

The Kokoda Track Foundation

Eco-trekking Kokoda

A Plan for Sustainable Tourism





FOREWORD

Major The Hon Charlie Lynn, MLC, psc (Retd)

When I first trekked Kokoda in 1991 I was both surprised and disappointed at the neglect of such an important part of our military heritage. The track bypassed the famous ‘Golden Staircase’ on Imita Ridge; major battlesites had been reclaimed by the jungle; ordnance from the campaign lay rusting in the mud, no official monuments or memorials had been erected; and the people who had supported us so selflessly during our hour of need had been forgotten.

It was evident that the Kokoda Trail had been ignored by successive Australian Governments since the end of the Pacific War in 1945.

In 1992 I wrote a paper calling for the PNG Government to recognise the benefit of developing Kokoda as an adventure destination:

‘In the short term PNG should focus its tourist development on its natural assets – the country and its people. And it should develop policies to cater for the niche adventure market.

‘The Kokoda Trail is an ideal model. The trail has a special aura because of its significance in the war. The rugged beauty of the Owen Stanley Range and the nature and disposition of the villagers along the trail are unique attractions to the adventure tourist.

‘Tourism along the trail will create social and economic benefits for the villagers. Local guides will be employed, food will be procured, accommodation will be used, and artefacts will be purchased.

‘The 50th anniversary of the campaign across the Owen Stanley Range is a unique opportunity to refocus international attention to the challenge, the rigours, and the people of the Kokoda Trail. It provides an opportunity for the government of PNG to establish a model for adventure tourism which would otherwise take many years to establish’.

In 1994 I submitted a paper calling on our Federal government to seek to proclaim the Kokoda Trail as a National Memorial Park:

‘Any plan that is developed should consider the fact that PNG does not have a welfare system and the Koiari and Orokaiva people who live along the track operate a subsistence economy. They are also the custodians of the land on which the battles that saved Australia were fought.

‘If we develop our long term plan around providing a regular source of income for them we can be assured that they will protect and honour the battlesite we restore, the educational memorials we build and the village museums we assist with.

‘The objective of the master plan should therefore be to develop a self-sustaining eco-adventure trekking industry for the Koiari and Orokaiva people who live along the Kokoda Trail.’

It was difficult to progress the idea as the responsibility for such a plan did not fit neatly into a single Ministerial portfolio. I was advised by the Minister for Veterans Affairs that the government did not have a master plan for the development of the Kokoda track. With the concurrence of the Minister I volunteered to develop one.

I enlisted the support of Kelvin Templeton of Templeton-Galt who later engaged Dr Stephen Wearing of the University of Technology Sydney and Mr Paul Chatterton of the World Wide Fund for Nature in PNG to conduct workshops in Sydney, Port Moresby, Efogi village and Kokoda.

Eco-trekking Kokoda – A Plan for Sustainable Tourism Revisions

In 2003 my company, Adventure Kokoda Pty Limited, funded the establishment of the Kokoda Track Foundation to raise funds for the strategic plan and to develop shorter term educational, health and sporting initiatives for the Koiari and Orokaiva people along the track.

We then engaged Colonel David Knaggs of Davendish Consulting to facilitate workshops and write the plan.

I am indebted to the Directors of the Foundation, namely Kelvin Templeton, Yahoo Serious, Peter Thomas, Patrick Lindsay, Paul Croll, Genevieve Nelson, Dr Michael Cooper, Andrew Schauble, Brett Kirk, Gillian Marks, Sue Hoopman and Tony Stewart who were generous with their time and expertise. We were ably supported by our Secretary, Natalie Shymko; our Treasurer, Tiffany Couch; our Solicitor, David Frecker and our Auditor, John Flynn who provided their services in an honorary capacity.

I am also indebted to the Chief Executive Officer of the PNG Kokoda Track Authority, Mr. Warren Bartlett and his Board Members; representatives of the PNG National Government, Central and Oro Provincial Governments; Koiari and Kokoda Local Level Government authorities; and the clan leaders, landowners and other stakeholders along the track who hosted and participated in our workshops in PNG.

I wish to thank the RSL and Services Clubs Association, the Victorian Branch of the RSL, Johnson and Johnson, Templeton-Galt, WWF, the University of Technology Sydney and Adventure Kokoda for their corporate support. I also wish to thank the numerous individual donors who have ensured that village students will now have a better chance of obtaining a proper education and that villagers along the track will benefit from some of the medical supplies and sporting equipment we have delivered to them.

This is the first step in the process of having the Kokoda Trail proclaimed as a National Memorial Park and achieving a World Heritage Listing. I commend it to the Australian and PNG governments and urge them to use it as a reference document in the development of Kokoda and other significant Pacific War battlesite as the basis of a sustainable eco-tourism industry for PNG.

Lest We Forget.



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30 June 2006



FOREWORD

Major General Bill Crews, AO (Retd)
National President, The Returned & Services League of Australia

For Australians, Gallipoli is the iconic campaign of World War 1. Arguably Kokoda is that for World War II. It was over the Kokoda Track in 1942-43 that Australians, with the critical assistance of Papua New Guineans, halted and defeated the Japanese advance south.

The increased appreciation by Australians of our military heritage has resulted in a thirst for experience at such iconic locations. In particular, Kokoda is seen as a physical challenge, following in the footsteps of those who fought to defend our nation. Of course, Kokoda is also accessible to many – more so than more distant battlefields.

Tourist numbers have grown substantially in recent years as a consequence of this appreciation and desire for adventure and, while encouraged, this has led to some environmental degradation. Further, if the experience is to be enhanced, more interpretive signage is required. Importantly, there needs to be a means of increasing the economic involvement of those who live in this area. These are, after all, the people and their descendants who worked alongside Australian servicemen and women during those significant years of conflict.

The key considerations, therefore, are the protection of the cultural and military heritage of the area, conservation of the natural environment, and providing for the social and economic development of communities living on and around the Track.

It is the objective of the Kokoda Track Foundation to address all of these considerations in this Development plan. The Plan deserves our close attention, endorsement and ongoing support. In a Nation beset with many post-independence challenges, this project offers a model for effective Australian-PNG cooperation which will both enhance the quality of life of the Koiari and Kokoda peoples, and the experience and appreciation of the many Australians and others who choose to visit.

I urge your endorsement of the plan.

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REVISIONS

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|------------|---------------|---|
| 1.1 | 18 April 2006 | Original version |
| 1.2 | 30 June 2006 | Include Forewords Revise Executive Summary Merge Sections 7 and 9 |
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EXECUTIVE SUMMARY

The Kokoda Trail in Papua New Guinea is, along with Gallipoli, one of the most revered place names in Australian history. The battle fought along the track against the invading Japanese in 1942 is widely regarded as the most significant battle fought by Australians in World War II. The qualities of mateship, endurance, courage and sacrifice are forever linked with the deeds of those young Australian soldiers and their indomitable allies, the ‘fuzzy wuzzy angels’.

A paper proposing that the track be declared a National Memorial Park was submitted to the Australian Government in 1994¹. The stated objective was ‘to develop a self-sustaining eco-adventure trekking industry for the Koiari and Orokaiva people who live along the Kokoda Trail’. Since that time, when there were few visitors to the area, the number of trekkers on the Kokoda Track has risen more than ten-fold. More than 3,500 are expected across the track in 2006, and demand is increasing rapidly. Tourism is acknowledged by the PNG Government as having the potential to be a significant driver of the economy and a primary source of foreign exchange.

The Kokoda Track Foundation was established by former army major, Charlie Lynn MLC in 2003. A key objective was to develop a plan for the Kokoda Track to be proclaimed as a National Memorial Park. The system of land tenure and the realization that important battlesites were owned by traditional landowners influenced our approach to the development of a strategic plan.

Australians trekking across the track to visit various battlesites will provide an incentive for landowners to earn an income from campsite fees, meals, provision of guides and carriers, etc. Other benefits for local communities would include education, health and sporting initiatives to establish relationships at the village level.

This realization led to the development of an objective to build a world-class sustainable tourism industry for the people of the Kokoda track which is capable of being modelled and replicated elsewhere in PNG and the South West Pacific. This plan, which has been developed in consultation with the University of Technology, Sydney and the World Wide Fund for Nature, is a first step in that direction. It is particularly concerned with providing for the social and economic development of communities living on and around the Track, the protection of the cultural and military heritage and the conservation of the natural environment through which the track passes.

Engagement of local communities is a fundamental and on-going process in the development of the plan. Several workshops involving representatives from local communities have been conducted over the past three years to ensure that the people are able to optimise the benefits from tourism and to take control of their own plans and development. In December, 2004 the Kokoda Track Special Purpose Authority (KTA) was proclaimed by the PNG National Government as a statutory government body of the Koiari and Kokoda Local-level Governments. Its primary purpose is to administer developments along the track through revenues raised in trekking fees. The KTA committee of management includes representation from clan leaders, landowners, provincial and local level government authorities, the PNG Tourism Promotion Authority, the National Cultural Commission and PNG community organizations. Through a strong partnership with local government representatives, the

¹ A Proposal for a Master Plan to Develop the Kokoda Track as a National Memorial Park.
Charlie Lynn 26 August 1994

intention is to hand over control of planning decisions and funding allocations to the host communities. Successful community development will primarily depend on good governance on the part of the KTA and community leaders who can exercise administrative responsibility, accountability and transparency in monetary transactions.

To be successful, a plan requires the active participation and commitment of stakeholders. In the case of the Kokoda track, stakeholders are numerous and diverse and have been involved from the inception of the planning process. They include landowners and clan leaders, Australian and PNG Government agencies, tour operators, tourists, service clubs and potential benefactors such as the PEDF (World bank) and the PNG Sustainable Development Fund.

The following goals have been identified and strategies proposed for their achievement:

1. Identify and preserve the military heritage values of the track through the development of interpretative memorials at significant locations.
2. Preserve the cultural heritage of the people living along the Kokoda Track
3. Provide protection for the Kokoda Track and the Owen Stanley Range as an area of outstanding biodiversity and universal natural heritage value
4. Build capacity in local communities to empower them to effectively participate in, and support, sustainable tourism
5. Develop an integrated approach to land use management and trekking based on sustainable practices
6. Protect and sustainably manage the areas surrounding the Kokoda Track for the benefit of local communities and visitors
7. Introduce effective governance, accountability and transparency to the KTA Committee of Management
8. Implement effective management systems for LLGs and communities
9. Implement and enforce standards and codes of conduct for tour operators, employees, trekkers and host communities
10. Develop and implement training programs for people engaged in tourism-related activities
11. Adapt the Kokoda model for sustainable tourism to other areas of military historical significance in PNG
12. Build the image of the Kokoda Track as a recognised world-class eco-trekking destination
13. Ensure the financial viability of tourism along the track
14. Provide for the safety and security of visitors to the Kokoda Track.

To successfully implement a plan involving as many stakeholders as this, a strategic management team will be required. Ideally, such a team would be set up as a joint Australian/PNG Government initiative and include representatives from the:

Eco-trekking Kokoda – A Plan for Sustainable Tourism Executive Summary

- Australian Departments of Foreign Affairs, Veterans Affairs, Defence, Tourism and Environment;
- PNG Tourism Promotion Authority, National Cultural Commission, Kokoda Track Authority; and the
- Returned Services League of Australia;

INTRODUCTION

The Kokoda Track (or Kokoda Trail, as it is otherwise known) came into existence in 1904, when it was established by the administration of what was then British New Guinea as the official overland mail route linking Port Moresby and the northern goldfields beyond Kokoda. Prior to that time, all that existed was a series of disconnected forest pads between the scattered communities along the otherwise-impenetrable Owen Stanley Range.

It was during the Second World War, when in 1942 the Japanese selected it as the axis for their advance on Port Moresby from Buna and Gona, that the Kokoda Track became a household name in Australia and PNG, if not throughout the world. In July 1942 the 39th Battalion, a poorly equipped and inexperienced Australian militia unit, was sent over the Track to Kokoda, where they faced an invading force of some 10,000 well-equipped Japanese troops highly trained in jungle warfare. Overwhelmed, the 39th Battalion was forced back to Isurava, where they conducted desperate defence until reinforced by veterans of the 21st Division AIF back from the Middle East. From there Maroubra Force, (as it was known), vastly out-numbered and poorly supplied, conducted a strategic withdrawal from Kokoda back to Imita Ridge.

Aided by the legendary Papua New Guinean carriers, or 'Fuzzy Wuzzy Angels' as they were fondly known, the Australians succeeded in preventing the fall of Port Moresby. Thus the Kokoda Track was the scene of some of the most heroic deeds of the war in the Pacific, and the name became synonymous with the noblest of human qualities: courage, sacrifice, mateship and endurance.

Figure 1: The Kokoda Track (DVA) From the end of the war until the early 1990s, only a handful of intrepid adventurers walked the Track each year. That number has been growing dramatically to the point that in 2005 almost 2000 trekkers made the journey, eager to honour 'those ragged bloody heroes' of the Kokoda campaign by following in their footsteps. The number is likely to double in the next few years.

In 1994, a submission was put to the Australian and PNG Governments that a project team be formed to develop a Master Plan to create a 'self-sustaining eco-adventure trekking industry for the Koiari and Orokaiva people who live along the Kokoda Track'². Despite active lobbying, nothing eventuated.

The Kokoda Track Foundation was established in 2003 in order to commemorate those who defended Australia and New Guinea against the invading Japanese forces during WWII. Its objectives are to:

1. establish the Kokoda Track and environs as a National Memorial Park, commemorating those who defended Australia and New Guinea against the invading Japanese forces during World War II;
2. educate young Australians in the significance of the Kokoda campaign and to promote the Kokoda Track as a 'pilgrimage' destination;
3. develop and improve the Kokoda Track 'experience' for trekkers from the historical, environmental and cultural perspectives;

² *2 A Proposal for a Master Plan to Develop the Kokoda Track as a National Memorial Park.*
Charlie Lynn 26 August 1994

4. build a world-class sustainable tourism industry for the people of the Kokoda Track which is capable of being modelled and replicated elsewhere in PNG and the South West Pacific; and
5. assist in the socio-economic development of villages along track, specifically in the fields of education, health and sport.

Immediately following the formation of the Kokoda Track Foundation, a proposal for the development of a Strategic Plan for Tourism was prepared.³ The development of a sustainable tourism industry based on eco-trekking along the Kokoda Track has been identified as the highest priority for the KTF, as it will provide the primary source of income to support the planned socio-economic initiatives for villagers along the track. The intention is to engage and empower the host communities, enabling them to pursue the goals they have set themselves in the five year development plans drafted during the workshops held at Port Moresby, Efogi and Kokoda. Self-sufficiency will be gained through revenues generated from trekking fees, accommodation, food production and associated activities. The plan focuses on the environmental, economic, social and cultural aspects of tourism development.

As a result of a rapid increase in the number of trekkers on the Kokoda Track (from less than 100 in 2001 to over 1000 in 2003) and disputes among landowners regarding the distribution of benefits from tourism, the PNG Government decided to establish a local level government body to manage the burgeoning tourism industry. The Kokoda Track Special Purpose Authority (KTA) was proclaimed by the PNG National Government on 11 June 2003 as a statutory body of the Koiari and Kokoda Local-level Governments under the Local-level Governments Administration Act 1997. The KTA committee of management includes representation from clan leaders, landowners, provincial and local level government authorities, the Tourism Promotion Authority, the National Cultural Commission, community organisations and tour operators.

This plan has been prepared for the governments of Australia and PNG by the Kokoda Track Foundation and its partners in the project, the KTA, the University of Technology, Sydney (UTS) and the World Wide Fund for Nature (WWF). UTS is a joint partner with the University of New South Wales in the Co-operative Research Centre in Sustainable Tourism (CRC Tourism). Other key stakeholders have been consulted throughout the process.

SUSTAINABLE TOURISM

Development of this plan has been guided by the principles on the implementation of sustainable tourism laid down by the United Nations Environment Program (UNEP). It is intended that the plan and its implementation will become a model for sustainable tourism initiatives elsewhere in PNG and the SW Pacific.

Sustainable tourism is defined as:

'... meeting the needs of today's tourists and host regions while protecting and enhancing the opportunity for the future. It involves management of resources in such a way that economic, social and aesthetic needs are fulfilled, while

³ KTF Proposal for a Strategic Plan: 6 August 2003 (Kelvin Templeton)

*maintaining cultural integrity and protecting the environment*⁴.

ECOTOURISM

Ecotourism (and eco-trekking) can be regarded as a subset of sustainable tourism. It is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.⁵

The UN Environment Program UNEP states that the key tenets of ecotourism are to conserve the environment, maintain the quality of the visitor experience, and provide benefits for local communities. This is achieved by ensuring that tourism planning is undertaken as part of overall development plans for any area, and that plans for the short-, medium-, and long-term encompass the following objectives:

1. Incorporate tourism planning with planning for all sectors and development objectives to ensure that the needs of all areas are addressed. (Tourism planning should not be undertaken in isolation.)
2. Ensure that plans create and share employment opportunities with local communities.
3. Ensure that plans contain a set of development guidelines for the sustainable use of natural resources and land.
4. Prevent *ad hoc* or speculative developments.
5. Promote development of a diverse tourism base that is well-integrated with other local economic activities.
6. Protect important habitats and conserve biodiversity in accordance with the Convention on Biological Diversity.

PLANNING APPROACH

The KTF adopted a three-phased approach to the development of a plan for sustainable tourism:

Phase 1: The formation of a multi-disciplined team and the conduct of a series of workshops to determine the needs and expectations of the key stakeholders.

Phase 2: The formation of a Steering Committee to oversee the development of the tourism strategy and the preparation of the terms of reference for the plan for sustainable tourism.

Phase 3: The preparation of a plan for sustainable tourism based on the outcomes of the workshops in Phase 1.

PHASE 1 (COMPLETED).

Four workshops were conducted during the period December 2003 to July 2005:

⁴ World Tourism Organisation

⁵ Ecotourism Australia (2003)

Eco-trekking Kokoda – A Plan for Sustainable Tourism
Section 1: Introduction

| Venue | Date | Theme | Participants |
|-------------------|------------------|--|---|
| Sydney NSW | 8 December 2003 | Setting Strategic Directions in Sustainable Tourism | KTF Directors |
| Efogi Village PNG | 28-29 April 2004 | Learning from Each Other for Good Tourism on the Kokoda Track | Clan leaders, land owners |
| Port Moresby PNG | 15 June 2004 | Towards a Strategy for Sustainable Tourism on the Kokoda Track | PNG stakeholders, including KTA, tour operators, service organisations, government agencies |
| Kokoda PNG | 15-16 July 2005 | Development of a Sustainable Tourism Plan and Review of Action Plans | Clan leaders, land owners |

In each case the workshops were facilitated by Dr Stephen Wearing, UTS and Mr. Paul Chatterton, World Wide Fund for Nature (WWF). The workshops resulted in a common vision for sustainable tourism on the Kokoda Track as well as Five Year Development Plans and One Year Action Plans for local communities. The outcomes of the workshops in Efogi and Kokoda are dealt with in more detail in Section 7, Community Engagement.

PHASE 2 (COMPLETED)

The Steering Group comprises:

| | | |
|----------------------|-------|--|
| Mr. Kelvin Templeton | Chair | Board Member Kokoda Track Foundation |
| Dr Stephen Wearing | | Associate Professor, School of Sport, Leisure and Tourism University of Technology, Sydney |
| Mr. Paul Chatterton | | Area Manager, PNG World Wildlife Fund for Nature |

The Steering Group has met regularly over the past two years, guiding the planning process and facilitating community workshops.

PHASE 3

Phase 3, the preparation of the plan, has been guided by world's best practice in sustainable tourism, borrowing from the work of the World Tourism Organisation (WTO), the Australian Government Department of the Environment and Heritage (DEH) and the UN Environment Program (UNEP).

A schematic of the methodology used in developing the plan is shown at Appendix 1. It is intended that this planning methodology, once approved, will be adapted for other sustainable tourism projects in PNG.

A fifth workshop was held in February 2006 to consider the final draft plan, with particular focus on the goals and objectives:

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Section 1: Introduction

| Venue | Date | Theme | Participants |
|------------------|---------------------|---|------------------------------|
| Port Moresby PNG | 21-23 February 2006 | Review the final draft plan for sustainable tourism | KTF, KTA, major stakeholders |

Key stakeholders were invited to attend. Participants, who included clan leaders, land owners and tour operators, were asked to consider the vision, goals and strategies. The results of those deliberations have been incorporated into the plan. On Day 3, an open forum was conducted during which a variety of issues were raised, including the role of the KTA and the collection and distribution of trekking fees.

VISION AND PURPOSE

VISION

The Kokoda Track will be a model of best practice for sustainable tourism and community development in Papua New Guinea and the South West Pacific.

STATEMENT OF PURPOSE

This plan addresses the requirements which must be met in order to achieve sustainable tourism on the Kokoda Track. It is particularly concerned with providing for the social and economic development of communities living on and around the Track, the protection of the cultural and military heritage and the conservation of the natural environment through which the track passes.

It is intended that the plan be submitted for approval by the Governments of Australia and Papua New Guinea, and that an inter-governmental body be set up to direct its implementation.

The plan is designed to be a dynamic document, reflecting the changing environment in which it is being implemented. It is hoped that it will provide a useful model for other areas in PNG and the South West Pacific which have the potential for the establishment of a sustainable tourism industry.

CONTEXT

CHARACTERISTICS OF THE KOKODA TRACK

ENVIRONMENTAL

The Owen Stanley Range, across which the Track winds, is a dramatic landform rising to over 3,800m ASL. It is one of the most important biological areas in the Asia Pacific region. On this Range alone are more species of plants than the entire World Heritage listed wet tropic rainforests of North Queensland. The Owen Stanley forests provide habitat for endemic birds of paradise, bowerbirds, finches, wallabies and numerous species of butterflies and plants. Features of aesthetic importance include waterfalls, gorges, rivers and large tracts of largely untouched forest. A report by the WWF on the South-East Papuan Rainforests is at Appendix 2.

These biological values have been neglected in the establishment of the Track Reserve and the trekking industry that it currently supports. The 10 metre wide reserve does very little to protect species or habitats. The proposal for a more extensive Kokoda Track reserve that includes forest areas over a wider section of the Owen Stanley Range deserves urgent support. This extension should consider possible links to the 300,000 ha conservation area proposed for the nearby Managalas Plateau.

CULTURAL

PNG comprises many small and fragmented societies, each with its own culture and language. Customs, belief systems, kinship and village structure can vary widely, even within relatively small geographic areas. The Kokoda Track runs through the Oro and Central provinces of PNG, home to the Orokaiva and Koiari people. The lifestyle of these communities has changed little over many hundreds of years, notwithstanding the social controls (religious and secular) exercised during the Australian administration.

