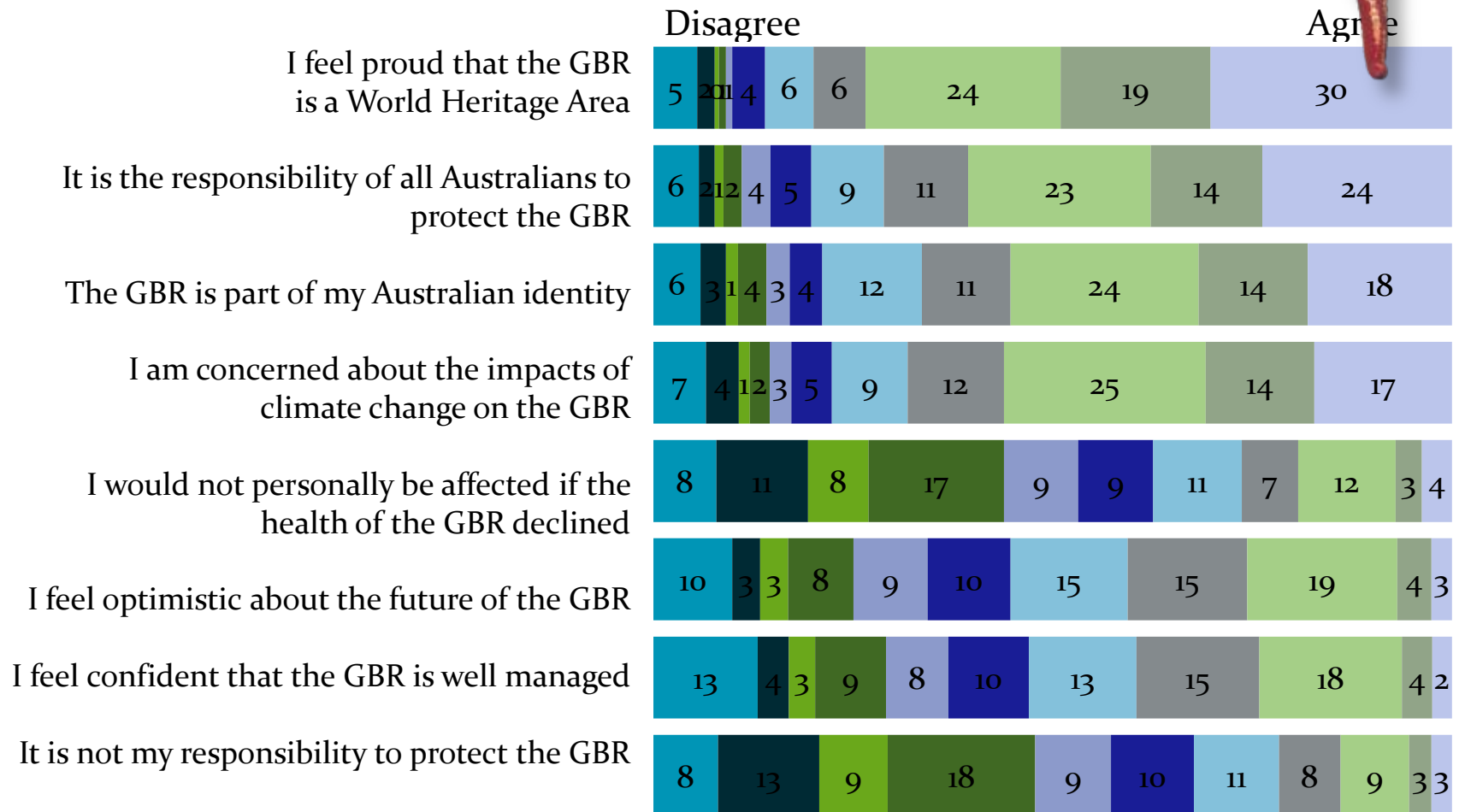
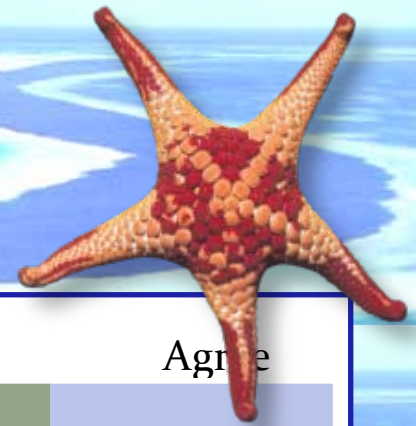


Q: Below is a list of places in Australia that people have said are inspiring. Please rank the following in terms of how inspiring they are to you.