Modern Orokaiva and Koiari people are friendly, generous and eager to embrace change. They view the development of a sustainable tourism industry as key to improving their socio-economic circumstances while preserving their culture and protecting their environment.

Throughout PNG, rural communities have a unique attachment to the land, and those along the Kokoda Track are no exception. Almost all the land through which the Track passes belongs to traditional owners and this tends to delineate cultural and heritage boundaries. While this system of customary tenure poses some challenges in the development of sustainable tourism, with the cooperation of all communities on the Track it can serve to facilitate, rather than hinder, development.

HERITAGE

To Australians in particular, it is difficult to overstate the heritage value of the Kokoda Track. The bitter military campaign fought out along the Track (then Australian territory) in 1942 against the invading Japanese was the first time that Australians had been required to respond to a direct military threat to their homeland. The heroic actions of the young men sent across the Track to halt the advance of the hitherto 'invincible' Japanese Army have come to be associated with the highest qualities of the human spirit: mateship, endurance, courage and sacrifice.

The Kokoda campaign might well have had a different outcome without the support of the magnificent 'Fuzzy Wuzzy Angels' – the Papuan stretcher-bearers and porters who evacuated

the wounded ‘with the devotion of a mother and the care of a nurse’⁶ and carried forward vital supplies. Many believe that due recognition has never been made for the invaluable contribution made by the people of PNG to the war effort. It has been proposed that a medal should be struck to honour their role.

As the ranks of the survivors of the campaign dwindle, so an increasing number of young Australians seeks to honour their memory by trekking in their footsteps in search of the ‘Spirit of Kokoda’. Greater numbers of Japanese are also visiting the area where their ancestors fought and died.

It is important that ‘experience’ of modern day trekkers offers some insight into the conditions endured on the Track by the Australian soldiers and their Papuan allies in those dark days of 1942. Most trekkers decide to walk the track for the personal challenge as much as to learn more of the military history. Improvements to the track should only be carried out in the interests of environmental protection or safety. Any new development projects (e.g. bridges, camping grounds, guest houses) should be subject to construction guidelines and only proceed in accordance with an overall development plan for the track.

SOCIAL AND ECONOMIC

Primarily subsistence farmers, the Orokaiva and Koiari people who live along the Track tend to rely on a diet of taro supplemented by coconut, sugar cane and occasionally, meat (pig, chicken and small game). As a result of their isolation, there is little economic activity. Tourism is by far the greatest source of income, partly through the impost of trekking and campground fees and partly through direct employment of guides and porters. Some local produce and artifacts are sold to trekkers.

Increasing population is placing ever greater demand on resources, and food security is becoming a significant issue. Tourism has the potential to stimulate new economic activity such as food production, accommodation, manufacture of artifacts and adventure activities. Ultimately surplus food production can be shipped to other markets for sale. At present, communities lack the know-how to capitalise on these opportunities. There is a clear need for an economic development plan and basic training in business skills.

Health and education services are rudimentary at best and often don’t function at all. Schools and hospitals are in urgent need of staff and equipment. Tourism should provide the impetus to improve social services, but this will not occur without a comprehensive plan and the support of the PNG Government.

ACCESS

The Kokoda Track is relatively easy to access from Port Moresby. At its southern end, Sogeri is only 70 km (1 hour) from the national capital by an all-weather road negotiable by buses. The final stretch to Owers Corner (the start of the Track), a further 25 km, is only recommended for four wheel drive vehicles, especially in wet weather. Kokoda, at its northern end, is only accessible from Port Moresby by air (25 min).

Kokoda airstrip was constructed in 1932 and was used during World War II. The central runway has a grass-covered gravel base which, with relatively minor upgrade, could be suitable for 36-seater Dash 8 aircraft. Airstrips exist near a number of villages on the Track, principally Kagi, Efogi, Menari, Naduri and Naoro. Charter flights are possible into these villages when the strips are properly maintained to CAA standards, although this is rarely the case.

⁶ Damien Parer

THE PNG TOURISM MARKET

The PNG Government is well aware of the fact that tourism is one of the fastest growing sectors in the world economy. In November 2004, the government's Medium Term Development Strategy (MTDS) 2005 - 2010 was released. For the first time, tourism was included as a central plank in export-driven economic growth, to be given equal footing with major industry sectors such as agriculture, forestry and fisheries.

Yet PNG's potential for tourism is largely undeveloped. According to the PNG Tourism and Promotion Authority (TPA), there were approximately 70,000 visitors to PNG in 2005. Of these, only about 20,000 were tourists, over 2,000 of whom trekked the Kokoda Track. Table 2 shows the increase in visitors to the Kokoda Track over the past four years.

Over the period of the MTDS, the service industry should develop to be a significant driver of the economy, particularly in relation to tourism. Given PNG's abundant natural beauty, unique environment and cultural diversity, the potential for the tourism industry is considerable. In a number of niche markets, such as diving, trekking and village-based tourism, Papua New Guinea has the potential to be a world leader.⁷

⁷ Quote from PNG Govt MTDS

Table 1: Trekking Permits Issued

The Kokoda ‘brand’, that is the feelings, perceptions and values held about the Kokoda Track by potential customers (trekkers), is well established and is what sets the Track apart from other tourism destinations in PNG. Clearly, the Kokoda Track can act as a draw-card for tourists to PNG and is an increasingly important source of tourism revenue in its own right.

MARKET SEGMENTATION

A recent study conducted by a student and based on a post-trek has produced the first statistics on trekkers’ responses to the Kokoda Track experience⁸. Table 2 summarises the reasons given for visiting the Kokoda Track.

Although the initial sample was very small (64), it revealed that most visitors to the Kokoda Track regard themselves as adventurers, keen to take on one of the world’s greatest treks with the physical and mental challenges that implies. The fact that Australian soldiers fought along the Track under such horrifying conditions serves to amplify the sense of achievement. Most trekkers, regardless of the initial reason for the visit, emerge deeply moved by the experience of having walked ‘in the footsteps of the brave’. While the survey of trekkers is a useful tool, further studies are required to more effectively segment the market.

Other opportunities for tourism exist, and should be considered in any comprehensive plan. These might include indigenous cultural offerings, the beauty of the scenery, the undisturbed rainforest and local plant life, wildlife (particularly butterfly- and bird-watching) and adventure activities such as mountain climbing and white water rafting.

⁸ Simone Grabowski UTS

STRATEGIC ISSUES

HOST COMMUNITIES

PARTICIPATION AND GOVERNANCE

Community participation and self-sufficiency are fundamental to achieving sustainable tourism. The Orokaiva and Koiari people who live along the Track still lead an essentially subsistence livelihood, clearing land to grow crops and raising animals (chicken and pigs) for consumption. The only source of income, apart from tourism, is from limited sale of produce to the markets in Port Moresby. This livelihood, already under threat from a shortage of labour, is not necessarily one that the younger generation (or their parents for that matter) would wish to pursue in future. Tourism-related employment can help stem the outflow of able-bodied young people and increase their future earning capacity through vocational training and improvement in business management skills.

Both the Orokaiva and Koiari have strong (and differing) beliefs and traditions ('kastom') which are a fascinating part of the trekking experience. Unfortunately, through greater population mobility, communications and exposure to the outside influences, these are under threat. One of the greatest challenges for sustainable tourism is to achieve a balance between economic and social development on the one hand, and cultural integrity on the other.

The establishment of the KTA and the preparation of community development/action plans are the first steps in empowering the local people to optimise the benefits from tourism and enabling them to take control of their own development. Through a strong partnership with local government representatives, the intention is to hand over control of planning decisions and funding allocations to the host communities. Successful community development will primarily depend on good governance on the part of the KTA and community leaders who can exercise administrative responsibility, accountability and transparency in monetary transactions.

LAND OWNERSHIP AND CONFLICT RESOLUTION

Relationships with the land are at the very core of the identity and cultural values of the people of PNG. Over 97% of the land area is under customary tenure, which is subject to the relationship between groups. Boundaries can therefore reflect changes in power and authority. Being able to deal with the current landowners is important, and often difficult. Land issues are a common form of tensions among the people along the Track and negotiations can be extremely complicated. It is vital, therefore, that effective mechanisms be established to facilitate negotiation and dispute resolution.

Given the representation from communities, landowners, LLG and provincial governments, the KTA should be capable of resolving most issues. It has been suggested that a Council of Landowners be formed to address issues before they become a major problem, and to act as an advisory body to the KTA. Plans by the PNG Police to introduce community policing should also assist in conflict resolution.

POTENTIAL NEGATIVE IMPACTS FROM TOURISM

Increasing pressure from tourists can have a negative influence on local communities giving rise to loss of identity and values. Ethnic ‘kastom’ and rituals can become trivialised and traditional art forms converted into cheap imitations to be traded. It is important that the strategic plan take into account the social and cultural carrying capacity of villages along the Track. Tourists can give rise to discontent through economic inequality and resentment amongst locals brought about by inappropriate behaviour (e.g. unruly behaviour on the Sabbath).

MILITARY HERITAGE

Over the past sixty years, the Kokoda Track has become widely regarded as both a shrine and a legend. There is no doubt that what attracts visitors to walk the track is primarily the exploits of ‘those ragged bloody heroes’ who in 1942 helped protect Australia and the South West Pacific from Japanese subjugation. Most would agree that the trekking experience should at least give some idea of the hardships and privations suffered by the soldiers and porters who struggled over the Track in dark days of World War II, when our very survival as a nation was under threat.

Apart from the magnificent memorial at Isurava, some unit monuments at Kokoda and scattered small village museums, little has been done to preserve and commemorate the significant battles which took place along the track. Sites such as Iorabaiwa Ridge, Brigade Hill, Lake Myola, Templeton’s Crossing and Alola/Abuari should at least display interpretive information and ideally commemorative structures should be erected. Some parts of the original track have been by-passed (as is the case with the ‘Golden Stairs on Imita Ridge) and these should be restored. A thorough survey is required of all battle sites before a comprehensive plan is prepared for the creation of a memorial park along the length of the track.

ENVIRONMENTAL PROTECTION

Increasing numbers of trekkers are already having an adverse effect on the previously unspoiled eco-systems along the track. The most obvious signs are excessive clearing of forests, erosion and siltation, waste disposal and poorly designed facilities. Less obvious is the degradation occurring as a result of un-treated sewage and effluent and the use of (potentially) environmentally damaging products and materials. There is an urgent need for an environmental impact assessment and the drawing up of an environmental management policy.

The ‘Kokoda Trail’ was gazetted in 1972. The only protection currently afforded the Track is a 10m wide reserve along its length, as well as the 50ha Kokoda Trail Memorial Park near Owers Corner. One of the most urgent tasks is to have the Track and the surrounding areas adequately protected from mining and logging operations. In the longer term, the Kokoda Track is deserving of the status of a World Heritage site⁹, affording it a higher level of protection and international recognition. In the meantime, some landowners are proposing that areas adjoining the track be set aside as a Wildlife Management Areas under the PNG

⁹ Convention Concerning the Protection of the World Cultural and Natural Heritage

Fauna (Protection and Control) Act¹⁰. It is one of the simplest forms of protected area and one that gives full power to landowners in the management of their land.

TOUR OPERATORS

Tour operators have a major role to play in setting the scene for sustainable tourism. With a significant investment in the outcome, they must support the development of the strategy if it is to succeed. Early consultation, the adoption of ‘best practice’ and a willing participation in the process are key factors. Eventually it may be necessary to implement a certification program for tour operators along the Kokoda Track, to ensure that only those properly qualified and adopting the principles of ecotourism are engaged.

A survey of tour operators was conducted early in 2006 in order to ascertain the views of the industry on such issues as sustainable tourism, the role of the KTA, the need for protection of the track, training and conditions of employment for guides and porters, a proposed accreditation scheme for operators and code of conduct for operators, guides and porters. Results of the survey are still being compiled. A copy of form is at Appendix 3.

TOURISM PROMOTION

While the Kokoda Track is becoming well known as one of the world’s most challenging treks, it is not widely promoted for its environmental, cultural and heritage values. As a matter of conscience, increasing numbers of tourists are seeking out destinations which offer ecotourism. The Track should be more actively promoted by the PNG Tourism Promotion Authority, Tourism Australia and tour operators as an ecotourism destination.

MANAGEMENT OF SUSTAINABLE TOURISM

The strategy for sustainable tourism will require a great deal of cooperation and goodwill among the communities, landowners and LLGs. It will also require a strategic management organisation which can provide leadership for the implementation of the plan coordination among the stakeholders.

Responsibility for the administration of sustainable tourism has been vested in the Kokoda Track Special Purpose Authority (KTA). Its charter is to:

1. focus on the significance of the Kokoda Track due to its historic importance since World War II and to promote this legacy for present and future generations;
2. promote trekking and tourism related activities;
3. administer, facilitate, ensure and/or oversee the implementation of the developments and other projects in the Kokoda Track area;
4. collect, manage and use development revenue from fee paying trekkers and other sources for approved projects;
5. consult with landowners on their needs and priorities; and

¹⁰ WWF: *Setting Up a Wildlife Management Area*

6. provide a point of contact for agencies, organizations or persons wanting to initiate activities along the Kokoda Track.

To assist the KTA in carrying out its responsibilities, provision has been made for three rangers, stationed at Sogeri, Kokoda and Efogi respectively. These are staff positions on the KTA which have yet to be filled.

THREATS TO DEVELOPMENT OF TOURISM ON THE KOKODA TRACK

MINING

Mining has the potential to erode the landscape and seriously degrade waterways, not to mention the accompanying noise and visual pollution. Testing for viable mine sites is already occurring close to the Kokoda Track (Mt Bini). It will be necessary to exclude mining from the catchments surrounding the Track to prevent pollution of waterways.

LOGGING

Large-scale logging occurs throughout PNG, often illegally and with little control over extraction and conservation measures. Consequently, widespread destruction of forest is occurring, with dire consequences for the environment and the communities which rely on a subsistence lifestyle, let alone tourism. Some logging concessions have been granted over the southern end of the Track, although most landowners recognise that developing sustainable tourism is a far better way to ensure their future livelihoods. The Edevu Timber Permit (26,819 ha) has been underway for some years and comes to within 4 km of the Kokoda Track. It is responsible for some of the roading that can be seen on flights across the Owen Stanleys. There is a need to examine where future logging might take place and what impact this will have on the visual amenity of the Track.

GARDENING AND HUNTING

The communities along the Track practise subsistence gardening in the areas around the villages and hunt in the broader forests. Population growth is likely to increase the intensity of gardening, and consequently the adverse environmental effects. Indiscriminate hunting will continue to take a heavy toll on animal populations and significantly reduce the opportunities for activities such as bird watching.

HEALTH

Disease and infection remain a significant threat in PNG, in particular in rural areas. Village hygiene is very poor, and the growing number of trekkers increases the exposure to potentially debilitating and life-threatening diseases. The risk of infection will remain high until a comprehensive program of food and personal hygiene, waste management and water quality improvement is introduced.

Malaria is endemic to all rural areas in PNG, but with correct precautions it should not be an issue.

TREKKER NUMBERS

Ironically, the rapid increase in the number of trekkers will itself threaten the viability of sustainable tourism. Environmental degradation is already occurring through poor waste management and standards of hygiene. Inappropriate and poorly sited facilities have been constructed, although there is a project underway by the KTA to take an inventory of all facilities and upgrade them where necessary.

Failure to control the number of trekkers on the Track at any given time can also lead to a disappointing experience and the potential for conflict between groups led by different tour operators. Protecting the environment and cultural integrity of the Kokoda Track, while encouraging more visitors and social development, are the greatest challenges to sustainable tourism.

The importance of a ‘Code of Conduct’ for trekkers and the need for research into the recreational, social and environmental carrying capacity of the Track has been recognised. The UN WTO’s *Global Code of Ethics for Tourism* provides some guidance.

SAFETY AND SECURITY

As with other parts of PNG, the Australian Department of Foreign Affairs and Trade (DFAT) advises that visitors should exercise a high degree of caution when walking the Kokoda Track and travelling through the areas adjacent to each end, because of the high levels of serious crime. DFAT further recommends that trekkers travel with guides from a reputable tour company. The appointment of rangers by the KTA to monitor and control activity on the Track may help alleviate this problem, but ultimately it is the responsibility of the PNG Government to ensure the safety and security of visitors.

It is essential that adequate provision is made for the treatment of injuries and evacuation should this prove necessary. First aid posts at key points along the Track, properly maintained airstrips and better communications will be required.

IES PRINCIPLES OF ECOTOURISM

The strategy for sustainable tourism will be implemented in accordance with the key principles the International Ecotourism Standard (IES)¹¹. The IES was originally developed by Ecotourism Australia. Adopting the key principles of the IES will ensure that the development of eco-trekking on the Kokoda Track will meet world’s best practice and that at some time in the future it can be Green Globe 21 certified. The IES key principles are described in detail at Appendix 4 and summarised below:

1. Ecotourism Policy Performance and Framework
2. Natural Area Focus
3. Interpretation and Education
 - a. Interpretive Services
 - b. Interpretation Planning
 - c. Staff Training
4. Ecologically Compatible Infrastructure
 - a. Visual and Cultural Amenity
 - b. Sustainable Construction Plan
5. Ecologically Sustainable Practice
 - a. Environmental Management Plan
 - b. Waste Minimisation
 - c. Energy Efficiency
 - d. Water Conservation
 - e. Treatment of Wastewater and Effluent

¹¹ Green Globe 21

- f. Biodiversity Conservation
 - g. Air Quality
 - h. Lighting
 - i. Noise
-
- 6. Contributing to Conservation
 - 7. Ecotourism Benefitting Local Communities
 - 8. Cultural respect and Sensitivity
 - 9. Customer Satisfaction
 - 10. Responsible Marketing
 - 11. Minimal Impact Codes of Conduct

STAKEHOLDERS

Stakeholders are here defined as those who are interested in, concerned about, affected by, have a vested interest in, or are involved in some way with, the development of sustainable tourism on the Kokoda Track. Stakeholders have been, and continue to be, widely consulted in the development of the plan.

In order to analyse their relative power and influence, the status of stakeholders has been classified according to the following:

Primary stakeholders are those ultimately affected, either positively (beneficiaries) or negatively.

Secondary stakeholders are the project delivery agents, including organisations involved in funding, implementing, monitoring or advocacy.

Key stakeholders are those who can significantly influence, and are important to the success of, the project.

Sustainable tourism development depends on a partnership among the stakeholders, particularly at the local level. These partnerships must be encouraged and supported by the PNG and Australian Governments as well as the tourism industry. A brief description of each of the stakeholders follows, with an assessment of their relative position with respect to the success of the project.

HOST COMMUNITIES

| Stakeholder Analysis: Host Communities | | | | |
|--|--------------------|-----------|-------------|------------|
| Status: | Role: | Interest: | Importance: | Influence: |
| Primary | Participant/Active | Outcome | High | Positive |

Host communities comprise all the people living along the Track, as well as those in its immediate vicinity who are likely to directly benefit from tourism development. Participation by, and empowerment of, host communities is fundamental to the success of the project.

Revenues received from trekking fees and tourism-supported industries are applied to infrastructure and social services programs, including health, education and sport. Employment opportunities created by tourism (e.g. sales of produce, accommodation and guiding/portering services), further enhance the livelihoods of members of the host communities.

Host communities and landowners are represented on the committee of the KTA, which, together with the conduct of regular community workshops, is an important vehicle for consensus building.

| Stakeholder Analysis: Visitors | | | | |
|--------------------------------|------------------|-----------|-------------|------------|
| Status: | Role: | Interest: | Importance: | Influence: |
| Primary | Customer/Passive | Outcome | High | Positive |

VISITORS

Visitors are drawn to the Kokoda Track for a variety of reasons, including the physical challenge, for personal development, military heritage and the local culture. Recent research¹² suggests that the average visitor is a well-educated, middle-aged Australian male motivated by a desire for personal development and keen to experience the natural environment.

INDUSTRY (TOUR OPERATORS)

At present there are 27 tour operators registered with the KTA. A list of these is at Appendix 5. According to a survey conducted in December 2005, most operators agree with the need to

| Stakeholder Analysis: Tour Operators | | | | |
|--------------------------------------|--------------------|-----------|-------------|------------|
| Status: | Role: | Interest: | Importance: | Influence: |
| Key | Participant/Active | Outcome | High | Positive |

develop sustainable tourism and, through the KTA, channel revenue raised from trekking fees into administration and community-based projects.

PNG GOVERNMENT

Tourism is recognised as a major contributor to economic recovery in PNG, and a number of PNG national government agencies have an interest in the development of sustainable tourism on the Kokoda Track. The Ministry of Inter-governmental Relations has a particular interest, since the Track crosses both the Oro and Central provinces. Other organisations with a vested interest include are listed below.

NATIONAL CULTURAL COMMISSION (NCC)

| Stakeholder Analysis: NCC | | | | |
|---------------------------|----------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Sponsor/Active | Outcome | High | Positive |

The National Cultural Commission (NCC) administers the Kokoda Track Development Program. PGK3.4M¹³ was allocated in 2005 for projects over the period 2006 – 2009. In conjunction with the KTA, the NCC has identified the priorities for expenditure to be upgrade of camping grounds, repair and upgrade of dangerous suspension bridges and water supplies.

TOURISM PROMOTION AUTHORITY (TPA)

| Stakeholder Analysis: TPA | | | | |
|---------------------------|-----------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Key | Advocacy/Active | Outcome | High | Positive |

The PNG Tourism Promotion Authority (TPA) will receive PGK14M in 2006 for promotion and development of tourism. The Kokoda Track contributes significantly to revenues from tourism. The TPA can play a significant role in promoting eco-trekking Kokoda and in facilitating working groups on sustainable tourism development. The potential for the plan to be used as a model for other areas is also recognised.

¹² Simone Grabowski UTS 2005

¹³ One AUD = PGK1.82

PROVINCIAL AND LOCAL-LEVEL GOVERNMENT

| Stakeholder Analysis: Provincial and Local-level Govt | | | | |
|---|--------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Key | Participant/Active | Outcome | High | Positive |

PNG has a complex system of Provincial and Local-level governments. A Joint Border Agreement has been struck between the Oro and Central Provincial Governments whereby each is required to contribute PGK50,000 annually to the operation of the KTA. This is unlikely to materialise in the near future, as there is insufficient funding available for higher priority projects. The Kokoda and Koiari Rural Local-level Governments (LLG) are represented on the KTA.

KOKODA TRACK SPECIAL PURPOSE AUTHORITY (KTA)

| Stakeholder Analysis: KTA | | | | |
|---------------------------|--------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Key | Participant/Active | Outcome | High | Positive |

The Board of the KTA is constituted to represent key stakeholders:

- | | |
|----------------------------------|---|
| Koiari Rural LLG | Kokoda Rural LLG |
| Koiari Landowners | Kokoda Landowners |
| Kairuku Hiri District | Kokoda District |
| Tour Operators | PNG Tourism Promotion Authority |
| PNG National Cultural Commission | Returned and Services League (Port Moresby) |

The KTA is empowered to ‘collect, manage and use development revenues collected from fee-paying trekkers and other sources’. These fees are the primary source of income to cover the costs of managing the Authority as well as paying for small development programs that deliver shared benefits to communities along the Track.

PNG FOREST AUTHORITY (PNGFA)

| Stakeholder Analysis: PNGFA | | | | |
|-----------------------------|--------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Key | Participant/Active | Outcome | High | Positive |

Forest products are one of Papua New Guinea’s major exports revenue sources. The Authority monitors and ensures compliances of the rules and regulations including contracts between the State, landowners and investors. It also promotes and develops policies relating to the industry. Of the 15 million hectares of productive forest a total of 4.86 million hectares had been identified with 37 forest concessions for development, some of which encroach on the Kokoda Track catchments.

DEPARTMENT OF ENVIRONMENT AND CONSERVATION (DEC)

| Stakeholder Analysis: DEC | | | | |
|---------------------------|--------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Donor/Active | Outcome | Medium | Neutral |

PNG currently has one of the lowest coverage of protected area of any country, representing less than 3% of the total land area.

PNG DEFENCE FORCE

| Stakeholder Analysis: PNGDF | | | | |
|-----------------------------|---------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Participant/Passive | Outcome | Medium | Neutral |

The PNGDF has an interest in the future of the Track from an historical and training perspective. It is hoped that the PNGDF will assist with development projects and use the Track for adventure and leadership training.

AUSTRALIAN GOVERNMENT

DEPARTMENT OF VETERANS AFFAIRS

| Stakeholder Analysis: DVA | | | | |
|---------------------------|------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Advocate/Passive | Outcome | Medium | Neutral |

The Australian Department of Veterans Affairs (DVA), through the office of War Graves, is responsible for the administration of war graves throughout Australia and the South Pacific as well as the construction and maintenance of memorials overseas at sites of military significance to Australia. DVA maintains the Bomana War Cemetery, the Isurava Memorial and the Kokoda War Museum.

While there is no plan to erect further memorials in PNG, DVA is concerned that the Kokoda Track is 'appropriately looked after' and not commercially exploited. DVA is supportive of the plan for sustainable tourism and can assist with the provision of interpretive information.

DEPARTMENT OF FOREIGN AFFAIRS AND TRADE (AUSAID)

| Stakeholder Analysis: AusAID | | | | |
|------------------------------|--------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Donor/Active | Process | Medium | Neutral |

The estimated total aid to be provided to PNG by AusAID in the period 2005/06 is \$492.3M. Most of this is delivered through the PNG Government for established programs (e.g. Enhanced Cooperation Package (ECP), Church Partnership Program (CCP), major infrastructure projects). AusAID also funds the Community Development Scheme, which provides grants for community development activity as well as for the organisational development of Community Based Organisations (CBOs), Non-Government Organisations (NGOs) and Church Groups.

DEPARTMENT OF DEFENCE (DoD)

| Stakeholder Analysis: DoD | | | | |
|---------------------------|---------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Participant/Passive | Outcome | High | Positive |

The Australian Department of Defence has expressed an interest involved in the creation of sustainable tourism on the Kokoda Track. Activities which the Army in particular could become involved in are adventure training, engineering (including river crossings and refurbishment of sections of the track) and leadership training.

WORLD WIDE FUND FOR NATURE (WWF)

| Stakeholder Analysis: WWF | | | | |
|---------------------------|--------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Participant/Active | Outcome | High | Positive |

The WWF supports the development of a plan for sustainable tourism through direct participation (e.g. facilitation of workshops) and assistance in environmental assessments and protection. Mr. Paul Chatterton, the Conservation Manager for PNG, has freely given his time to facilitate community workshops.

UNIVERSITY OF TECHNOLOGY SYDNEY (UTS)

| Stakeholder Analysis: UTS | | | | |
|---------------------------|--------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Participant/Active | Outcome | High | Positive |

UTS officially endorses the development of sustainable tourism on the Kokoda Track. Associate Professor Wearing, from the School of Leisure, Sport and Tourism, was approached by the Kokoda Track Foundation because of his extensive experience in community-based tourism in developing countries. He has been intimately involved in the series of workshops for stakeholders and walked the track last July to assess the infrastructure requirements and talk to the communities.

RETURNED AND SERVICES LEAGUE OF AUSTRALIA (RSL)

The RSL is a very generous supporter of the work of the KTF, as well as being one of its

| Stakeholder Analysis: RSL | | | | |
|---------------------------|--------------------|-----------|-------------|------------|
| Status: | Role: | Interest: | Importance: | Influence: |
| Primary | Participant/Active | Outcome | High | Positive |

major donors. The RSL has contributed money towards scholarship programs, infrastructure projects and the development of the plan.

ROTARY INTERNATIONAL

Rotary Clubs in Australia and PNG contribute a lot of time and money to the development of

| Stakeholder Analysis: Rotary International | | | | |
|--|--------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Donor/Active | Outcome | High | Positive |

communities along the Track, including medical, educational and infrastructure projects. Rotary has upgraded the surrounds of Australian and Japanese War Memorials at Kokoda. The Kokoda Hospital was built by the donated labour of over 400 Australian Rotarians.

OTHER

AUSTRALIAN WAR MEMORIAL

One of the functions of the Australian War Memorial (AWM) is to conduct, arrange for and

| Stakeholder Analysis: Australian War Memorial | | | | |
|---|------------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Advocate/Passive | Outcome | Medium | Positive |

assist in research into matters pertaining to Australian military history. The AWM has

expressed an interest in supporting the efforts to have the Kokoda Track recognised, if not as a National Memorial Park, at least as a World Heritage site.

PACIFIC ENTERPRISE DEVELOPMENT FACILITY (PEDF)

PEDF and its finance arm, the International Finance Corporation (IFC) are part of the World

| Stakeholder Analysis: PEDF | | | | |
|----------------------------|--------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Donor/Active | Process | Medium | Positive |

Bank Group. During 2006, PEDF will launch a series of initiatives designed to assist the KTA develop a sound management basis for controlling the use and development of the track. This assistance will cover the development of a business plan, management and reporting structure and administrative procedures. These initiatives are designed to establish procedures that ensure accountability and transparency in the operations of the Authority and to position it to become an effective intermediary in the delivery of assistance to small and micro businesses dependent on the track.

Specific initiatives are likely to include establishment of trekker protocols of behaviour, a code of conduct for tour operators using the track, standards for guides, development of employee health and safety practices, management techniques to control impacts, health and hygiene practices and an examination of the carrying capacity of the track.

PNG SUSTAINABLE DEVELOPMENT PROGRAM LTD (PNG SDP)

PNG SDP was created by agreements reached by PNG Government and BHP Billiton. One

| Stakeholder Analysis: PNG SDP | | | | |
|-------------------------------|---------------|----------|------------|-----------|
| Status | Role | Interest | Importance | Influence |
| Secondary | Donor/Passive | Process | High | Positive |

of its primary functions is to support sustainable development. The Program is currently considering a proposal to assist with the establishment of an effective Committee of Management and the development of business systems for the KTA. PNG Micro Finance Ltd (a subsidiary) provides loans for small community projects. It may yet have a role to play in financing community development programs.

STAKEHOLDER RELATIONSHIPS

A diagram depicting the relationships between stakeholders is at Appendix 6.

ENGAGING THE HOST COMMUNITIES

PROCESS

The techniques of Participatory Rural Appraisal (PRA)¹⁴ were employed to engage the host communities along the Kokoda Track. The purpose of PRA is to enable development practitioners, government officials and local people to work together to plan appropriate programs. PRA encourages participatory decision making, local capacity building, and community control of resources. It emphasises local knowledge and enables local people to make their own appraisal, analysis, and plans.

In PRA, data collection and analysis are undertaken by local people, with outsiders facilitating, rather than controlling.

KEY TENETS OF PRA

Participation. Local people's input into PRA activities is essential to its value as a research and planning method and as a means for diffusing the participatory approach to development.

Teamwork. To the extent that the validity of PRA data relies on informal interaction and brainstorming among those involved, it is best done by a team that includes local people with perspective and knowledge of the area's conditions, traditions, and social structure and either nationals or expatriates with a complementary mix of disciplinary backgrounds and experience. A well-balanced team will represent the diversity of socioeconomic, cultural, gender, and generational perspectives.

Flexibility. PRA does not provide blueprints for its practitioners. The combination of techniques that is appropriate in a particular development context will be determined by such variables as the size and skill mix of the PRA team, the time and resources available, and the topic and location of the work.

Optimal ignorance. To be efficient in terms of both time and money, PRA work intends to gather just enough information to make the necessary recommendations and decisions.

Triangulation. PRA works with qualitative data. To ensure that information is valid and reliable, PRA teams follow the rule of thumb that at least three sources must be consulted or techniques must be used to investigate the same topics.

COMMUNITY WORKSHOPS – OUTCOMES

Community workshops were held in Efogi 28 -29 April 2004 and Kokoda 15 – 16 April 2005. The workshops are of primary importance in engaging communities collectively in the planning process and providing them with the incentive to develop small businesses as a spin-off from tourism. Social mapping techniques were used to facilitate communication across clans, cultures, languages and education levels. A review of the Action Plans conducted during the Kokoda Workshop in July 2005 is at Appendix 7. Full reports on the workshops and examples of social mapping are included at Appendix 8.

Communities along the Track recognize the importance of 'good' (i.e. sustainable) tourism for their future prosperity and the need for cooperation to achieve this. The two community

¹⁴ World Bank Participation Workbook

workshops so far conducted represent the first occasions that all the villages along the track have gathered together to address issues of mutual interest. The issues of highest importance to the communities are summarized below.

Guest Houses

Most communities recognised the need for dry, comfortable accommodation for trekkers as an alternative to camping and as a source of additional revenue. It is proposed that they be constructed in a style sympathetic to the surrounding traditional dwellings, using a combination of traditional and modern materials.

COMMUNITY MEETING PLACES

The women saw a requirement for community meeting places within the villages. These could also provide a venue for training, traditional crafts and food preparation.

WATER SUPPLY

While supplies of fresh water are plentiful, they are not always readily accessible from the villages and camping areas. There is also a requirement to reduce the outflow of untreated effluent back into the streams.

POWER SUPPLY (MINI-HYDRO)

Few villages have any power supply at all. In a region of many fast-flowing streams, mini-hydro power offers a relatively cheap source of power with little environmental impact.

WILDLIFE CONSERVATION

The importance of conserving eco-systems as a major attraction for trekkers is fully realised by the communities along the track. Little wildlife is evident owing to indiscriminate hunting over many years. Some communities plan to establish protected areas where visitors can observe wildlife (e.g. display trees for birds of paradise and bower bird nesting sites) and experience the rich diversity of the eco-systems across the Owen Stanley Range.

HEALTH CENTRES/AID POSTS

Health centres and aid posts, properly equipped and staffed, are important not only for community health but to provide for treatment of sickness and injury among trekkers.

FOOD SUPPLY AND PREPARATION

The village diet doesn't suit most trekkers. At present, trekkers carry in most of their food. There is huge potential for communities to grow crops which appeal to the western diet and become skilled in its preparation. Not only would this provide a valuable source of income (surplus could be sold to other markets), but it would improve the nutrition (and hence the health) of villagers and reduce the accumulation of waste.

SAFETY AND SECURITY

Breakdown in law and order continues to be a significant problem in the major towns, and the people are well aware of the potential adverse affects on tourism. Police are badly under-resourced. Communities are considering how they can contribute to a safer and more secure environment for trekkers, including initiatives such as community policing, whereby young members of the community are trained to monitor and report on suspected illegal activity.

MONITORING/REVIEW

UTS and the WWF are in the process of analysing the outcomes from the workshops (One Year Action Plans and Five Year Development Plans) and mapping the results. Future workshops (supplemented by regular awareness patrols by the KTA) will be necessary (probably annually) to monitor and review the outcomes and expedite the implementation of the plans.

INTERNAL AND EXTERNAL FACTORS

INTERNAL ENVIRONMENT – THE PRESENT

Strengths

Status of the Kokoda Track as a heritage site of national and international importance and an increasingly popular destination for eco-trekkers

Biological values and scenery of the Owen Stanley Ranges

Intact cultures and hospitality of the Orokaiva and Koiari villagers living along the Track

A clear vision enunciated by the Kokoda Track Foundation (KTF) established with a primary purpose of implementing sustainable tourism in the Kokoda Track area

Kokoda Track Special Purpose Authority (KTA), established by act of PNG parliament to administer projects in the Kokoda Track area, with representation from landowners

Involvement of local communities through an on-going series of workshops to draw up one year action plans and five year development plans

Access to the resources of the WWF and UTS School of Tourism for advice and best practice

Support and commitment from influential partners, including RSL and DVA

Weaknesses

Poor governance

Poor facilities and need for a comprehensive development and management plan

No funding secured for the development of infrastructure and human resources to support eco-trekking

Inability of KTA to fill all positions and need for a comprehensive business plan and operating procedures

Insufficient authority vested in the KTA to effectively monitor and police operations along the Kokoda Track

Disagreements and jealousies among traditional landowners and clan leaders leading to protracted disputes

Host communities lacking basic business skills and experience in tourism and supporting industries

Little coordination within the tourism sector

EXTERNAL ENVIRONMENT – THE FUTURE

Opportunities

Inclusion of the tourism industry in PNG's Medium Term Development Strategy

Support from the PNG Government owing to the status of the track as an area of historical importance

Willingness of local communities to cooperate in establishing a mutually beneficial tourism industry

International recognition of the Owen Stanley Range as a highly significant ecosystem because of its biodiversity and the proximity to Port Moresby of relatively intact rainforest

Increasing public awareness in Australia and overseas of the heritage value of the Kokoda Track and accompanying demand for the eco-trekking experience

Threats

The Kokoda Track area has not been formally declared a protected area and consequently there is no comprehensive environmental management plan

Increasing population and numbers of trekkers placing greater demand on resources and the environment along the Track

Unrealistic expectations from communities of benefits flowing from increasing tourism

Pressure from international logging and mining operators (both legal and illegal) for access to resources in proximity to the Track

Authority of the KTA not fully understood or recognised

Failure to secure an adequate food supply for both villagers and trekkers

Rapidly expanding demand placing unacceptable pressure on the environment and devaluing the trekking experience

Continuing problems in law and order in PNG, creating security problems and deterring visitors

Relatively high cost of access

GAPS

1. Government financial support for administration
2. Fully operational and effective KTA
3. Environmental protection and management plan
4. Interpretive and commemorative plan
5. Engagement of AUSAid (Community Development Projects)
6. Accommodating forecast demand
7. Availability of camping grounds and guest house accommodation
8. Introduction of environmentally sound ‘best practice’ facilities
9. Profitable supporting village industries
10. Provision of training programs for communities
11. Effective agricultural programs
12. Education, health and sport
13. Law and order

FOCUS AREAS

IMPLEMENTATION

Strategic planning is a somewhat abstract process. A strategic plan is of little use until it is implemented and specific strategies and goals are achieved (as measured by performance indicators). Implementation involves the concurrent initiation, execution and integration of several action plans in order to realise the vision.

To successfully implement a plan involving as many focus areas and stakeholders as this, a strategic management team will be required. Ideally, such a team would be set up as a joint Australian/PNG Government initiative and include representatives from key stakeholders.

This plan is a process, not an event. The document will by its nature be dynamic; it will need to be regularly reviewed and adapted in response to changes to the environment in which it is being implemented.

Goal 1.1 Successfully implement the plan for sustainable tourism on the Kokoda Track

SOCIO-ECONOMIC DEVELOPMENT

Sustainable tourism has been shown to make a significant contribution to social development in under-developed countries. Apart from the employment opportunities it provides, sustainable tourism can provide an income (from the collection of trekking fees, for instance) for conservation projects and encourage local communities to protect their resources rather than deplete them. It stimulates economic growth and the creation of other business opportunities. It is important that economic activity is diversified to protect against loss of income and jobs during a downturn. It is also important that the revenues from tourism are distributed equitably among the local communities and that a coordinated infrastructure approach is taken to ensure development of appropriate facilities. Potentially negative socio-economic impacts of tourism include breakdown in social structure, economic inequality, destruction of traditional livelihoods and increases in the cost of living.

Capacity-building activities are important in achieving socio-economic development. These activities include equipping the communities with the skills necessary for effectively managing resources. Good governance and accountability are paramount in ensuring revenues from tourism and associated industries are used wisely and applied in the appropriate areas. Skills transfer and training in the principles of sustainability, facilities development and management techniques are necessary pre-cursors to a successful sustainable tourism industry.

Ultimately, the measure of success for sustainable tourism is an increase in social welfare (e.g. security, education, public health) and greater economic wealth for local communities.

Goal 2.1 Build capacity in local communities to empower them to effectively participate in, and support, sustainable tourism

Goal 2.2 Develop an integrated approach to land use management and trekking based on sustainable practices

ENVIRONMENTAL PROTECTION

By definition, eco-trekking requires that visitors experience direct personal contact with nature. Sustainable tourism can only succeed if the landscape and eco-systems through which the track passes are protected from intrusions potentially destructive activities. On the other hand, any tourism is bound to have some negative environmental impacts, including pollution, habitat disruption and resource depletion. The objective is to minimize that impact, while providing economic incentives to local people and businesses. Waste minimisation and waste disposal and management systems are essential. Local communities and trekkers alike must be educated in sustainable practices.

As an eco-region, the area through which the track passes is extremely rich in endemic species, diversity of habitat traverses one of the planet's most significant remaining wildernesses. While it warrants protection under the UN Environmental Program, in practice the establishment of a series of locally managed Wildlife Management Areas may be more effective. A submission has been made to UNESCO by the WWF to have the Kokoda Track and the Owen Stanley Range included on the World heritage list as an area of outstanding universal value.

Goal 3.1 Provide protection for the Kokoda Track and the Owen Stanley Range as an area of outstanding biodiversity and universal natural heritage value

Goal 3.2 Protect and sustainably manage the areas surrounding the Kokoda Track for the benefit of local communities and visitors

CULTURAL HERITAGE

Tourism has a highly complex impact on cultural values. The cultural heritage of the local communities can be a significant attraction for trekkers on the Kokoda Track. Traditional activities such as village life, customs, ceremonies, sing-sing, food gathering, building construction and language will all enrich the visitor's experience and can indeed provide an impetus for their preservation.

Tourist activities will inevitably have an impact on cultural values, and this must be carefully managed. Local customs and lifestyles can be significantly disrupted and changes demographics can occur as a result of tourism. Traditional practices and events may also be influenced by tourist preferences.

Goal 4.1 Preserve the cultural heritage of the people living along the Kokoda Track

MILITARY HERITAGE

The military heritage of the Kokoda Track is its most important asset. As the site of one of the most epic events in the history of Australia, it is hallowed ground and deserves to be recognised as a World Heritage site, if not a National Memorial Park. A plan is urgently required to survey and document all the battlefield sites and recommend appropriate memorials and interpretive displays.

Goal 5.1 Identify, preserve and promote the military heritage values of the track, to include the development of interpretive memorials at significant locations

GOVERNANCE AND MANAGEMENT

Poor governance is a major public administration problem for PNG, and is a significant threat to the success of sustainable tourism on the Kokoda Track. The UN Commission on Sustainable Development has highlighted a number of principles for effective development, including:

1. Participation and Transparency
2. Collective Responsibility
3. Accountability
4. Equity and Justice

It is essential that all members of the KTA Committee of Management are properly trained in their roles as directors, that effective procedures are developed and followed and a system of external checks and audits is put in place.

Local governments and communities will also require training in management and accounting and their collective responsibility for planning, decision making, problem solving, project implementation and evaluation.

Goal 6.1 Introduce effective governance, accountability and transparency to the KTA Committee of Management

Goal 6.2 Implement effective management systems for LLGs and communities

OPERATIONAL

The effectiveness of the KTA in carrying out its functions is critical to the success of sustainable tourism. It cannot be effective without the full support and cooperation of all key stakeholders, particularly the Provincial and Local-level Governments, landowners and clan leaders.

More can be done to improve the trekking experience. Facilities such as camping areas, guest houses, toilets, food preparation and ablution blocks require upgrading. Waste minimisation policies and management systems need to be implemented. Codes of conduct for both trekkers and tour operators need to be drawn up and adhered to. Host communities require training in such matters as food preparation, hygiene and small business management.

As the number of trekkers increases, the need for a trekking booking system becomes apparent. Better medical facilities and evacuation procedures are also required.

Goal 7.1 Implement and enforce standards and codes of conduct for tour operators, employees, trekkers and host communities

Goal 7.2 Develop and implement training programs for people engaged in tourism-related activities

Goal 7.3 Adapt the Kokoda model for sustainable tourism to other areas of military historical significance in PNG

PROMOTION

Although the Kokoda Track is well-known in Australia and PNG, it has not been promoted internationally as an ecotourism destination. A marketing plan is required.

Goal 8.1 Build the image of the Kokoda Track as a recognised world-class eco-trekking destination

FINANCIAL

Revenue from trekking fees used to off-set the administration costs of the KTA (30%) and for the improvement and maintenance of facilities. Training in financial management is a high priority for members of the KTA Committee of Management and for community leaders.

The establishment of sustainable tourism will require a considerable injection of funds for projects such as new facilities, accommodation, battlefield conservation, monuments and interpretive information.

Goal 9.1 Ensure the financial viability of tourism along the track

LAW AND ORDER

While the threat to personal safety and security along the track is minimal, there is a greater threat in transit and at the access points (Owers Corner and Kokoda). Increasing numbers of trekkers will inevitably lead to an increase in criminal activity. Community policing, including the establishment of additional police posts will alleviate the problem.