Australian identity



Local Identity



There are many other places that are better for than the GBR for the recreation activities that I enjoy



I feel proud that the GBR is a World Heritage Area



The GBR is part of my identity



1 Strongly Disagree 2 3 4 5 6 7 8 9 10 Strongly Agree

Tourist perceptions



“The aesthetic beauty of the GBR is outstanding”



“The place that I most recently visited in the GBR is NOT in great condition”



“I feel optimistic about the future of the GBR”



1 Very strongly disagree
 2
 3
 4
 5
 6
 7
 8
 9
 10 Very strongly agree

Tourist values



"I value the GBR because it supports a variety of life, such as fish and corals"



"I value the GBR because it supports a desirable and active way of life"



"I value the GBR because we can learn about the environment through scientific discoveries"



"I value the GBR because it attracts people from all over the world"



"I value the GBR for the fresh seafood it provides"



1 (Very Strongly Disagree) 2 3 4 5 6 7 8 9 10 (Very Strongly Agree)

Tourism Operators



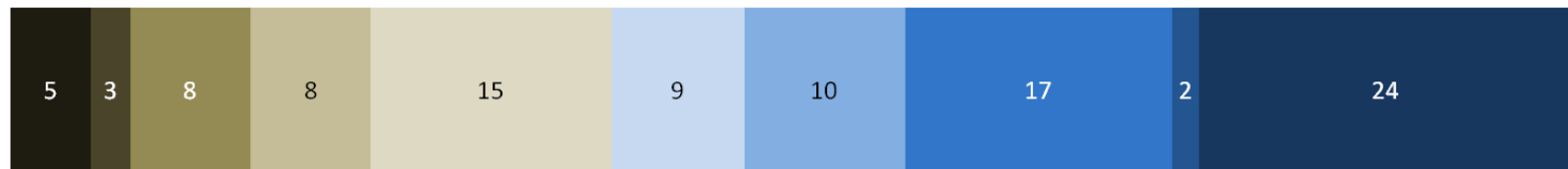
“The aesthetic beauty of the GBR is outstanding”



“The areas that my operation uses in the GBR are NOT in great condition”



“I am optimistic about the future of the GBR”

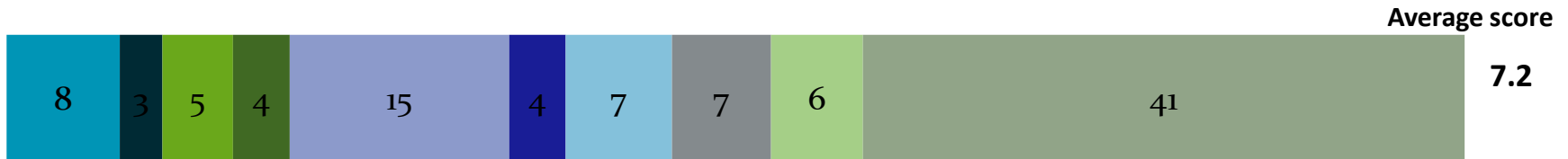


■ 1 Very strongly disagree
■ 2
■ 3
■ 4
■ 5
■ 6
■ 7
■ 8
■ 9
■ 10 Very strongly agree

Commercial fishers



I wouldn't want to be anything other than a commercial fisher



The fishing industry to me is not just a job – it is my lifestyle



I plan to still be a commercial fisher in 5 years time



1 Strongly Disagree 2 3 4 5 6 7 8 9 10 Strongly Agree


Partnering



Integrate people into management



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Using SELTMP

Research

Scenario testing

M&E

Context

SIA

Linkages

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Summary

Integrate people into management

Develop baseline

Integrate knowledge

Identify data gaps

Integrate all datasets

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Thanks



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