Goal 10.1 Provide for the safety and security of visitors to the Kokoda Track

PROPOSED STRATEGIES

FOCUS AREA 1: IMPLEMENTATION

| GOAL 1.1 | | | |
|---|---|-------------------------------|--|
| Successfully implement the plan for sustainable tourism on the Kokoda Track | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 1.1.1 | Establish a joint AS/PNG Govt organisation to direct and manage the implementation of the plan. | Lead: AS/PNG Govts | Jun 2006 e.g. Council for Sustainable Development |
| | | | |

FOCUS AREA 2: SOCIO-ECONOMIC DEVELOPMENT

| GOAL 2.1 | | | |
|---|--|--|--|
| Build capacity in local communities to empower them to effectively participate in, and support, sustainable tourism | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 2.1.1 | Educate KTA, tour operators, guides, porters and communities in sound ecotourism practices (IES Principles) | Lead: KTA tour operators, communities | |
| 2.1.2 | Conduct workshops and education programs in the basic skills needed to support tourism | Lead: KTA TPA | How to bake Food selection, preparation and presentation Sales techniques Guest house management Basket weaving Artefact making and selling |
| 2.1.3 | Set up a leadership development program for local communities | Lead: KTA communities | |
| 2.1.4 | Diversify economic activities in communities in order to reduce dependency on tourism | Lead: communities KTA | Crop production for market |
| 2.1.5 | Conduct research and prepare a report on the social, environmental and recreational carrying capacity of the Track | Lead: AS/PNG Govts | |

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| GOAL 2.2 | | | |
|---|---|---|---|
| Develop an integrated approach to land use management and trekking based on sustainable practices | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 2.2.1 | Sponsor community representatives to participate in training courses that provide the skills necessary to manage community development projects | Lead: KTA communities | Orchid gardens Bird of paradise display trees Wildlife viewing (bird forests) Bower bird nest viewing sites Giant echidna viewing Night spotting of tree kangaroos and cuscus Stands of fragrant trees Butterfly gardens |
| 2.2.2 | Establish community operated nature reserves to show-case local flora and fauna | Lead: communities KTA, WWF, DEC | |

FOCUS AREA 3: ENVIRONMENTAL PROTECTION

| GOAL 3.1 | | | |
|--|---|---|-------------------------------------|
| Provide protection for the Kokoda Track and the Owen Stanley Range as an area of outstanding biodiversity and universal natural heritage value | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 3.1.1 | Obtain listing for the Kokoda track and parts of the Owen Stanley Range as a World Heritage site | Lead: WWF DEC, KTA, land-owners | Draft application has been prepared |
| 3.1.2 | Establish a research program to identify and document natural heritage values of the Owen Stanley range | Lead: KTA DEC, WWF | |
| 3.1.3 | Produce interpretive materials of the natural environment for trekkers | Lead: KTA DEC, WWF | |
| 3.1.4 | Conduct an environmental impact assessment of tourism on the Kokoda Track | | |
| 3.1.5 | | | |

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| GOAL 3.2 | | Performance Indicator: | | |
|--|--|--|------|---|
| Minimise the negative impacts of tourism | | | | |
| Strategies | | Who | When | |
| 3.2.1 | Apply to have contiguous areas adjacent to the Track declared as Wildlife Management Areas | Lead: landowners DEC, KTA, WWF | | No cutting trees on track No gardens fringing track Waste removal by trek operators Education about graffiti No hunting along track No mining/logging Zonation plan |
| 3.2.2 | Implement a ranger training and development program for local communities | Lead: KTA communities | | |
| 3.2.3 | Publish guidelines for ecologically sustainable practices to be adopted by tour operators, guides, porters, local communities and trekkers | Lead: KTA tour operators, communities, trekkers, WWF | | Waste management and disposal Protection of waterways |
| 3.2.4 | Develop an action plan to eradicate invasive exotic plant species on the track | Lead: KTA LO, DEC, WCS | | |
| 3.2.5 | Introduce a construction code to ensure new buildings, camp sites and facilities are functionally and environmentally appropriate | Lead: NCC KTA | | |

FOCUS AREA 4: CULTURAL HERITAGE

| GOAL 4.1 | | Performance Indicator: | | |
|--|---|--------------------------------------|------|--|
| Preserve the cultural heritage of the people living along the Kokoda Track | | | | |
| Strategies | | Who | When | |
| 4.1.1 | Introduce community programs which nurture and promote cultural heritage | Lead: KTA NCC, communities | | |
| 4.1.2 | Publish culturally sensitive design and construction principles for site developments and buildings | Lead: NCC KTA, communities | | |
| 4.1.3 | Establish a monitoring and reporting system for the preservation of cultural heritage | Lead: KTA communities | | |

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FOCUS AREA 5: MILITARY HERITAGE

| GOAL 5.1 | | | | |
|---|---|---|-------------|---|
| Identify, preserve and promote the military heritage values of the track, to include the development of interpretive memorials at significant locations | | <u>Performance Indicator:</u> | | |
| Strategies | | Who | When | |
| 5.1.1 | Establish a body to oversee the preservation and promotion of the military heritage values of the Kokoda Track | Lead: AS/PNG Govts | | Joint AS/PNG Govt organisation to relevant agencies, e.g. DVA, AWM, NCC |
| 5.1.1 | Enact appropriate legislation to protect and honour the military heritage of the Kokoda Track (e.g. World Heritage listing) | Lead: AS/PNG Govts | | |
| 5.1.2 | Develop a plan for the listing, preservation and commemoration of all significant military sites along the track | Lead: AS/PNG Govts | | |
| 5.1.2 | Have the track recognised as a “National Memorial Park”, owned and managed by the customary landowners | Lead: AS/PNG Govts | | |
| 5.1.3 | Incorporate military history education into a porter’s/guide’s vocational training program | Lead: KTA tour operators, PNG TA | | |
| 5.1.5 | Improve the standard of interpretive and commemorative facilities at appropriate sites | Lead: AS/PNG Govts KTA, DVA, KTF | | |
| 5.1.6 | Incorporate WWII re-enactments into community cultural heritage presentations | Lead: communities KTA, NCC | | |

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FOCUS AREA 6: GOVERNANCE AND MANAGEMENT

| GOAL 6.1 | | | |
|--|--|-------------------------------|--|
| Introduce effective governance, accountability and transparency to the KTA Committee of Management | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 6.1.1 | Provide training in good governance and management for the KTA Committee of Management | Lead: AS Govt KTA | Appoint an independent consultant to the KTA Committee of Management |
| 6.1.2 | Implement effective business systems and standing operating procedures for the KTA Committee of Management | Lead: KTA | |
| 6.1.3 | Conduct regular external audits of accounts and reviews of procedures for the KTA | Lead: PNG Govt | |
| 6.1.4 | KTA to budget for, monitor and regularly report to PNG Govt on operating costs | Lead: KTA PNG Govt | |
| 6.1.5 | Establish effective communications between KTA, LLGs, landowners and tour operators | Lead: KTA | Regular meetings to be scheduled and newsletters published |

| GOAL 6.2 | | | |
|---|--|-------------------------------|-------------|
| Implement effective management systems for LLGs and communities | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 6.2.1 | Develop a leadership and management training program | Lead: KTA | |
| 6.2.2 | Prepare and implement operating procedures | Lead: KTA | |

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FOCUS AREA 7: OPERATIONAL

| GOAL 7.1 | | | |
|---|---|-------------------------------|--|
| Implement and enforce standards and codes of conduct for tour operators, employees, trekkers and host communities | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 7.1.1 | A Code of Conduct be developed and enforced outlining appropriate behaviour and protocols for language, litter, cultural and religious observance | Lead: KTA | |
| 7.1.2 | Ensure host communities compliance with guest house standards, protocols and procedures | Lead: KTA | Includes publishing trek itineraries and guest house/camping ground reservations |
| 7.1.3 | Implement an accreditation scheme for tour operators | KTA | Includes Public Liability insurance |
| 7.1.4 | Develop and enact minimum conditions of employment for trek leaders, guides, medics and porters | KTA | |
| 7.1.5 | Legislate to enforce compliance with KTA requirements such as payment of trek fees, appropriate behaviour and adherence to published trek itineraries | | |

| GOAL 7.2 | | | |
|--|--|-------------------------------|--|
| Develop and implement training programs for people engaged in tourism-related activities | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 7.2.1 | Appoint or employ a Registered Training Authority (RTA) to establish competencies and qualifications required of KTA approved trek leaders, medics, guides and porters | KTA | Determine the criteria and process for accreditation |
| 7.2.2 | Develop and implement training programs and an accreditation scheme for leaders, medics, guides and porters | KTA, RTA | Possible use of Kokoda Vocational Centre |

| GOAL 7.3 | | | |
|---|--|-------------------------------|--------------------------------------|
| Adapt the Kokoda model for sustainable tourism to other areas in of military historical significance in PNG | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 7.3.1 | Document the Kokoda Track model | | |
| 7.3.2 | Apply the model in other locations in the region | | Buna, Gona, Oiavi, Kumusi, Black Cat |

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FOCUS AREA 8: PROMOTION

| GOAL 8.1 | | Performance Indicator: | | |
|--|---|---|-------------|--|
| Build the image of the Kokoda Track as a recognised world-class eco-trekking destination | | | | |
| Strategies | | Who | When | |
| 8.1.1 | Develop and implement a marketing plan which identifies potential and existing markets for ecotourism | Lead: KTA TPA, tour operators | | |
| 8.1.2 | TPA to invest 10% of its budget to promote Kokoda and spin-off destinations | Lead: TPA | | |
| 8.1.3 | Provide a facility for trekkers and trekking operators to provide feedback on their experience | Lead: KTA | | |
| 8.1.4 | Coordinate the marketing efforts of local trekking operators | Lead: KTA | | |

FOCUS AREA 9: FINANCIAL

| GOAL 9.1 | | Performance Indicator: | | |
|---|---|--------------------------------------|-------------|--|
| Ensure the financial viability of tourism along the track | | | | |
| Strategies | | Who | When | |
| | Establish community cooperatives to facilitate the collection and distribution of revenues | Lead: communities KTA | | |
| 9.1.1 | Introduce regional centres for micro-financing and community banking systems | Lead: KTA TPA, PNG SDF | | |
| 9.1.2 | Obtain commitment from potential donors for recurrent funding to cover the costs of authorised positions on the KTA | Lead: AS/PNG Govt, KTA | | |
| 9.1.3 | Secure funding for education and community development programs | Lead: AS/PNG Govt KTF, KTA | | |

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FOCUS AREA 10: LAW AND ORDER

| GOAL 10.1 | | | |
|---|---|---|-------------|
| Provide for the safety and security of visitors to the Kokoda Track | | <u>Performance Indicator:</u> | |
| Strategies | | Who | When |
| 10.1.1 | Develop standards of qualifications and competencies for trek leaders, medics, guides and porters | Lead: KTA TPA, tour operators | |
| 10.1.2 | Implement a community policing system to provide a secure environment for trekkers | Lead: PNG Govt KTA | |

FINANCIAL IMPLICATIONS

A significant investment of funds will be required in order to establish sustainable tourism on the Kokoda Track. The total core operating costs of the KTA for 2006 are estimated to be PGK871,700, broken down as follows:

| | PGK (000) |
|--|--------------|
| RECURRENT COSTS | |
| Salary, Gr. 15- Executive Officer | 26.0 |
| Salary, Gr. 12- Assistant Manager | 17.3 |
| Salary, Gr. 6- Projects Coordinator | 17.3 |
| Salary, Gr. 3- Accounts Clerk (x2) | 12.2 |
| Salary, Gr. 1- Ranger x 3 | 15.6 |
| Salary, Gr. 1- Driver | 5.2 |
| Salary, Gr. 2- KBO | 5.5 |
| Salary sub-total: | 99.1 |
| Wages | 15.5 |
| Travel | 72.3 |
| Telecommunications | 18.0 |
| Office materials & supplies | 10.0 |
| Transport & Fuels | 31.2 |
| Consultancy Fees | 135.0 |
| 3 YTP permit | 5.0 |
| Office rental & utilities | 24.0 |
| Other operational | 49.4 |
| Depreciation Reserve | 29.7 |
| Total Recurrent | 489.2 |
| CAPITAL | |
| Office Equipment | 20 |
| Laptop- Chairman | 4.0 |
| Solar power system- Kokoda | 6 |
| 2nd hand vehicles x 2 | 100 |
| Wind Turbine, Mt Fala Repeater | 5 |
| Total Capital Costs | 135.0 |
| Total Capital & Recurrent Costs | 624.2 |
| PROJECT COSTS- Toilets & Ablution | |
| Supply thunderbox or squat type toilets | 120 |
| Air transport, toilets to site | 2.48 |
| Purchase 13 ablution blocks | 104 |
| Transport ablution blocks to site | 15 |
| Construct 13 Ablution blocks | 6 |
| Total Project Costs (estimates) | 247.5 |

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Section 10: Financial Implications

The total revenue expected from trekking fees in 2006 (based on 2,700 trekkers) is PGK500,000, leaving a shortfall of PGK371,000. 30% of the trekking fees (PGK150,000) is applied to administrative costs; the remainder (PGK350,000) is used to fund community development projects.

Other potential sources of funding include:

1. PGK1.0M from NCC for facilities development (PGK3.4M has been allocated over the period 2006-2009)
2. PGK50,000 from each of the Oro and Central Governments for development and maintenance projects (this money has been promised under the Joint Border Agreement and is ostensibly an annual allocation)
3. PGK250,000 from the PNG SDF for improvements to camping sites and hygiene
4. An undisclosed sum from the World Bank's PEDF to assist in establishing good governance and management procedures for the KTA Committee of Management
5. An allocation of PGK30,000 (PGK10,000 from each of the NCC, TPA and PNG SDP) for a KTA awareness patrol to be conducted in May 2006

It is anticipated that by 2008, over 5,000 trekkers will walk the track each year, generating more than PGK1.0M p.a. By this time it is expected that the KTA would be self-funding. In

Table 3 shows potential sources of funds and the uses to which they would be applied.

| Potential Funding | Source of | Applied to | Notes |
|--------------------------|------------------|--|--|
| PNG National Government | | Social Development projects Infrastructure projects | NCC |
| Provincial Government | | Infrastructure projects | Central and Oro Provinces |
| Trekking Fees | | KTA Administration Facilities development Village industries | |
| Village Industry | | Maintenance and improvement of facilities | Camp site and guest house fees Catering Artifacts Cultural displays |
| World Bank (PEDF) | | Business systems Training | |
| AUSAid | | Community Development | Community Development Scheme |
| RSL | | Battlefield conservation Memorials | |
| KTF | | Social welfare projects | Scholarships Health Sport |
| Corporate Donors | | | |

Table 2: Sources of Funding and their Application

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Proposal for a Strategic Plan

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Charlie Lynn 6 July 2004

Learning from Each Other for Good Tourism on the Kokoda Track

Efogi Clan Leader and Owner Workshop Efogi Village 28-29 April 2004

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APPENDICES:

APPENDIX 1

Planning Model for Sustainable Tourism

APPENDIX 2

WWF Report: South East Papuan Rainforests

APPENDIX 3

Tour Operator Survey

APPENDIX 4

IES Key Principles of Ecotourism

APPENDIX 5

Kokoda Track Tour Operators

APPENDIX 6

Stakeholder Relationships

APPENDIX 7

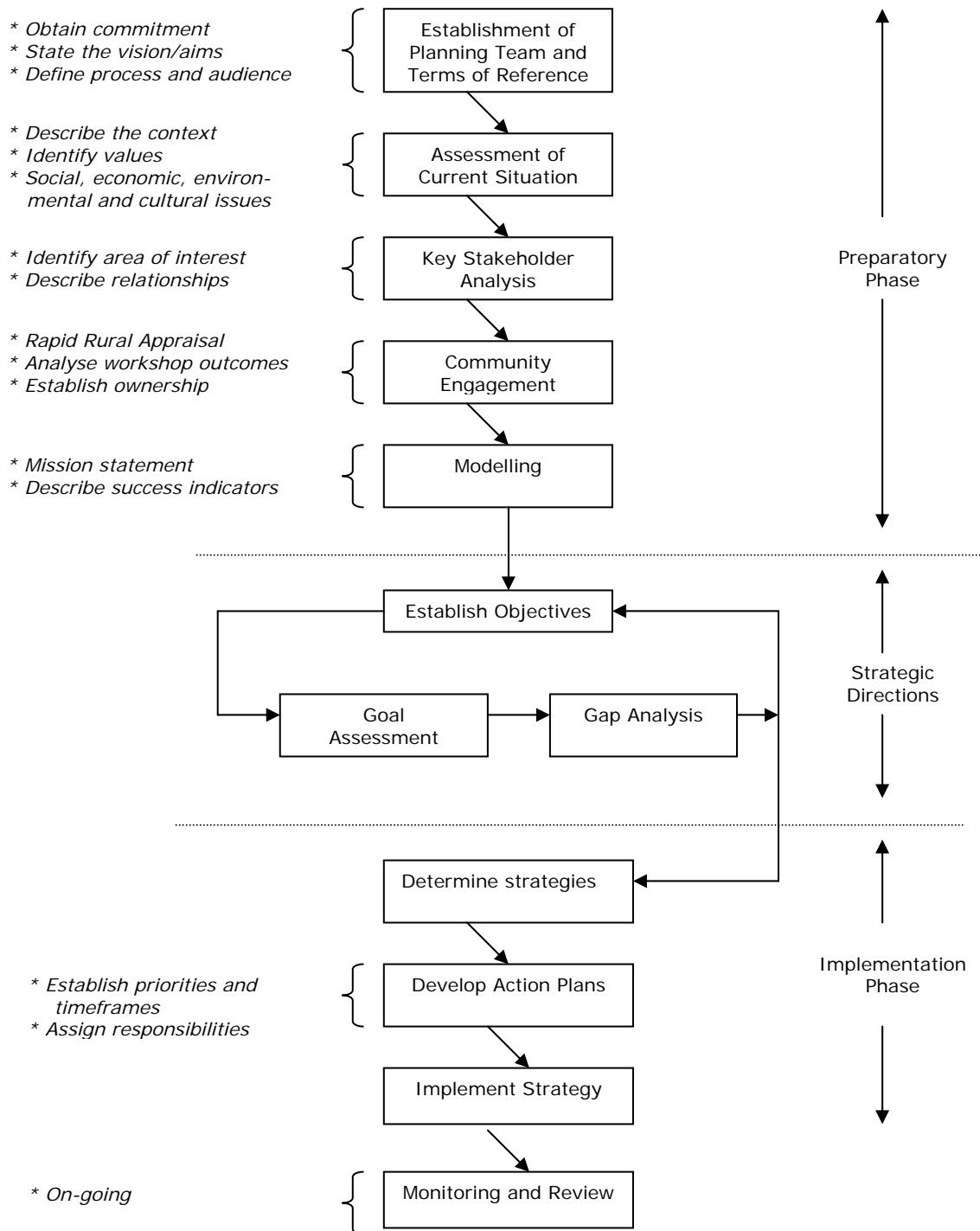
Community Action Plans

APPENDIX 8

Workshops

- 6A Report on Efogi Workshop 28 – 29 April 2004
- 6B Report on Kokoda Workshop 15 – 16 July 2005
- 6C Examples of Social Mapping

APPENDIX 1: PLANNING MODEL FOR SUSTAINABLE TOURISM



APPENDIX 2: WWF REPORT - SOUTHEASTERN PAPUAN RAINFORESTS

The Southeastern Papuan Rain Forests -dominated by the Owen Stanley highlands, the major mountain range in the ecoregion-contain vast tracts of pristine montane forests (Miller et al. 1994). Because of the dissected landscape and edaphic variations, the ecoregion is rich in endemic species with very local distributions. Although some of PNG's major population centers, including the capital, Port Moresby, are located in this ecoregion, major wilderness areas are still present. This ecoregion is extremely rich because of the diversity of its habitats: it includes coastal, lowland, and montane habitats.

LOCATION AND GENERAL DESCRIPTION

This lowland and montane ecoregion is made up of the Owen Stanley Range and surrounding lowland and coastal areas in southeastern PNG. The climate of the ecoregion is tropical wet, which is characteristic of this part of Melanesia, located in the western Pacific Ocean north of Australia (National Geographic Society 1999). The surface geology of the Central Cordillera, of which the Owen Stanleys are an extension, is generally composed of metamorphic and intrusive igneous rocks. More specifically, this ecoregion is composed of metamorphosed Mesozoic greywacke sandstone, siltstone, and marine volcanics overlain by Miocene intrusives, Pliocene marine and terrestrial fine-grained sediments, and Quaternary lavas and pyroclastics (Bleeker 1983).

Most of this ecoregion is composed of tropical wet evergreen forest, with a significant (25 percent) percentage of tropical montane evergreen forest. Smaller percentages of upper montane and freshwater swamp forest are also found (MacKinnon 1997). Coastal vegetation contains *Casuarina*, whereas mixed coastal vegetation contains *Calophyllum*, *Terminalia*, and *Anisoptera* (MacKinnon 1997).

Lowland forest up to 1,400 m on the north side of the Owen Stanleys is made up of *Pometia*, *Terminalia*, *Myristica*, *Horsfieldia*, *Celtis*, and *Ficus* (MacKinnon 1997). Lowland forest is made up of both alluvial and hill types (Paijmans 1975). Lowland alluvial forest has a canopy that is multitiered and irregular, with many emergents. The forest understory contains a shrub-and-herb layer with a variety of climbers, epiphytes, and ferns (Petocz 1989). Palms may be common in the shrub layer (Paijmans 1975). The somewhat lower-canopy, more closed lowland hill forest contains more open shrub layer but a denser herbaceous layer. Palms are fewer in number. The dominant canopy trees include species of *Pometia*, *Canarium*, *Anisoptera*, *Cryptocarya*, *Terminalia*, *Syzygium*, *Ficus*, *Celtis*, *Dysoxylum*, and *Buchanania*. *Koompassia*, *Dillenia*, *Eucalyptopsis*, *Vatica*, and *Hopea* are locally abundant. Dense stands of *Araucaria*, the tallest tropical trees in the world, are present in scattered locations (Paijmans 1975; Nightingale 1992).

Although they are subject to variable climates and topography, montane forests are smaller crowned and have more even canopies than lowland hill forest. Tree densities can be high, and the shrub density is also high (Paijmans 1975). Lower montane forest transitioning in from the lowlands is dominated by oaks such as *Castanopsis acuminatissima*, *Lithocarpus*, elaeocarps, and laurels. Seventy-meter *Araucaria* may form thick stands in lower areas. *Nothofagus*, sometimes in monotypic stands, is conspicuous in the moss-covered mid and upper zones of the ecoregion (Davis et al. 1995).

BIODIVERSITY FEATURES

Overall richness is generally high and endemism is generally moderate to high when compared with those of other ecoregions in Indo-Malaysia. Bird richness and reptile and amphibian richness and endemism are particularly high in this ecoregion.

The mammalian fauna consists of a wide variety of tropical Australasian marsupials, including tree kangaroos (Flannery 1995). There are 138 mammal species in the ecoregion, of which 28 are endemic or near endemic (Flannery 1995; Flannery and Groves 1998; Bonaccorso et al., in press) (table 1). Included are the critically endangered large-eared nyctophilus (*Pharotis imogene*) and long-footed hydromine (*Leptomys elegans*) and Van Deusen's rat (*Stenomys vandeusei*) (IUCN 2000; Flannery 1995).

The avifauna of the ecoregion has a clear Australasian flavour, including representatives of several Australasian families such as Ptilonorhynchidae, Eopsaltriidae, Meliphagidae, and Paradisaeidae. Because the ecoregion includes coastal, lowland, and montane areas, the number of birds found in the ecoregion is quite large (510 bird species). Forty of these are endemic or near endemic (table 2). This ecoregion constitutes the eastern end of the Central Papuan mountains EBA. Whereas the EBA contains a total of fifty-three restricted-range birds, this ecoregion contains only some of them, twenty-seven of which are shared with the Central Ranges montane rain forests ecoregion, one of which is also found in the Central Ranges sub-alpine grasslands, and two of which are found nowhere else on Earth: the streaked bowerbird (*Amblyornis subalaris*) and eastern parotia (*Parotia helenae*) (Stattersfield et al. 1998; Beehler et al. 1986; Coates 1985).

Within this ecoregion, the Kodama Range, with eight endemic species; the Western Owen Stanley Range, with seven endemic species; the Central Owen Stanley Range, with five endemic species; and the Southeastern Coastal area, with one endemic species, are all centers of butterfly endemism on the island of New Guinea (Parsons 1999).

There are seven recognized Centres of Plant Diversity located in this ecoregion, some of which are shared with the higher Central Ranges sub-alpine grasslands ecoregion. The Galley Reach CPD contains mangrove, lowland swamp, and *Nypa* communities. Galley Reach contains most of the mangrove species in Papuasiasia, which in turn has the most mangrove diversity. The Menyamya-Aseki-Amungwiwa-Bowutu Mountains-Lasanga Island CPD ranges from sea level to 3,278 m and represents the diversity of the altitudinal gradient on the north side of the Owen Stanley Range. Lowland rain forests (with extensive dipterocarp forest), lowland swamp forests, lower to upper montane forests, and sub-alpine forests are all represented here. Ultramafic vegetation is found in the Bowutu Mountains. Important lowland forest and ultramafic substrate endemics are found in the Milne Bay-Collinwood Bay to southern coast CPD. The Owen Stanley Mountains CPD contains many local endemics and is the center of diversity for *Agapetes* (Ericaceae). The Varirata and Astrolabe ranges, Safia Savanna, and Topographer's Range CPDs are all little-known areas that merit further study (Davis et al. 1995).

The lowland forests are home to the world's largest butterfly, *Ornithoptera alexandrae*, a globally threatened species (Miller et al. 1994).

TYPES AND SEVERITY OF THREATS

Although the threats to this ecoregion are low, potential threats include logging, nickel exploitation, and traditional agriculture (Johns 1993). The extension of the highway from the capital, Port Moresby, through to Milne Bay will increase accessibility of the coastal plain south of the Owen Stanley Ranges, opening this extensive forest area to exploitation (Beehler 1994).

JUSTIFICATION OF ECOREGION DELINEATION

Using Whitmore's (1984) map of the vegetation of Malesia and MacKinnon's (1997) reconstruction of the original vegetation, we delineated the large areas of distinct habitat types as ecoregions. The montane evergreen moist forests along the Central Cordillera, including the Snow Mountains, Star Mountains, Central Highlands, and Eastern Highlands, were placed in the Central Range Montane Rain Forests [[AA0105](#)]. This ecoregion roughly corresponds to

MacKinnon's subunits P3g, P3h, and P3i. The moist forests in the southeastern peninsula were distinguished as the Southeastern Papuan Rain Forests [[AA0120](#)]. This ecoregion consists mostly of montane forests but also includes some lowland forests along the coasts and is roughly equivalent to MacKinnon's (1997) biounit P3n. We used the 1,000-m contour from a DEM (USGS 1996) to define the montane-lowland transition. All along the Central Cordillera and in the Huon Peninsula, we separated the alpine habitat into a distinct-Central Range Sub-Alpine Grasslands [[AA1002](#)]-ecoregion. Udvardy (1975) placed these ecoregions in the Papuan biogeographic province of the Oceanian Realm.

APPENDIX 3: TOUR OPERATOR SURVEY



Kokoda Track Authority:
Development of a Strategy for Sustainable Tourism

Tour Operator Survey

Responses should be forwarded to:

Kokoda Track Authority PO Box 545 Boroko NCD 111 Papua New Guinea Phone/Fax: 675 325 1887

Company Name: -----

Address: -----

Phone: -----

Email: -----

Note: Please check the appropriate box and comment where appropriate. Additional comments on any aspect of sustainable tourism on the Kokoda Track will be welcomed.

1 Please rate in order of importance (1-6) the tourist profiles for which your organisation principally caters:

- a. Eco-trekking/natural history
- b. Physical challenge
- c. Military history
- d. Cultural experience
- e. Personal development
- f. Other

Comment:

| | | | | |
|---|---|--------------------------|--------------------------|--------------------------|
| 2 | A strategy for sustainable tourism along the Track is necessary to conserve the environment and provide benefits for local communities over the long term | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|---|--|--------------------------|--------------------------|--------------------------|
| 3 | Legislation should be enacted to protect the Track and its environs from environmental degradation and incursions by logging, mining and other potentially damaging industries | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 3: Tour Operator Survey

Comment:

| | | | | |
|---|---|--------------------------|--------------------------|--------------------------|
| 4 | The Track should be listed as a world Heritage Area, with appropriate memorials and interpretive information provided at relevant sites | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|---|---|--------------------------|--------------------------|--------------------------|
| 5 | The collection of a K200 fee for international trekkers is an acceptable way to provide for the administration of the KTA, management of trekker activities and funding of development projects along the Track | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|---|---|--------------------------|--------------------------|--------------------------|
| 6 | The Kokoda Track Special Purpose Authority (KTA) is an effective way to represent local communities and manage trekking activities and development projects along the Track (if you disagree, please explain) | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|---|---|--------------------------|--------------------------|--------------------------|
| 7 | The conduct of bi-annual community workshops for the development and monitoring of one year action plans and five-year development plans is the most effective way to ensure community ownership and that community needs and aspirations are met | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|---|--|--------------------------|--------------------------|--------------------------|
| 8 | A series of training workshops should be conducted for communities along the Track (such as the Aussie host scheme) to better enable them to service the needs of trekkers | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|---|--|--------------------------|--------------------------|--------------------------|
| 9 | A Code of Conduct should be drawn up for adoption by operators and trekkers in order to help protect the environment and ensure that the culture and privacy of communities is respected | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | |
|----|---|--------------------------|--------------------------|
| 10 | Would your organisation be willing to become an accredited tour operator on the Kokoda Track if such a scheme was introduced by the PNG Government and KTA? | Yes | No |
| | | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|----|---|--------------------------|--------------------------|--------------------------|
| 11 | The total number of tourists using the Track needs to be restricted to prevent environmental degradation and ensure the optimal experience for trekkers | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | | |
|----|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 12 | Excluding guides and porters, the number of trekkers in any one party | <25 | 25-30 | 30-35 | >35 |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 3: Tour Operator Survey

should be restricted to a maximum of:

(Note: Please comment if you believe exceptions should be made for 'peak' periods, e.g. Anzac Day and school holidays)

Comment:

| | | | | |
|----|--|--------------------------|--------------------------|--------------------------|
| 13 | Guides and porters should be protected through common conditions of employment, including a minimum wage, workers' compensation and benefits | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

| | | | | |
|----|---|--------------------------|--------------------------|--------------------------|
| 15 | A vocational training scheme and career path for porters should be implemented to better meet the needs of tourists and to provide the opportunity and incentive for them to become properly qualified guides | Agree | Unsure | Disagree |
| | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comment:

16 Please indicate your preferred accommodation arrangements along the Track:

- a. Campsites
- b. Traditional village guest houses
- c. Combination of a. and b.
- d. Other

Comment:

17 Priority for development projects will be focussed on hygiene, with improvements to latrines, food preparation areas, water reticulation and showers planned in the near future. While composting toilets are the preferred long-term option, improved pit latrines will be constructed in the short-term. Your comments on these issues would be particularly appreciated.

Comment:

Additional Comments (Please feel free to comment on any aspect of the development of sustainable tourism along the Kokoda Track):

APPENDIX 4: IES KEY PRINCIPLES OF ECOTOURISM

| | Principle | Description |
|---|---|--|
| 1 | ECOTOURISM POLICY, PERFORMANCE AND FRAMEWORK | Ecotourism operators make a public commitment to uphold the principles of ecotourism and put in place management systems to ensure their performance. |
| 2 | NATURAL AREA FOCUS | Ecotourism requires a direct personal experience of nature. |
| 3 | INTERPRETATION AND EDUCATION | <p>Ecotourism provides opportunities to experience nature and culture in ways that lead to a greater understanding, appreciation and enjoyment.</p> <p>Supporting Principles:</p> <ol style="list-style-type: none"> 1. Ecotourism products provide visitors with the opportunity to receive quality interpretive services. (Interpretive Services) 2. Adequate planning of interpretation is under-taken so that accurate information is effectively communicated. (Interpretation Planning) 3. Service staff in contact with customers are competent to provide accurate information on the natural values, cultural heritage and conservation issues of the sites visited, and guides can provide quality interpretive experiences. (Staff Training) |
| 4 | ECOLOGICALLY COMPATIBLE INFRASTRUCTURE | <p>Ecotourism operations are developed appropriately on the basis of ecological sustainability and an understanding of the potential environmental impacts.</p> <p>Supporting Principles:</p> <ol style="list-style-type: none"> 1. Ecotourism buildings and infrastructure do not dominate the visual landscape and are compatible with the local cultural character. (Visual and Cultural Amenity) 2. Construction methods have minimised negative environmental impacts. (Sustainable Construction Plan) |
| 5 | ECOLOGICALLY SUSTAINABLE PRACTICE | <p>The product employs ecologically sustainable practices in operational management to ensure that its activities do not degrade the environment.</p> <p>Supporting Principles:</p> <ol style="list-style-type: none"> 1. The ecotourism operator has identified the environmental risks that its activities may cause, and has consequently prepared and implemented relevant management actions. (Environmental Management Plan) 2. The waste minimisation hierarchy of REDUCE, REUSE and RECYCLE underpins operation of the ecotourism product. (Waste Minimisation) 3. The ecotourism product shall strive for maximum energy-efficiency and use a minimum of non-renewable energy. (Energy Efficiency) 4. Water consumption is minimised and supply of water is ecologically sustainable. (Water Conservation) |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
Appendix 4: IES Key Principles of Ecotourism

| | | |
|---|--|--|
| | | <p>5. Sewage and effluent is minimised and treated to a level such that no environmental harm results from discharges. (Treatment of Wastewater and Effluent)</p> <p>6. A program of work is prepared and implemented that has the goal of protecting endangered species, biodiversity, native vegetation, natural water flows, and landscape of the site during the operation of the product. (Biodiversity Conservation)</p> <p>7. The ecotourism product has minimal impact on local air quality, and on global greenhouse gas emissions. (Air Quality)</p> <p>8. The ecotourism product shall minimise the impact on the environment caused by artificial lighting. (Lighting)</p> <p>Customers have the opportunity to experience natural quiet when they are in natural settings. (Noise)</p> |
| 6 | CONTRIBUTING TO CONSERVATION | Ecotourism shall provide a tangible contribution to conservation. |
| 7 | ECOTOURISM BENEFITING LOCAL COMMUNITIES | Ecotourism shall provide ongoing contributions to the local community |
| 8 | CULTURAL RESPECT AND SENSITIVITY | An ecotourism product in both its development and operation phases must be respectful of, and sensitive to, local cultures. To ensure cultural values are treated appropriately, there is a need to consult with local people so that their legitimate aspirations are met and to allow presentation of authentic cultural values. |
| | CUSTOMER SATISFACTION | Ecotourism products meet or exceed customer's expectations |
| | RESPONSIBLE MARKETING | Ecotourism provides accurate and responsible information about the product that leads to realistic expectations |
| | MINIMAL IMPACT CODES OF CONDUCT | Ecotourism products have minimal impacts on the natural, social and cultural environment, and are undertaken in accordance with a defined code of practice |

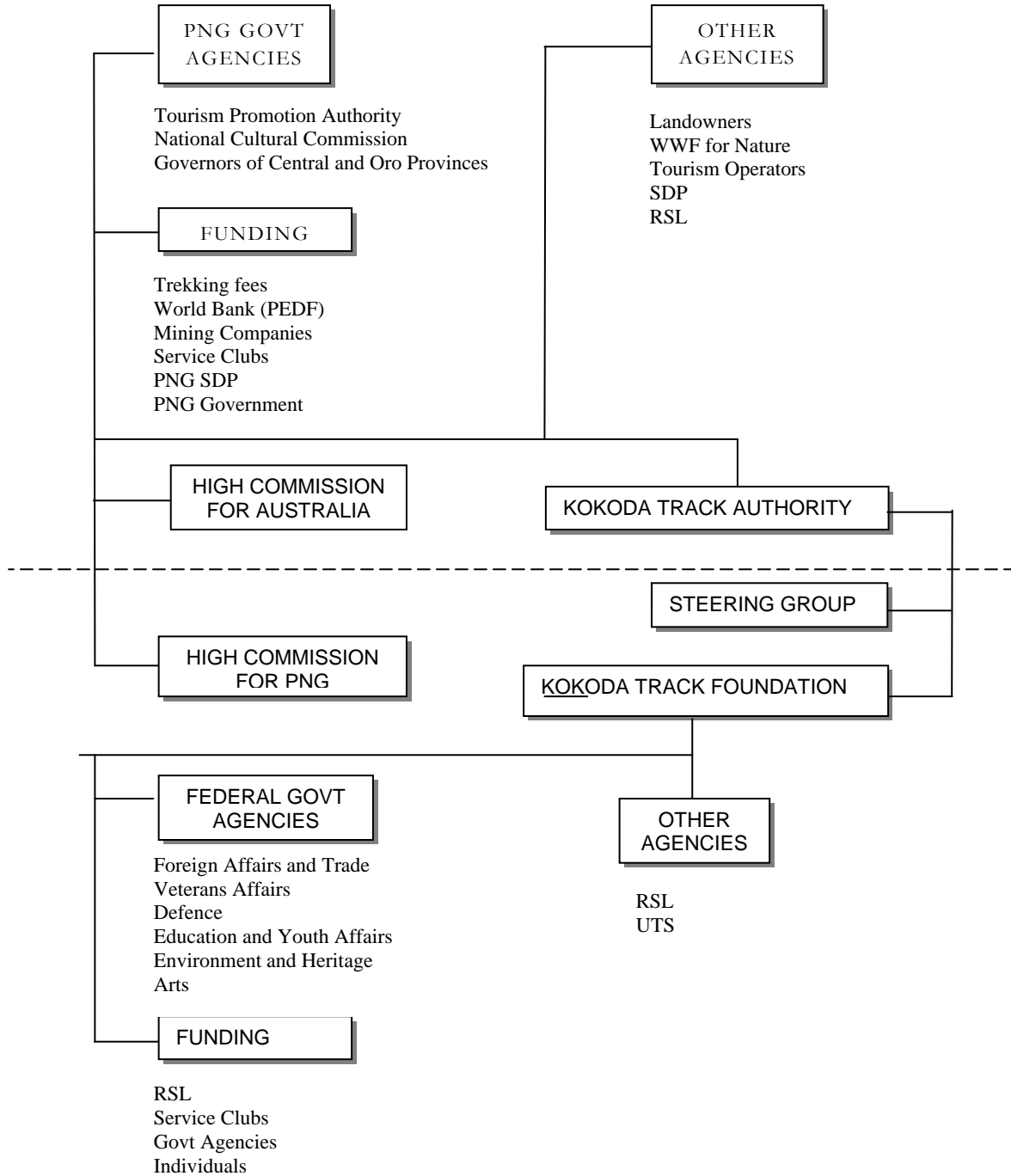
Appendix 5: Kokoda Track Tour Operators

| | |
|--|--|
| <p>Kokoda Trekking Ltd P O Box 7541, Boroko, NCD 111 Papua New Guinea Attn: Gail Thomas (Manager/Trek Organiser) Attn: Russell Eroro (Operations Manager) Phone: (675) 325 4423 or 323 6650 Mobile: (675) 683 1146 Australian Phone: 1300 766 288 Email: trekking@kokodatrail.com.au Websites: www.pngbd.com; www.kokodatrail.com.au; www.kokodatrail.com.pg</p> | <p>Koiari Treks & Tours Ltd P O Box 4529, Boroko, NCD 111 Papua New Guinea Attn: Narai Billy (Principal) Phone/Fax: (675) 325 1887 Email: koiaritreks@global.net.pg Web: www.pngtourism.org.pg/koiaritreks</p> |
| <p>Elei Guide & Tour Services P O Box 62, Kokoda, Oro Prov, PNG Attn: David Soru (Principal) Phone/Fax: (675) 329 7335 or 325 1887 C/- Frontier Travel PNG. Phone: (675) 325 7371 Email: frontier@global.net.pg Or: kokodatrackauthority@global.net.pg</p> | <p>Kokoda Treks & Tours Pty Ltd 7 Laga Court, Sterling Western Australia Attn: Frank Taylor (Principal) Phone/Fax: (61 8) 9446 9856 Email: kokoda@arach.net.au Web: www.arach.net.au/users/kokoda</p> |
| <p>Niugini Holidays 100 Clarence Street, GPO Box 2002, Sydney NSW 2001, Australia Attn: Ruth Dicker (Principal) Phone: (02) 9290 2055 Fax: (02) 9267 6118 Email: info@ngholidays.com Web: www.nghols.com</p> | <p>South Pacific Tours Ltd PO Box 195, Boroko, NCD 111 Papua New Guinea Attn: Taisi Taule (Manager) Phone: (675) 323 5245 Fax: (675) 323 5246 Email: spt@global.net.pg Web: www.nghols.com</p> |
| <p>Adventure Kokoda Pty Limited P O Box 303, Camden, NSW 2570 Australia Attn: Charlie Lynn Phone: (61 2) 4655 1389 Fax: (61 2) 4655 9433 Mobile: (61) 419 257 462 Email: adventurekokoda@nexon.com.au Web: www.kokodatreks.com</p> | <p>Kokoda Experience Ltd c/. P O Box 545, Boroko, NCD 111 Papua New Guinea Attn: Alex Rama (Director) Phone/Fax: c/. (675) 325 1887 Mobile: (675) 684 1901 Email: kokodaexperience@global.net.pg Web: www.kokodatreks.com</p> |
| <p>Papua New Guinea Trekking Adventures P O Box 91 Gordons NCD Papua New Guinea Attention: Pam Christie (Principal) Phone: (675) 325 1284 Fax : (675) 323 0984 Mobile: (675) 686 6171 Email: info@pngtrekking.com.pg Web: www.pngtrekking.com.pg</p> | <p>Ecotourism Melanesia Ltd P O Box 24, Waigani, NCD Papua New Guinea Attn: Aaron Hayes (Director), Priscilla Ogomeni Phone/Fax: (675) 323 4518 or 325 8606 Email: ecomel@online.net.pg Web: www.em.com.pg</p> |
| <p>Executive Excellence – Davidson Group Level 8, 344 Queen St, Brisbane, Queensland 4001, Australia Attn: Brian Freeman (Director) Phone: (61 7) 3221 0044 Fax: (61 7) 3221 5810 Email: bf@d-r.com.au Web: www.executiveexcellence.com.au</p> | <p>Owers' Corner Treks & Tours Owers' Corner, C/. Koiari Holdings Ltd P O Box 8228, Boroko, NCD 111, PNG Attn: Aaron Adave Orio (Principal) or Allan Miria Phone: (675) 328 1818 or 325 1887 Fax: (675) 328 1819 or 325 1887 Email: c/. koiari@global.net.pg</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
Appendix 5: Kokoda Track Tour Operators

| | |
|---|--|
| <p>Dosoho Treks & Guide Kagi Village, P O Box 6421, Boroko, NCD 111 Papua New Guinea Attn: Bevan Surina (Principal) Phone: (675) 311 2710 or 324 4245 or 325 1887 Fax: (675) 323 1081 or 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> | <p>Kokoda Tours Kovelo Village, c/. Benstead Lovi, Divn of Education, Free Mail Bag, Popondetta, Oro P, PNG Attn: Wilma or Benstead Lovi (Principals) Phone: (675) 329 7517 or 329 7350 or 325 1887 Fax: (675) 329 7236 or 325 1887 Email c/. kokodatrackauthority@global.net.pg</p> |
| <p>Kokoda Legends (Wellbeing Solutions Pty Ltd) 38 Kirralee Drive, Robina, Qld 4226 Australia Attn: Aidan Grimes (Director) PNG: Mathew Geita and John Belemi Ph/Fx: (61 7) 5593 3378 or c/. (675) 325 1887 Mobile: (61) 414 521 531 Email: aidan@wellbeingsolutions.com.au</p> | <p>Fuzzy Wuzzy Expedition Ltd P O Box 870, Waigani, NCD Papua New Guinea Attn: Josef Awuki (Manager), Osbourne Bogaijiwai Phone: (675) 327 3520 or 324 4245 Mobile: (675) 687 0678 or 687 7210 Email: fuzzywuzzy@datec.com.pg</p> |
| <p>Lalava Treks & Tours Kovelo Village, Post Office, Kokoda, Oro Province Papua New Guinea Attn: Sidni Toroi (Principal) or Bill James Phone: (61 2) 9428 1898 or c/. (675) 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> | <p>Kokoda Memorial Tours Abuari Village, P O Box 15, Kokoda, Oro Province Papua New Guinea Attn: Joel Adave (Principal) Phone : (675) 325 1321 or c/. 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> |
| <p>Vioribaiva Adventure Tours & Entertainers Ioribaiva Village, P O Box 1119, Waigani, NCD 131, Papua New Guinea Attn: Agnes Malik Yambune (Manager) Phone/Fax: c/. (675) 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> | <p>Expedition Kokoda Efogi Village, c/. Koiari LLG SPA P O Box 7757, Boroko, NCD 111 Papua New Guinea Attn: Philip Batia (Principal) Phone: (675) 321 5942 Fax: (675) 321 5940 Email: kllgspa@online.net.pg</p> |
| <p>Kokoda Misima Tours Hagutawa Village, P O Box 29, Kokoda, Oro Province, Papua New Guinea Attn: Seli Dadi (Principal) Phone/Fax: c/. (675) 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> | <p>Kokoda Rock Tours Kaele Village, P O Box 39, Kokoda, Oro Province, Papua New Guinea Attn: Jerod Leva (Principal) Phone/Fax: c/. (675) 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> |
| <p>Tropic Tours P O Box 1892, Boroko, NCD 111 Papua New Guinea Attn: Gwen Ung Ogil (Manager) Phone: (675) 321 3688 Fax: (675) 321 3828 Mobile: (675) 685 2772 Email: tropictours@daltron.com.pg</p> | <p>Historic Kokoda Tracking (HTK) Ltd PO Box 484, WAIGANI, NCD Att: Lily Klapat (Manageress) Phone: (675) 323 4812 Mobile: (675) 686 7974 Email: hiskotrek@yahoo.com</p> |
| <p>Bykoea Tours Abuari Village, P O Box 43, Kokoda, Oro Province, Papua New Guinea Attn: John Tatua (Principal) Phone/Fax: c/. (675) 325 1887 Email: c/. kokodatrackauthority@global.net.pg</p> | |

APPENDIX 6: STAKEHOLDER RELATIONSHIPS



Eco-trekking Kokoda – A Plan for Sustainable Tourism
Appendix 7: Community Action Plans

APPENDIX 7: COMMUNITY ACTION PLANS

| Village | Action Plan (Efogi Workshop April 2004) | Progress (Kokoda Workshop July 2005) |
|--------------------------------------|--|---|
| IORIBAIWA VILLAGE | <ol style="list-style-type: none"> 1. Marketing: <ul style="list-style-type: none"> - Fruits - Garden food 2. Craft: <ul style="list-style-type: none"> - Bags (Bilum) - Cane baskets (souvenirs) 3. Sell soft drinks 4. Welcoming | <p>Marketing fruits (bananas)</p> <p>Bilum making Cane baskets</p> <p>Selling soft drinks</p> |
| NAORO VILLAGE | <ol style="list-style-type: none"> 1. Welcome song 2. Hand crafts: <ul style="list-style-type: none"> - String bags (billum) - Hats (caps) - Baskets (souvenirs) 3. Marketing: <ul style="list-style-type: none"> - Fruits - Garden foods - Selling soft drinks | <p>Bilum making</p> <p>Selling garden vegetables, fruits, soft drinks</p> |
| MANARI VILLAGE COMMUNITY DEVELOPMENT | <p>Youth/women and children</p> <ul style="list-style-type: none"> - Singing - Sports <p>Who will run the program?</p> <ul style="list-style-type: none"> - Combined group <p>Cooking and catering service</p> <p>Rice farming</p> <p>Museum</p> <p>Who will run the program?</p> <ul style="list-style-type: none"> - Community group | <p>Singing</p> <p>Sports</p> |
| EFOGI YOUTH GROUP | We will stock all store supplies (food) for all porters/trekkers at our trade store (No need for food drop off) | |
| EFOGI WOMENS GROUP | We will bake scones and bread to sell to tourists | OK |
| LAUNUMU WOMENS GROUP - EFOGI 1 | We will make billums from bush twine and other materials for sale to tourists | OK |
| LAUNUMU COMMUNITY GROUP - EFOGI 1 | We will build a new guesthouse using bush materials | |
| KAGI | <ul style="list-style-type: none"> - Welcoming Choir - SDA - Fruit and Vegetable Sales - Poultry - Sales of Traditional Items - Catering Services - Visit to War Sites - Guesthouses | OK |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
Appendix 7: Community Action Plans

| | | |
|--|--|-------------------------------|
| ALOLA VILLAGE | Museum Wildlife Conservation Area Community Based Project Selling of Soft Drinks | OK OK |
| OWERS CORNER | Construct an Information Centre at Owers Corner and clean up surrounding areas Construct Police Station- Bush materials to be supplied by the community Hardware materials to besupplied by KTA from track fees | Cleaning up only |
| UBERI VILLAGE | Re-establish Uberi Village at original site Materials and labour supply by community - Includes water supply Guesthouse Restore flying fox over Goldie River to carry people and cargo Seek donor funding for this project | No No |
| COMMUNITY GROUP | Build a trade store | No |
| NATALIE SHYMKO - KOKODA TRACK FOUNDATION | Writing up the report from the Workshop | Completion Date: - 2 weeks |
| FRANK TAYLOR - TOUR OPERATOR | Will continue the employment of young men | Ongoing |
| RUTH DICKER - TOUR OPERATOR | Will provide ongoing employment on the track Will provide safety on the track Will ensure quality & lift the quality of treks | Ongoing |

APPENDIX 8: WORKSHOPS

APPENDIX 8.1

Towards a Strategy for Sustainable Tourism on the Kokoda Track
Sydney Workshop UTS 8 December 2003

APPENDIX 8.2

Learning from Each Other for Good Tourism on the Kokoda Track
Efogi Clan leader and Land Owner Workshop 28-29 April 2004

APPENDIX 8.3

Towards a Strategy for Sustainable Tourism on the Kokoda Track
Port Moresby Stakeholder Workshop 15 June 2004

APPENDIX 8.4

Development of a Sustainable Ecotourism Plan 2005 – 2008
Workshop held at Kokoda 15–16 July 2005

APPENDIX 8.5

Eco-trekking Kokoda: A Plan for Sustainable Tourism
Workshop held at Port Moresby 21-23 February 2006

TOWARDS A STRATEGY FOR SUSTAINABLE TOURISM ON THE KOKODA TRACK



The Kokoda Track Foundation

Workshop Program

Setting Strategic Directions in Sustainable Tourism on the Kokoda Track

1 Day Workshop 8th December 2003 – 9am – 4pm (4pm – 5.30pm drinks)
Location: Sydney, University of Technology, Sydney – Kuring-gai Campus
MC: Kelvin Templeton **Facilitators:** Stephen Wearing, Paul Chatterton

WORKSHOP DETAILS

1. Welcome guests - The Hon Charlie Lynn (MLC) (5mins)

Introduction to the Day

The Kokoda Track Foundation – Kelvin Templeton (10 mins)

Current Vision of **Kokoda Trail Foundation**. What the Foundation is and what it hopes to achieve?

What it would like to gain from this Workshop?

2. What is **Sustainable Tourism** and how do Communities engage with it (Stephen) in PNG (Paul) (40 mins)

Show the video Selo Selo Big Fella Canoe (20 mins) and then talk about the essential ingredients in Sustainable Community Based Tourism – small workshop groups (15 mins) report back (20 mins).

Give a handout of key criteria on Sustainable Tourism development and ask 3 small groups of 5/6 to examine issues around Sustainable Tourism. Discuss relevance to PNG.

10.15 – 10.30 Morning Tea

3. Participant **expectations and visions** (Paul & Stephen) (1hr 30 mins)

Interactive exercise - In small groups - mapping the Kokoda Track views and experiences – each participant to draw a map of the Kokoda Track (as they perceive it) and then how they would see it as an experience for a tourist as a sustainable tourism

activity in 10 years– this can be pictures, poems or words (Should finish with 2 sheets of paper one map – one picture etc (10mins).

All to pin up for discussion.

Discussion of the views of the Track from the perspectives of the participants and what they would like to see happen with the Track and Sustainable Tourism

See if there is a clear vision of the Kokoda Experience in 10 years.

Develop from this the Key components in moving towards this – White Board exercise listing the common key components to achieve this. For example Health Care, Aid, Education etc.

This list should then be prioritized according to need to do and time it is needed.

12.15pm – 1.00 pm Lunch

4. **Planning for the Vision** or for achieving some defined Goals.

What are the key steps in moving towards this Vision?

Stakeholders – who are they what can they contribute?

Small groups to compile a list of what should be done

2.30 pm – 2.45 pm Afternoon Tea

5. **Review of the day** - Value Clarification exercises

Finish 4pm

Drinks 4pm – 5.30pm

Background Information for Workshop Participants

Part 2 What is Sustainable Tourism? (Whole Group Exercise)

with any staging of development indicated.

Preparation of a visitor use organisation and flow patterns where appropriate.

- Final environmental impact analysis.
- Implementation of the plan and continuous management of the resource and its visitor use.

Suggestions for Future

.....
.....
.....
.....
.....
.....

WHAT ARE THE ELEMENTS NECESSARY TO UNDERSTAND THE IMPACTS FROM DEVELOPING TOURISM?

Generally these elements are:

- Natural attractions and activities - things that tourists wish to see and do.
- Hospitality facilities and services - places to stay overnight and places to eat.
- Transport facilities and services - access to and within the area by land, air and water.
- Basic community infrastructure - water supply, electricity, sewage and solid waste disposal and telecommunications.
- Travel arrangements - travel agents and tour guides.
- Promotion and tourist information services - informing tourists what to see and do in the community.

Who are we dealing with?

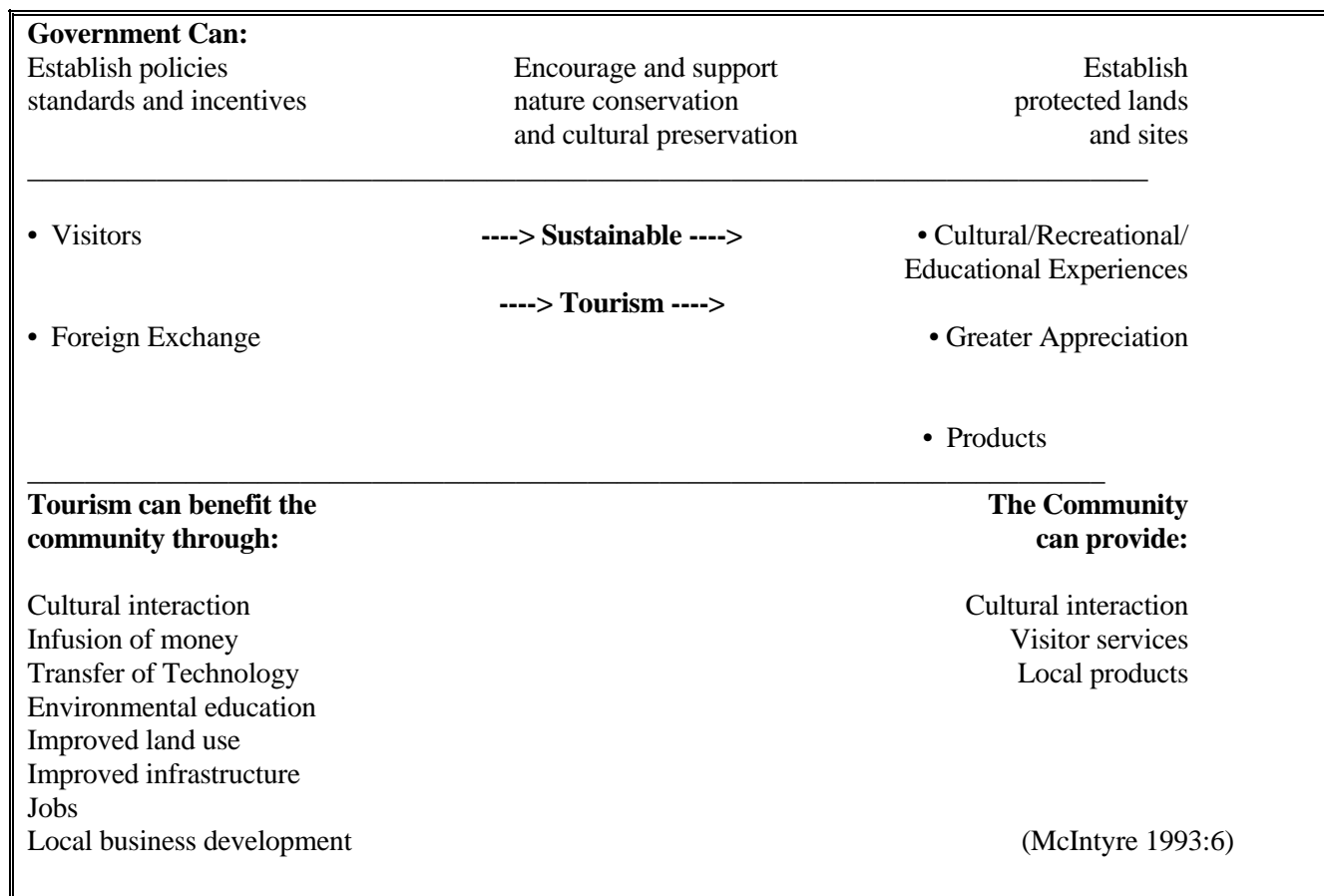
You need to understand if a community should examine whether it has adequate resources for tourism and if there is potential for the tourism market and if it can be attracted to the community. Whether it needs tourism to reach economic development objectives. Whether it has sufficient labour force to support tourism without bringing in outside workers. The cost of improving access to the area and developing local infrastructure for tourism is justified. Other considerations may need to be examined such as possible competition from already existing or potential tourism projects in neighboring communities. With this understanding you can examine the impacts of tourism that result from the interactions that occur.

Each community must consider the following questions in order to understand if tourism will have an impact:

- Are there adequate resources for tourism?
- What is the tourist market and can it be attracted to the community?
- Will tourism help to attain economic development objectives?
- Is there sufficient labour to support tourism without bringing in outside workers?
- Is the cost of improving access to natural areas and developing local infrastructure for tourism justified?
- Is there possible competition from existing or potential tourism projects in neighboring communities?

FIGURE 1 below illustrates an integrated picture of tourism development in a community. Tourism development can bring benefits; new businesses and jobs, additional income, new technologies, greater environmental cultural awareness and protection, improved infrastructure, and, if carefully planned and controlled, improved land use patterns. The community has a vital role to perform in providing visitor facilities and services, development of attractions and cultural interaction.

FIGURE 1. A PICTURE OF TOURISM IN A COMMUNITY





The Kokoda Track Foundation

SYDNEY WORKSHOP

UNIVERSITY OF TECHNOLOGY SYDNEY

8 DECEMBER 2003

“Towards a Strategy for Sustainable Tourism on the Kokoda Track”

Part 1: Current vision of the Kokoda Track Foundation

The Kokoda Track Foundation was established in recognition of the assistance given to the Australian Diggers during the Pacific War from 1942 – 1945 by the people of Papua New Guinea including the ‘Fuzzy-Wuzzy Angels’ and the Kioari and Orokaivean people living along the Kokoda Track. Its aims are to promote education, health and sporting initiatives for villagers living along the Track. In doing so, the Foundation aims to support the villages in establishing a self-sustainable eco-adventure tourism industry along the Track, with full support and cooperation from all stakeholders. The Foundation is interested in honouring all historical, cultural, environmental and community aspects linked to the Kokoda Track.

PART 2: SUSTAINABLE TOURISM AND IMPLICATIONS FOR PNG

ISSUES THAT AROSE FROM VANUATU ‘SELO SELO’ CASE STUDY

- Communication
- Planning
- Expectations of all parties
- Cultural Impact
- Frequency
- Structured Goals
- Awareness & concern

ISSUES OF SUSTAINABLE TOURISM RELEVANT FOR THE KOKODA TRACK

- Communication/Planning: Both are vital throughout the entire process of setting up a sustainable tourism project. Communication (including appropriate translation)

between Australian and PNG groups is undoubtedly necessary and appropriate stakeholders (including landowners, village elders & members etc) must be involved in the initial planning stages. A workshop, replicating the one held in Australia, is to be held in PNG in early 2004.

- Sustainability: important for funding, ongoing security of villages; having a clear future-oriented vision.
- Briefing: important for current and future tourists to be briefed before visiting PNG. This must involve increasing cultural, community and environmental awareness and respect amongst tourists before they arrive in PNG. Furthermore, debriefing must be available for villagers during times of adventure tourism initiatives. They must be involved in and aware of all negotiations and planning.

Principles for the development of successful community based tourism along the Kokoda Track

Group One

1. Briefing of Tourists
2. Awareness: culture, environment, history, community
3. Impact: organisation, expectations, goals, communication
4. Regulation & Evaluation
5. Interaction between stakeholders (e.g., Kokoda Track Foundation [KTF], Kokoda Track Authority [KTA], landowners, Seventh Day Adventist [SDA's], PNG government, Trek operators etc).
6. Community benefits: education, health, sport etc.

Group Two

- i) Communication (translation)
- ii) Consensus
- iii) Education (for both tourists and villagers): respect & knowledge
- iv) Standards & Protocols: e.g., trek guides must be trained; limit to how much porters carry; standard track fee
- v) Cultural Respect
- vi) Conservation: environment
- vii) Measuring Impacts
- viii) Managing Expectations
- ix) Managing Numbers

Group Three

- a) Communicate – with local groups: research expectations; planning; written agreement
- b) Minimise Government Involvement
- c) Gradual Implementation
- d) Accept Responsibility; Respect
- e) Avoid being purely mercenary
- f) Four levels of Agreement: local villagers; local employees; local government (lower level); absentee landowners – suggestion to minimise involvement of latter.
- g) Cultural Interaction

Extra Suggestions

- Understanding of broad history
- Education of PNG locals
- Marketing/Image

- Need for PNG Government cooperation
- Levels of engagement
- Interaction with local institutions

PART 3: EXPECTATIONS & VISION

Kelvin Templeton, Director of the Kokoda Track Foundation, emphasised the need for a strong, clear and shared vision to be articulated via dialogue between PNG and Australian stakeholders. The workshop group brainstormed and recorded their current view of the Kokoda Track and what they hope to see 10 years into the future, from a variety of perspectives (including tourism, community development, historical recognition etc).

TABLE 1: THE KOKODA TRACK TODAY

| | |
|--------------------|--|
| <i>Environment</i> | <p>STEEPNESS OF TRACK</p> <p><i>Paradise/Bliss/Pristine</i></p> <p>No planning policies Sustainability? Carrying capacity? Conservation/preservation Relatively minimal tourist impact</p> |
| <i>Education</i> | <p><i>Schools – lack of resources, teachers, funding</i></p> <p><i>Guides – lack of training for leading treks</i></p> |
| <i>Health</i> | <p><i>Limited resources, staff, funding</i></p> |
| <i>Track</i> | <p><i>Lack of signage; Discrepancy between Kokoda track and wartime track</i></p> |
| <i>History</i> | <p><i>Recognition of important link between Australia & PNG: war history. How to extend this beyond limited trek operators & incorporate into the bigger picture?</i></p> <p><i>Bomana War Cemetery: ANZAC services etc.</i></p> |
| <i>Community</i> | <p><i>Not informed about potential benefits of tourism</i></p> <p><i>Lack of participation</i></p> <p><i>Concerned with short term survival issues rather than long-term sustainability</i></p> |
| <i>Tourism</i> | <p><i>Foreign owned operators</i></p> <p><i>Ignored and underdeveloped tourism potential</i></p> |
| <i>Culture</i> | <p><i>Music/Dance: ‘sing-sings’</i></p> <p><i>Cultural preservation</i></p> |

| | |
|--|--|
| | <i>Hostility in PNG</i> |
| <i>Partnership between PNG & Australia</i> | <i>Limited Australian understanding of PNG</i> |

Table 2: The Kokoda Track: 10 years from today

| | |
|-------------|--|
| Environment | Impact of greater tourism; land/tree/track degradation; disposal of human waste – how to prevent? Recycling, removal protocol etc. Aim to preserve geography/atmosphere, sense of bliss, culture & isolation. No logging/mining! |
| Education | Increased schools, resources, teachers, funding. Increased no. students attending high school and university |
| Health | Increased resources, funding, staff Improved life expectancy, disease rate, nutrition |
| Track | Improved indicators along the track – historical, educational etc. Development of traditional huts/accommodation sites at significant historical/cultural sites. Identified what constitutes the Kokoda Track area. |
| History | In Aus – growing knowledge/awareness of PNG’s role in Australian history; Kokoda included in Australian school syllabus. Historical memorials along track (funding; sponsorship?). Village museums upgraded. Village education & knowledge of history |
| Community | Empowering communities to access sustainable approach to development. Circularity: communities where educated young people return to contribute to village betterment. Communities able to sell cultural souvenirs. Sustainable agriculture. |
| Tourism | Tourists: awareness; sensitive to PNG needs’. Awareness of uniqueness of land & culture. Capitalising on further areas of tourism, e.g., short treks; treks off the traditional track; water-adventure tourism etc. Locally operated tours? Community based – PNG people must own all initiatives/developments. Regular funding. PNG guides/porters – fit, trained/educated, in uniform, appropriate sleeping gear, not carrying over weight limit. Carefully organised treks – booking system to prevent overuse of track & bombardment |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.1: Sydney Workshop, 8 December 2003

| | |
|-------------------------------------|--|
| | of tourists. |
| Culture | Preservation of traditional culture. Traditional ‘sing-sings’, dances etc. |
| Partnership between PNG & Australia | Australia: respects, understanding, knowledge Closer links between PNG & Aus. |
| Bigger picture | Benefits of sustainable development along Kokoda track extending to other regions; replicable eco-tourism model. |
| Government | Greater importance at government level to preserve natural resources/support interventions. Support from & interaction between PNG & Aus Governments. |
| Development | Kokoda village – hotel? Helicopter/scenic flights? Coach parking? Road between POM and Owers Corner? How far do we need to go? – must be decided by PNG people. No roads/paved tracks along Track. Air strip maintenance. All development must be culturally & environmentally sensitive. |
| Authorities | Establishment & active involvement of the Kokoda Track Authority (KTA). Research, Regulation & Evaluation. |

Potential trek operation under sustainable master plan: Example

- Briefing/Booking:
- Tourist receives trek information/material
 - Interactive briefing via website
 - Receives ‘trek passport’^a
- Arrive PNG:
- Met by PNG Chief Tour Guide who is:
 - a) Fluent in English
 - b) Has detailed knowledge of campaign, local culture & environment
 - c) Is trained in expedition leadership
 - Briefing in hotel
 - Final checks; meet others in group
- Transport to : - Sealed road
Owers Corner
- Safe, roadworthy transport
- Reception at : - Met by cultural group (dancing, singing, lunch)
Owers Corner
- Meet guides/porters who are dressed in ‘Trek Uniforms’ and trained in history, culture, environment
 - Passport stamped
- Commence Trek:
- Groups on track are regulated and must stick to campsite schedule
 - Progress reported via radio communications

- Memorials/ Battle sites :
- Bush/village campsites are well prepared (guest houses made of local material; enviro-toilets)
 - Battle sites along Track are restored & signposted
 - Track follows original Track
 - Educational memorials have been erected

Village ceremonies: - Performed by village groups; Singing in traditional Kioari-cultural style.

Note: a. Trek passport consists of waterproof record/diary that each trekker receives when they pay the Kokoda Track fee. In it are sections for village stamps (in the same way one's passport is stamped/checked when travelling between countries), photographs, autographs and places to record experiences.

Mission Statement: Creating sustainable tourism along the Kokoda Track

Example 1

To develop a self-sustaining eco-trekking industry for the Kioari and Oro-Kaivean people who live along the Kokoda Track.

Example 2

The establishment of a responsible trekking industry which conserves nature, honours the region's culture and history and sustains the wellbeing of the people along the Track.

Example 3

The creation of a National Memorial Park with the aim of honouring the history and increasing opportunities for the education, health, environment, culture and economy of the local people, whilst enhancing the ties between PNG and Australia.

Interim Action

The establishment of a Kokoda Trekkers shared 'code of ethics' carried by all trekkers, enforced by all trek leaders, designed for the betterment and wellbeing of the local PNG people who work and live along the Kokoda Track.

Key Components for Sustainable Tourism along the Kokoda Track

- Plan
- Leadership
- Sustainability
- Political Support
- Funding – raising & distribution
- Infrastructure
- Health – training local medics; increase resources/staff; higher quality nutrition; 1st aid posts
- Education – guides, porters & trekkers; school scholarships; teacher funding.
- Segmentation of industry (culture, flora, forestry, alternative adventure programs, etc.
- Track definition & maintenance, e.g., educational memorials; natural signage

- Environmental preservation
- Relationships & Communication – PNG & Australia
- Marketing – ‘vision that sells’
- National Memorial Park
- Maintain local culture
- Awareness & History

Mapping the Vision for Sustainable Tourism along the Kokoda Track



Figure 1. 10 year vision of the Kokoda Track

In order to implement the above mission statement/s, a ten-year diagrammatic vision was outlined (See Figure 1). Listed below are the major points outlined in the map:

- A clearly defined **track**, following the path taken by World War Two soldiers. Additionally, other significant tracks are defines including the one linking Efogi to Naduri to Templetons, and a track linking Alola to Abuari to Kokoda.

- **Airstrips** positioned and maintained at Naoro, Menari, Efogi Kagi, Naduri, Myola and Kokoda.
- **Memorials** constructed and maintained at Bomana, Ioribaiwa, Menari, Brigade Hill, Myola, Templetons Crossing, Isurava, Deniki and Kokoda.
- **Schools** at Kokoda, Kagi/Naduri (Kovovo), Efogi, Menari and Sogeri are maintained, equipped with educational resources and adequate teaching staff. Educational scholarships provided for children (through Kokoda Track Foundation) to attend high school at Sogeri.
- **Radios** installed and maintained in Naoro, Menari, Efogi, Naduri, Kagi, Myola, Alola, Abuari, Isurava, Kovello and Kokoda villages.
- Kokoda **hospital** re-opened, equipped with resources and staff to run. Additionally, first aid stations installed, resourced and maintained in Menari, Efogi and Naduri/Kagi villages. Furthermore, villagers selected and trained to operate first aid stations.
- Installation and maintenance of natural compost **toilets** at Owers corner, Imita Ridge, Naoro, Menari, Efogi, Kagi/Naduri, Myola, Alola, Isurava, Deniki, Hoi, Kovello and Kokoda.
- **No logging**
- Increase in number of **bush houses**, using natural resources and traditionally built.
- Increase in traditional **culture**: billum bags, sing-sings, Koiari language
- Maintain **natural** landscape, pristine conditions. **No pollution**.

PART 4: PLANNING FOR THE VISION

Who are the key Stakeholders?

| AUSTRALIA | ROLE/CONTRIBUTION | PAPUA NEW GUINEA | ROLE/CONTRIBUTION |
|---|--|---|--|
| Kokoda Track Foundation | Oversee sustainable development; Fundraising | Kokoda Track Authority | Finalise decisions; own land owners |
| Rotary/Lions | Funding; Awareness | Tourism Promotion Authority | Tourism flow; Main Evaluation |
| RSL | Funding; Awareness; Memorials | Seventh Day Adventists | Funding? Research |
| AUSAID | Funding; Government interaction | Villages | Accommodation cater track maintenance; reci |
| Trek Groups | | Trek Groups | |
| Tour Operators | Planning; Regulation; Education | Tour Operators | Planning; Regulation; E |
| Australian Government - Dept of Veteran Affairs - Foreign Affairs | Maintenance of interest in history; Tourism flow | PNG Government - Local - Provincial - National | Regulation; Maintenance Owers Corner; District delivery; Dept of educa |
| | | PNG National Parks Authority | Declaration & maint Parks |

Where to from here?

Priorities

1. Workshop #2, to be held in Efogi village in PNG – to involve representatives from Australia (Kokoda Track Foundation, Australian High Commission) and PNG (Kokoda Track Authority, villagers, PNG Government).
2. Development of Strategic Plan – briefing for consultant (who is familiar with PNG); development of steering committee (input from Kokoda Track Foundation) to guide consultation and research
3. Establish Research Committee – pool available knowledge; determine PNG needs (e.g., education scholarship criteria; selection of local people for medical training etc.); begin January 2004.
4. Social Mapping & Land Owner identification – Land owner mandates to plan for their future; establishment and declaration of Kokoda track Authority whom are to take ownership and maintain sustainability.
5. Political Support – Organise governmental input (Australia & PNG); organization of an inter-departmental trek with representatives from AUSAID, Veteran Affairs, Foreign Affairs, Education, Health, Arts, defence, Environment and Tourism, with goal to increase understanding and appreciation of ‘Spirit of Kokoda’; robust management and development of inter-country partnership; Emphasis on PNG ownership.
6. Funding – Fund-raising; fund-distribution; awareness and marketing
7. Education – funding available beginning 2004 for educational scholarships providing support for students form along the Track to attend High School.
8. Standards – development of trekking standards, code of ethics, operating system, and regulation & evaluation practices.

Theme:

**“Learning from Each Other For Good Tourism on the Kokoda Track
...”**

28-29 April 2004

Efogi Village, Kokoda Trail

Papua New Guinea

MC Hon Charlie Lynn MLC – Chairman, The Kokoda Track Foundation

Facilitators Paul Chatterton, WWF and Dr Stephen Wearing, UTS
Gary Imri and Alfred Amuli

Participants Clan leaders and landowners of the Kokoda Track

Observers Patrick Szpak - volunteer, CUSO
Natalie Shymko - Hon Secretary, The Kokoda Track Foundation
Warren Bartlett – Chief Executive, The Kokoda Track Authority

Language English, Motu and Pidgin

Day 1

Start 1.00 pm

INTRODUCTION OF FACILITATORS AND THE DAY

Charlie Lynn introduced the co-facilitators, Mr Paul Chatterton from the World Wildlife Foundation and Dr Stephen Wearing from the University of Technology Sydney, who had volunteered their services because of their belief in what the Foundation was trying to achieve.

Mr Lynn explained that a workshop had been conducted in Sydney to establish trekkers' views on the objective of sustainable tourism on the Kokoda Track. Now a workshop was being held in Efogi village to hear the views of clan leaders and landowners on the same objective.

Mr Lynn then introduced Mr Patrick Szpak a volunteer from CUSO and Ms Natalie Shymko, Honourary Secretary of The Kokoda Track Foundation.

Mr Lynn also introduced co-facilitators, Mr Gary Imri and Mr Alfred Amuli.

Paul Chatterton thanked Efogi village for hosting the workshop, Charlie Lynn, Gary Imira, Alfred Amuli, the delegates and everyone in general for their attendance.

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

Mr Chatterton explained that he worked for the World Wildlife Foundation in Madang, a non-Government organisation and he was here to help the landowner groups.

Dr Stephen Wearing gave a brief introduction. Dr Wearing was from the University of Technology, Sydney and had experience in facilitation in sustainable tourism in Central and South America.

Mr Chatterton - “We’ve all come a long way. What are we here for? Today and tomorrow we will be learning about good tourism on the Kokoda Track.”

Mr Chatterton asked the delegates how many tourists had come through their villages over the last week?

- Kovelov village - 5 to 6 groups
- Menari village - 40 tourists
- Kokoda - 100 tourists
- Isurava - 30 tourists

Mr Chatterton pointed out that tourism was ‘big business.’ He asked the delegates whether they were happy with this.

Most of the delegates were happy. Kagi village was not happy as many tour operators/trekkers were taking short cuts and by-passing their village.

Therefore some villages were benefiting from tourism whilst others were not. All the delegates agreed however that they would like more tourists and good tourism.

Mr Chatterton - “What do you want? How do you want to work with tourists? What’s good? How do you improve tourism on the Kokoda Track? This is your land, no-one can tell you what to do on your land. No-one knows your land or culture better than you do. If we told you, as outsiders, how to do good tourism what would you do? Tourism might not work so well. In this workshop we’re not going to tell you what to do. It’s your land. We have some people here though that know about tourism around the world such as Stephen Wearing and Charlie Lynn. Therefore, you know about tourists and we have people here who know about tourism. So today and tomorrow we will be learning from each other. Is this a good thing? Are you happy to do this?”

The delegates agreed.

Mr Chatterton then handed over to Dr Wearing to clarify the day’s proceedings.

Dr Wearing -

“1. We want to introduce you to sustainable tourism and what we think it is. We will show a video, ‘Selo Selo Big Fella Canoe’ about a cruise ship coming to visit Vanuatu. We would

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

like to talk to you about your reactions to the video and what happens when tourism comes into your land.

2. We would like to know what hospitality you would like to offer tourists when they come. We would like to discuss culture.

3. *We will look at how you would like to develop tourism over the next 10 years, over your lands and over the Kokoda Track. A vision. This afternoon we will do this visually and draw some maps.”*

Mr Chatterton asked the delegates to introduce themselves.

Co-facilitators, Mr Alfred Amuli, Interim Chairman of the Kokoda Track Authority and Mr Gary Imri introduced themselves and thanked the Kokoda Track Foundation. They wanted to see good tourism from Kokoda to Sogeri.

Mr Chatterton assured the delegates they had the support of the Kokoda Track Authority and the Kokoda Track Foundation. He asked the delegates to introduce themselves by name and village. Interactive and social mapping techniques were used to achieve this. A map of the villages along the Kokoda Track was drawn on the ground and delegates were asked to stand on their village. The following were represented: Kokoda, Kovelov, Isurava, Alola, Templeton’s Crossing, Naduri, Kagi, Efogi 2, Efogi 1, Menari, Naoro, Imita Ridge and Sogeri.

Mr Chatterton asked the delegates what they wanted to gain from the workshop.

Each village had a group discussion to choose one thing they would like to see happen following the workshop. Host village, Efogi could nominate two things. Each village appointed a spokesperson to make a presentation to the plenary.

The main issues raised were as follows:

| Village | What would you like to gain from the workshop? |
|----------------|--|
| Depot | <ul style="list-style-type: none">• road upgrading• education/school• employment• water supply |
| Ower’s Corner | <ul style="list-style-type: none">• road upgrading• funding of guesthouse at Ower’s Corner• tourism brings development• support for a water program |
| Ioribaiwa | <ul style="list-style-type: none">• radio communication• guesthouse |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | |
|----------------------|---|
| Naoro | <ul style="list-style-type: none"> • need for basic services • have only a radio base • water supply • school • guesthouse |
| Menari | <ul style="list-style-type: none"> • tourism to provide basic services eg road & transportation • agricultural expertise needed to promote agriculture • community hall for tourists needs & requirements |
| Efogi 1 | <ul style="list-style-type: none"> • support given to the workshop • need more awareness for better tourism • eco-tourism to be provided • guesthouses fees to be increased • other donors to do their part for betterment of villages & tourists • transportation needs to be improved for tourists & the people (high cost of transportation a killer) • support for more tourists • tour operators to be landowners &/or Australian oriented, no outsiders |
| Efogi 2 | <ul style="list-style-type: none"> • tour operators to properly co-ordinate, share benefits eg porters & guides • landowners to have shares in tour operating companies |
| Efogi 2 (women) | <ul style="list-style-type: none"> • tourists overlook the women • lighting is important for cooking etc |
| Kagi | <ul style="list-style-type: none"> • must share benefits, Kagi missing out in tourism • need transportation |
| Naduri | <ul style="list-style-type: none"> • support for tourism and the Kokoda Track • tourism has been beneficial, Govt has not helped • aid post needs attention • call for more tourists - local & overseas • human resources needs improving |
| Templeton's Crossing | <ul style="list-style-type: none"> • tour operators to be landowners only • track to go through Kagi, Dodoh Toviui to TC • porters & carriers to be shared with other villages • need radio for communication |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | |
|-------------------------------|---|
| | <ul style="list-style-type: none">• permanent houses/homes needed |
| Isurava/Alola (David Soru) | <ul style="list-style-type: none">• classroom building• eco-tourism - wildlife & conservation• mini-hydro to be connected• tour operators to be landowners only |
| Kovelo/Hoi (Lance Lovi) | <ul style="list-style-type: none">• improvement of Hoi guesthouse• radio base for Hoi village• tour operators to be only landowners• porters fees to be increased from K20 to K60• construction of houses for the people by the Australian Govt• landscaping |
| Abuari (John Beleni) | <ul style="list-style-type: none">• track to be opened up to villages of Abuari-Velai• support for eco-tourism• tour operators to be landowners• housing scheme for villages from Kokoda to Sogeri• short trekking to be introduced• need to know what tourists want• all tour operators to pay trekking fees |
| Kokoda Town (Ori Kenia) | <ul style="list-style-type: none">• introduction of direct flight from Australia to Kokoda, Kokoda airstrip needs improvement• improvement of telephone communication• doctor for Kokoda hospital• proper water supply to be connected from Kovelo• KTF to fund maintenance of Kokoda Township |

Mr Chatterton asked the delegates what these discussions meant across the whole area of the Kokoda Track?

Answers from delegates were as follows:

- talks about tourism and development;
- shows the frustrations of the village people by apathetic governments and that nothing is being done;
- shows tourists can generate revenue to help the villages;
- delegates are happy to be heard today and that the workshop is about landowner participation, not anyone else;
- trekking companies must be landowners;

- the PNG Govt hasn't recognised the Kokoda Track whilst the Australian Govt has recognised it. The Kokoda Track ties the PNG and Australian Governments. Tourism means lots of money for the Government.

The delegates were asked if there had ever been a 'gathering' like this before, to which they answered 'never.'

It was acknowledged that this was a historic gathering. It was the first time that all the clan leaders and landowners from across the length of the Kokoda Track have ever met together.

There was much applause from the floor and a special thankyou given to Charlie Lynn.

Mr Michael Epoko, Public Servant/Project Officer from the Natural Cultural Commission spoke about projects along the Kokoda Track and the lack of funds given to run these projects. He talked about the tour companies and the necessity for trekkers/tourists to pay and stay in the guesthouses for 1 to 2 days.

What is Sustainable Tourism and how do Communities engage with it in PNG?

Dr Wearing presented the video, 'Selo Selo Big Fella Canoe' to demonstrate the process of what happens when trying to establish tourism. This was followed up with discussions about the essential ingredients in Sustainable Community Based Tourism.

Dr Wearing asked the delegates why he had shown the video.

The delegates answered:

- to get ideas and
 - to show the dances
- Dr Wearing - "Of the 1020 tourists from the cruise ship only 20 saw the cultural dances. Perhaps the community needed to find out who the tourists were and what culture they were interested in. What attracts is important as well as what you want to offer them of your own culture."*

A delegate replied that tourists 'buy.'

Dr Wearing - "The point was how much do you sell it for? It is important to find out what values are placed by trek operators/tourists on items and culture."

Another delegate added that you must have a communication system or network system before the tourists come. Must find out what people want to see and find out their interests.

Dr Wearing agreed that a communication network was important to establish the tourists' needs and reasons for coming, ie for the culture or just to walk the track. It is also important to find out what the tourists want to do when they come and what the community is prepared to offer them.

One delegate believed that many lessons had been learnt from the video. The community did not find out the basic needs of the tourists, for example the oversupply of beer purchased.

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

Dr Wearing explained that cruise ships offered a total package whereby food and drink is provided by the ship. Tourists don't pay outside this except maybe for souvenirs. The community did not look at the tourists' program properly and their timing was not right.

The delegates were divided into 4 workshop groups. On a sheet of butcher's paper the groups wrote some of their concerns and the issues that came out of the video on Sustainable Tourism and related it in terms of the Kokoda Track.

These were presented to the plenary as follows:

| <i>Issues Arising from Video Discussions</i> | |
|--|---|
| Group 1 | <ul style="list-style-type: none"> • lack of planning and communication • price of items high • rates of village guesthouses high • law and order • customs of the area • hospitality • recreation • interaction • climate • type of food and preparation • high flow of tourism (wear & tear) • tourist calendar |
| Group 2 | <ul style="list-style-type: none"> • Programme <ul style="list-style-type: none"> - Preparation (planning) • Communication <ul style="list-style-type: none"> - Tour Company - Tourist <p>Establish purpose of visit</p> <ul style="list-style-type: none"> • Plan <ul style="list-style-type: none"> - War Relics (plan) - Culture (plan) - Trekking (plan) <p>Identify the purpose and plan to meet the tourists upon arrival</p> <p>Effects of Planning:</p> <ol style="list-style-type: none"> 1. Law & Order 2. Politics 3. Land Ownership Issues |

| | |
|---------|--|
| | <p>4. Alcohol Related Problems 5. Drug Related Problems</p> |
| Group 3 | <p>1. Identify Tourist/Purpose of Visit - find out what type of tourist</p> <p>2. Communications - direct communication with tour operators - VHF Radio - letter - telephone</p> <p>3. Accommodation - cleanliness - traditional type/materials used - rate/price - food quality/food preferred - fresh</p> <p>4. War Relics - historical sites to be cleaned & looked after</p> <p>5. Urgent Repair of Track - sign boards, guard rails, information huts etc</p> |
| Group 4 | <p>Tourism: Kokoda Trail</p> <p>What attracts a tourist?</p> <p>What are the tourists' needs?</p> <p>What is the need of locals along the Kokoda Trail?</p> <ul style="list-style-type: none"> • good communication with local people • good social interaction • food, housing, places of interest • costs of housing, food, crafts & souvenirs • spiritual (church denominations) - along the Kokoda Trail from Sogeri to Kokoda is dominated by the 7th Day Adventists & sabbath keepers. Most porters & carriers are sabbath keepers & we suggest the tourist keep the sabbath on the track with the church goers. • the community to work & organise themselves to entertain the tourists to raise revenue for community groups. Individual or small groups may not attract much interest. |

Proceedings stopped at 6.00 pm and resumed at 8.00 pm

Individual landowner visions of sustainable tourism

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

When the workshop resumed, Mr Chatterton explained that the delegates were going to draw a map of the future. Lots of suggestions were made in the afternoon as to what the delegates would like to see happen on the track. This was a chance to take it one step further. Delegates would demonstrate how they would like their land to look in 5 year's time. Tonight was very important and this exercise would be the most important thing done in the whole workshop. Delegates would be drawing their own map of the future.

First, however Mr Chatterton asked the delegates to think about and go back 10 years. He took one step for each year. 10 steps. The delegates were asked if they had tourism 10 years ago - in 1994 - and to think about how many tourists they actually had.

The delegates replied that they did not have very many tourists then, just a few.

The delegates were asked about development 10 years ago.

They had nothing at all 10 years ago.

Mr Chatterton - "When did the tourists really start to come?"

Delegates - "When the Kokoda Hospital was built in 1995 and in 2000 when the Olympic torch passed through for the Sydney Olympic Games."

A 10 year plus timeline was discussed and mapped out as follows:

| <i>10 year + timeline</i> | |
|---------------------------|--|
| Year | Event |
| 2004 | <ul style="list-style-type: none">• media, Discovery Channel, 60 Minutes, Channel 9, SBS• water supply for Menari |
| 2003 | <ul style="list-style-type: none">• Bali bombing, Bali tourists• April 2003 - 500,000 for Development Scheme• Govt talked about 10 million kina• more water supply/ water supply for Kagi• resource centre for Efogi 2• poultry project• Kovovo school• 2003/2 - Vesulago water project (redesign)• world's fastest man, Steve Overt walked Kokoda, went live on ABC |
| 2002 | <ul style="list-style-type: none">• Isurava Memorial• Sydney Swans game |

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | |
|------|--|
| | <ul style="list-style-type: none"> • radio coverage • youth exchange program • Menari classroom • Australian PM in PNG |
| 2001 | <ul style="list-style-type: none"> • “Kokoda Spirit” written |
| 2000 | <ul style="list-style-type: none"> • Olympic torch • end of 2000 track closed down - politics • Kokoda Track Authority discussed with all bodies • Concord?? |
| 1999 | <ul style="list-style-type: none"> • double classroom for Efogi school |
| 1997 | <ul style="list-style-type: none"> • Australian soldiers helped put in a radio |
| 1996 | <ul style="list-style-type: none"> • Charlie Lynn & Angry Anderson |
| 1995 | <ul style="list-style-type: none"> • Kokoda Hospital & museum |
| 1994 | <ul style="list-style-type: none"> • Menari aid post |
| 1991 | <ul style="list-style-type: none"> • 2 blind tourists walked the Kokoda Track |
| 1988 | <ul style="list-style-type: none"> • Donald was seen on Channel 9’s ‘This is your life’ program |
| 1987 | <ul style="list-style-type: none"> • Frank Taylor installs water supply in Menari & plaques about the walk |

Mr Chatterton - “Things were therefore improving. When you look back what do you see? What does it tell you about how the future will be?”

Delegates - “The Kokoda Track has lots of potential for tourists. We expect more tourists to come. We need to be self sustaining.”

The delegates were asked to focus on the future, to think about 2009 and what it will look like.

The delegates were grouped into villages. Maps were drawn using pictures and symbols to show how tourist development would be seen in 2009, for example more guesthouses may be built.

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

This was a 5 year development plan for good tourism at their villages. The maps had to be practical. The villages must think they can achieve these outcomes in 5 year's time.

The maps were presented to the plenary in the morning.

Finish 10.00 pm

Day 2

Start 10.00 am

The morning began with a presentation by Mr Charlie Lynn of French World Cup football jerseys and balls to Efogi village for hosting the workshop. These were donated by Ms Natalie Shymko from the Kokoda Track Foundation. Footballs and pumps were also presented to representatives from each village.

Individual landowner visions of sustainable tourism - mapping Kokoda tourism in 5 years

Presentation of 5 year development plans/maps from each village. The main points raised were as follows:

| Village | Issues raised in mapping Kokoda tourism in 5 years |
|--|--|
| Kovelo | <ul style="list-style-type: none">- water supply- Muduli guesthouse- housing scheme |
| Manari Village to Templeton's Crossing | <ul style="list-style-type: none">- road- guesthouse- hospital- bridge- water supply |
| Kagi | <ul style="list-style-type: none">- permanent houses- more guesthouses so tourists can come through- aid post- with mini-hydro (hot) showers/shower block in guesthouses- multi-purpose sportsfield- cash crop- currently too much charity, time to do something for ourselves |
| Naduri | <ul style="list-style-type: none">- currently 2 x guesthouses, in 5 years two more guesthouses (1 for tourists, 1 for porters)- aid post- trade store to serve white man biscuits |

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | |
|--------------------------|---|
| | <ul style="list-style-type: none"> - mini-hydro for toilets and water inside the houses - airstrip - houses - community hall - lights - road - sporting field |
| Launumu Village | <ul style="list-style-type: none"> - water supply - airstrip - chicken factory - sporting field |
| Efogi Village | <ul style="list-style-type: none"> - water supply - street lights - 3 x permanent buildings - funding from SDA church - storage shed and nursery - project office building - guesthouse made from bush material, multi-purpose - rural village power supply - mini supermarket - wildlife conservation project - eco-tourism project - information huts, sign boards <p>++ all to be achieved by 2009 except for maybe wildlife conservation project & eco-tourism project</p> |
| EFOGI WOMEN'S MAP | <p>Women have big responsibilities. Key futures include:</p> <ol style="list-style-type: none"> 1. Cooking - important to women. Go to the gardens and then do all the cooking. Feed husbands, children and sometimes the tourists. Extra work is involved to feed the tourists. 2. Washing – children and dirty clothes. 3. General cleaning of the village. Tourists create extra work. <ul style="list-style-type: none"> - Women have a lower status compared to the men along the Kokoda Track. - Women are however important. Need good trekking. It is good when the tourists come. When women cook they get money from the tourists which helps. This is important especially for the widows as a source of income. Want help to be good cooks. Want to learn to cook other foods in a wider variety of ways. - Need a good health centre for the children. The centre in Efogi needs workers and training, have only medical supplies. Want children to be taught as doctors, nurses and aid posts. Education is very important. - Women want more tourists, would help them. |
| | |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29

April 2004

| | |
|----------------------|--|
| <p>Manari</p> | <ul style="list-style-type: none"> - proposed guesthouse currently under construction - development proposals including agricultural development: vegetable farming, vanilla farming, rice farming, poultry projects. To provide meals for tourists and village people. - services: cooking/catering service, trade store, village hall, community hall, improved transport services, social services (including health, education, religion, youth/women & children), sportsfield, teacher's accommodation, mini-hydro & lighting system - 5 x extra guesthouses - museum <p>++ projects will be completed if the local government supports programs and funding, if not the village will endeavour to do on their own</p> |
| <p>Naoro</p> | <ul style="list-style-type: none"> - water supply needed - swinging bridge - safety for tourists - 3 x guesthouses (currently only 1) - aid post or clinic - village school - religious site for church - cement the walking track along the swampy place - services: airstrip <p>++ all will be achieved</p> |
| <p>Ioribaiwa</p> | <ul style="list-style-type: none"> - 4 x guesthouses - aid post - village house - church - radio house - trade store - rice farm to provide meals - war grave important - bridge - road improvement and upgrades <p>++ will try to achieve in the next 5 years</p> |
| <p>Ower's Corner</p> | <ul style="list-style-type: none"> - information centre - water supply - flying fox to transport pigs or trekkers at high tide - guesthouses - water project - another village <p>++ sure to be achieved</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | |
|---------------------------|--|
| <p>Depo - Ward 5 Area</p> | <ul style="list-style-type: none"> - information area/centre to check passports etc - picnic area - elementary school - guesthouse - proper water supply for guesthouse and picnic area - community hall <p>++ this will take a lot of team work, some will be achieved within 5 years</p> |
| <p>Kokoda Township</p> | <ul style="list-style-type: none"> - big event in November 2004: township 100 years old - airstrip to be upgraded to cater for bigger planes eg. Australia to Kokoda - proper assembly building for Kokoda Local Level Council - removal of powerhouse & relocating it to put in a beautiful monument - rundown district office to be replaced - guesthouses - proposed Kokoda Memorial High School, land has been made available, Rotary willing to build it if the government gives the green light for funding - little community school established in 1949 is built on a war cemetery, when it rains the school floods, must fix this <p>++ with the establishment of the Memorial National Park and the KTA these projects will happen. Govt must have input. It is a sad thing they don't help.</p> |

One landowner vision of sustainable tourism

A combined map was prepared based on the village maps. This resulted in one agreed map.

Mr Chatterton – “Is this the first time that you as landowners have made your own maps? What does this mean to you?”

Delegates – “It means that someone else is actually interested in what we want and what we don't want. It's the first time we have talked together and worked as one. Airing our views to get things done. It's been a great opportunity to help each other and work for village betterment. But we need to be self sustaining.”

Mr Chatterton – “Did the other maps give you ideas for your own maps? To come up with something more, something good.”

Delegates – “Yes - by brainstorming together, things will happen.”

The delegates were informed that after lunch they would prepare Action Plans for getting their vision completed in the next year. Delegates would also have an opportunity over lunch to add other things to their maps.

Delegate - “From Sogeri to Kokoda we are one. We are connecting and we must continue to connect. This is the complete Kokoda Track and we are the landowners and know who

everyone is now. We must get things straight now and hold hands with the support of Charlie Lynn, the Government, everyone.”

Mr Chatterton asked the delegates whether the women had put their thoughts into the maps?

The women had no input however would probably support the views of the male delegates who have tried to cover everything and everybody. The male delegates suggested asking the women of Efogi.

Mr Chatterton requested that delegates insert the names of the participants, the village’s population, today’s date (29th April 2004) and a key on their maps. At lunchtime they had time to make their maps even better.

After lunch the new maps of the Kokoda Track were presented.

Some additions to the maps included: a wildlife conservation area for Menari, changes to classrooms for Efogi 2, new buildings for Templeton’s Crossing, white water rafting activities for Kokoda and the establishment of a proper water supply from Kovelto to Kokoda.

The delegates were informed that the maps would be wrapped in plastic and taken to Port Moresby for tomorrow’s workshop.

Mr Epoko discussed sources of funding and similar ideas coming together. He suggested that proposals be put together and funding agencies be asked to provide assistance with projects.

The delegates were asked to choose the most beautiful map by applause.

Efogi village was awarded the prize for the most beautiful map.

A game was played involving 3 groups, some instructions and 3 water containers. Co-operation and discussions were needed amongst the groups to achieve the objectives. No discussions, no objectives met.

Mr Chatterton praised the groups for working together quickly.

The delegates agreed that communication and networking was important.

Combining landowner and KTF visions

Mr Lynn informed the delegates of the Sydney workshop which was held in November 2003. He emphasised that Board members of the Kokoda Track Foundation had volunteered their time and expertise. The workshop was held to determine what people in Sydney and trekkers from Australia would like to see on the track. The workshop in Efogi was to establish what clan leaders and landowners wanted to see happen on these maps.

Mr Lynn commended the delegates on their maps, which were much better than the ones produced in Sydney. Mr Yahoo Serious who was at the Sydney workshop was introduced and invited to explain the Sydney maps.

On behalf of the Kokoda Track Foundation Mr Serious presented the vision maps produced at the Sydney workshop in November 2003.

Mr Serious – “We started to put a map together and were surprised to find out that everyone’s thoughts were different. One larger picture emerged though and that we in Australia want to help. Once PNG and Australia were one. The war came and brought us apart. We’re lucky in Australia, we have some things that you don’t, however we would like to come together to give you some help. If I had of known you had a tv set I would have brought one of my movies for the children. Next-time. We have some things that the people in Sydney thought they may enjoy on the track. We love to hear sing-sing. We love your culture and of course in Australia we have Christian songs too but your cultural songs are very special to us and we love to hear them and your music. They are much more beautiful. We also love to stay in the huts that you build; your huts. If it’s natural we like it very much. If it’s not natural you miss out on the beautiful nature. For example, we see tin roofs at home. They are not beautiful to us. We love the natural roofs on your huts.”

“When I was a little boy and saw pictures of war and Australians along the track, I saw the brotherhood of 2 countries, Australia and PNG. During the war I remember you helping us to save our country, therefore the memorial at Isurava is very important to us. We would like to see monuments to Australians such as at Brigade Hill.”

“It was great fun to do the maps in Sydney but not as much fun as seeing what you’ve done here today with your maps. Fantastic.”

Mr Serious explained the keys on the Sydney map and emphasised how wonderful it was to see both maps. He hoped they would come together so those in Australia could help.

Mr Chatterton asked the delegates whether their map and the Sydney map were different.

The delegates thought they were different. The Sydney map described the requirements of trekkers whilst the delegates’ maps illustrated what the landowners wanted. There was more inside the delegates’ maps.

The delegates were asked what was the same in the two visions.

Health, education, other things such as an airstrip, radio and water tanks were similar.

The delegates confidently stressed - *“you tell us and it will be there.”*

As the Efogi maps had everything in them that the Sydney maps had but a lot more Mr Chatterton explained that this shouldn’t be a problem.

Last thoughts.

The delegates were asked to look at both maps one more time.

The delegates considered the Sydney map more advanced.

Mr Chatterton clarified that it was becoming clear what everyone needed and it encouraged co-operation.

All the delegates were satisfied with their own maps and chose to stay with them.

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

Photos of maps and participants were taken outside.

Steps to reach the Vision

The next phase of the workshop examined Action Plans for the next year.

Dr Wearing asked the delegates to look at ideas and proposals by each village.

Delegates could choose to work in mixed groups or village groups.

Initially the delegates decided to work in mixed groups but then preferred to work in village groups.

Dr Wearing presented some action cards and asked delegates to write down the planned action they would take over the next year (with person responsible and time.)

The orange cards were for delegates living outside Kokoda, whilst the green cards were for those living along the Kokoda Track. Mr Chatterton, reiterated that the exercise was what the villages had to do in the next year to make their 5 year plan work. Each village was allocated 2 cards for each proposal.

Mr Gary Imiri stressed the need for financial resources.

In response, one delegate thought it best to be self sustaining and report back. This way improvement could be assessed.

Another delegate said that the PNG Govt didn't recognise the Kokoda Track unlike the Australian Govt. However both Governments were responsible.

Some delegates were concerned about the source of funding for their projects.

Mr Lynn explained that the aim of the Kokoda Track Foundation was to be a fundraising arm, for example the education scholarships for students along the Track. If delegates wanted a project to be funded they had to identify the project first. It must come from the KTA. The delegates must work together for tourism. The Kokoda Track Foundation would help to raise and source the funding.

The following action plans were presented:

| <i>Self Sustaining Action Plans 29.4.04</i> | | | |
|---|---|-------------------------------|---------------------|
| Village | Action Plan | Time | Spokesperson |
| IORIBAIWA VILLAGE | 1. Marketing: (i) Fruits (ii) Garden Food | Starting Date: - June 2004 | Chillion Biloi |

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | | | |
|--|---|--|--|
| | <p>2. Craft:</p> <ul style="list-style-type: none"> (i) Bags (Bilum) (ii) Cane Baskets (Souvenirs) <p>3. Sell Soft Drinks</p> <p>4. Welcoming</p> | | |
| NAORO VILLAGE | <p>1. Welcome Song</p> <p>2. Hand Crafts:</p> <ul style="list-style-type: none"> - string bags (billum) - hats (caps) - baskets (souvenirs) <p>3. Marketing:</p> <ul style="list-style-type: none"> - Fruits - Garden Foods - Selling Soft Drinks | Starting Date: - 07.05.2004 | |
| MANARI VILLAGE COMMUNITY DEVELOPMENT | <p>Youth/Women and Children</p> <ul style="list-style-type: none"> (i) Singing (ii) Sports <p>Who will run the program?</p> <ul style="list-style-type: none"> - Combined group | <p>Starting Time:</p> <ul style="list-style-type: none"> - After this workshop <p>Completion?</p> <ul style="list-style-type: none"> - Ongoing | |
| MANARI VILLAGE COMMUNITY DEVELOPMENT | <p>1. Cooking and Catering Service</p> <p>2. Rice Farming</p> <p>3. Museum</p> <p>Who will run the program?</p> <ul style="list-style-type: none"> - Community Group | <p>Starting Date:</p> <ul style="list-style-type: none"> - May 2004 <p>Completion Date:</p> <ul style="list-style-type: none"> - May 2005 | |
| EFOGI YOUTH GROUP | <p>We will stock all store supplies (food) for all porters/trekkers at our trade store</p> <p>(No need for food drop off)</p> | December 2004 | |

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | | | |
|-----------------------------------|--|--|----------------------------------|
| EFOGI WOMENS GROUP | We will bake scones and bread to sell to tourists | May-December 2004 | |
| LAUNUMU WOMENS GROUP - EFOGI 1 | We will make billums from bush twine and other materials for sale to tourists | June-December 2004 | |
| LAUNUMU COMMUNITY GROUP - EFOGI 1 | We will build a new guesthouse using bush materials | June-December 2004 | |
| KAGI | <ul style="list-style-type: none"> - Welcoming Choir - SDA - Fruit and Vegetable Sales - Poultry - Sales of Traditional Items - Catering Services - Visit to War Sites - Guesthouses | <p>Starting Date: - 1st May 2004</p> <p>Choir to be completed: - hence forth</p> <p>Fruit & Vege Sales to be completed: - harvesting period</p> | Jerry Dimuda Frank Ilua (Aba) |
| ALOLA VILLAGE | <ul style="list-style-type: none"> - Museum - Wildlife Conservation Area Community Based Project - Selling of Soft Drinks | Next year 2005 | |
| OWERS CORNER | <ol style="list-style-type: none"> 1. Construct an Information Centre at Owers Corner and clean up surrounding areas 2. Construct Police Station <ol style="list-style-type: none"> (a) Bush materials to be supplied by the community (b) Hardware materials to be supplied by KTA from track fees | 2004 | |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29

April 2004

| | | | |
|-----------------|--|-------------------------|-------------|
| UBERI VILLAGE | <p>A.</p> <ol style="list-style-type: none"> 1. Re-establish Uberi Village at original site 2. Materials and labour supply by community 3. Includes water supply 4. Guesthouse <p>B.</p> <ol style="list-style-type: none"> 1. Restore flying fox over Goldie River 2. To carry people and cargo 3. Seek donor funding for this project | 2004 | Aaron Adave |
| COMMUNITY GROUP | Build a trade store | Starting Date: - May | |

Self Sustaining Action Plans by Outside Supporters 29.4.04

| Spokesperson | Action Plan | Time |
|--|--|-------------------------------|
| NATALIE SHYMKO - KOKODA TRACK FOUNDATION | Writing up the report from the Workshop | Completion Date: - 2 weeks |
| FRANK TAYLOR - TOUR OPERATOR | Will continue the employment of young men | Ongoing |
| RUTH DICKER - TOUR OPERATOR | <ul style="list-style-type: none"> - will provide ongoing employment on the track - will provide safety on the track | Ongoing |

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | | |
|--|---|--|
| | - will ensure quality & lift the quality of treks | |
|--|---|--|

| <i>Non Self Sustaining Action Plans (need support) 29.4.04</i> | | | |
|--|--|---|------------------------|
| Village | Action Plan | Time | Spokesperson |
| KTA | <ul style="list-style-type: none"> - Installation of radio - Original war track to be maintained from Kagi, Malaba Dodoho, Mt Tuvi, Hogova and Templeton's Crossing | Radio to be completed: - before May 2004 War track to be completed: - before June 2005 | Malaba Community |
| ABUARI TO KOKODA COMMUNITY | <ol style="list-style-type: none"> 1. Open and use the Track from Abuari Village to Kokoda 2. Short trekking to be established | end of 2004 | John Beleni |
| KOKODA TOWN | <ol style="list-style-type: none"> 1. The establishment of Sister-City relationship with Burdekin Local Level Government in Darwin, Australia (by Kokoda LLG) 2. Beautification of Kokoda Memorial Park, negotiation with war graves 3. Establishment of 2 more guesthouses | December 2004 | David Lila John Beleni |
| KOVELO/HOI VILLAGE | <ol style="list-style-type: none"> 1. Construction of Kovel Elementary School 2. Construction of Hoi church for spiritual development 3. Construction of 2 guesthouses in Hoi 4. Culture groups | | |

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Appendix 8.2: Efogi Village Workshop for Clan Leaders and Landowners, 28-29 April 2004

| | | | |
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| | 5. Hoi village radio | | |
| | 6. Water supply Kovel/Hoi | | |

Finally the workshop looked at the Next Steps. These were as follows:

- Kokoda people need help with resources (*CDS*)
- Talk the same talk & get support from local and provincial councillors, tell the villages what you've done here today (*everyone*)
- Report to be written (*Natalie Shymko*)
- Report to be handed out in July or posted (*Charlie Lynn*)
- Koiari Local Level Government to get donors for money (*James Norris*)
- Report on workshop to be provided to meeting in Port Moresby tomorrow (*Paul Chatterton, Steven Wearing, Alfred Amuli, Gary Imira*)

Mr Willie Voivi thanked all the delegates and participants.

Workshop ended at 5.45 pm



TOWARDS A STRATEGY FOR SUSTAINABLE TOURISM ON THE KOKODA TRACK



The Kokoda Track Foundation

Sustainable Tourism Workshop
15th June 2004

| | |
|---------------------|--|
| Location | Gateway Hotel, Port Moresby, Papua New Guinea |
| MC | Hon Charlie Lynn (MLC) |
| Facilitation | Dr Stephen Wearing and Paul Chatterton Gary Imira and Alfred Amuli |
| Participants | Stakeholders in the Kokoda Track, Government, Trekking operators, NGOs, service organisations, executive members of the Kokoda Track Authority |

This seminar will report on the findings of two workshops on sustainable tourism in the Kokoda Track – the first in Sydney on 9 November 2003 with Australian stakeholders and the second held on 28-29 April 2004 in Efogi village with Kokoda Track landowners. It seeks to *provide feedback to landowners on their vision for sustainable tourism and secure support from interest groups based outside the Kokoda Track.*

REGISTRATION 9.00 AM

START 9.30 AM

1. Introductions (45 mins)

- Welcome guests
- Introduction to the work of the Kokoda Track Authority (10 mins)
- Video – Punchbowl Boys High School Visit on the Kokoda Track (30 mins)

2. Background to Sustainable Tourism Study (20 mins)

- Introduction to the facilitators (Paul / Stephen)
- Outline the process to date for cross cultural planning for a Kokoda Trail Sustainable Tourism Strategy including the structure of the three workshops
-

3. What is sustainable tourism? (40 mins)

- Show the video Selo Selo Big Fella Canoe (30 mins)
- Discuss the essential ingredients in Sustainable Community-Based Tourism in plenary (10 mins).

4. Sydney workshop results (15 mins)

- Report on the process and results of the initial workshop in Sydney on 9 November 2003 (Brian Freeman, Executive Excellence)

5. Photo Report on the Efogi workshop (45 mins)

- Present photos of the process and results of the Efogi workshop (Gary Imira and Alfred Amuli and other reps from the Trail villages) (30 mins)
- Questions (15 mins)

6. Stakeholder contributions on the Efogi and Sydney workshop results (60 mins)

- Participants break into small groups and fill out three cards for the good aspects of the Kokoda Vision and three different coloured cards for suggestions or additions to strengthen the vision.
- Groups to include:
 - Landowner representative: Landowners, the Kokoda Track Authority, Kioari Holdings,
 - Local level government: the Kioari Local Level Govt Authority, the Kokoda Local Level Govt Authority,
 - Tourism agencies and operators: the Tourism Promotion Authority/National Cultural Commission, Tour Operators and the tourism consumers
 - Service Groups: RSL, Rotary, AVI, etc
- Presentations and discussion

7. Supporting the Kokoda Vision (30 mins)

- What action will participants take to support sustainable tourism and the Kokoda Vision?
- Next steps

FINISH



The Kokoda Track Foundation

PORT MORESBY WORKSHOP

GATEWAY HOTEL

15 June 2004

| ATTENDANCE LIST | | |
|-----------------|--------------|---|
| Name | Village/Clan | Organisation |
| Andrew Rose | | Aust High Commission |
| David Conn | | Aust High Commission |
| Peter Vincent | | PNG Tourism Authority |
| Laurie Bragge | | Oil Search Limited |
| Warren Bartlett | | Sogeri Enterprises |
| Alfred Amuli | | KTA Chairman |
| Norris James | | KTA Committee |
| David Soru | | KTA Committee |
| Gary Imira | | KTA Committee |
| Michael Epoko | | KTA Committee - National Cultural Commission |

| Name | Village/Clan | Organisation |
|--------------------|--------------|-------------------------------|
| James V Selu | | Koiari LLG |
| Marcel Boersma OAM | | Rotary & KTDP |
| Dennis Gobula | Isurava | Koiari LLGA |
| Geoffrey Meia | Aoberi | Koiari LLGA |
| Brian Fave | Vovol | Koiari LLGA |
| Dros Tukon | Wamea | Koiari LLGA |
| Maso Sisi | Uberi | Koiari LLGA |
| John Kipo | | Koiari LLGA |
| Jack Dai | | Koiari LLGA |
| Ivan Nitua | | Koiari LLGA |
| Bob Siboro | | Koiari LLGA |
| Narai Billy | | Koiari Treks & Tours |
| Eka Hriehwazi | | National Museum & Art Gallery |
| Nick Araho | | PNG National Museum |
| Willy Vavi | Efogi | |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.3: Port Moresby Stakeholder Workshop, 15 June 2004

| Name | Village/Clan | Organisation |
|------------------|--------------|-----------------------------|
| Solomon Sori | Menari | |
| Isaac Matama | Kagi | |
| Jenny Meie | Bisiatabu | |
| Francis Siga | | South Pacific Tours |
| Kevin Anapa | | South Pacific Tours |
| Kelly Womara | | Tropic Tours |
| Charlie Lynn | | The Kokoda Track Foundation |
| Kelvin Templeton | | The Kokoda Track Foundation |
| Natalie Shymko | | The Kokoda Track Foundation |
| Paul Chatterton | | WWF |
| Stephen Wearing | | UTS |
| Lynette Kawapuro | Menari | |
| Frank Kawapuro | Menari | |
| Gus Kraus | | Airlines PNG |
| Stanley Stevens | | Airlines PNG |
| | | |

| Name | Village/Clan | Organisation |
|-------------------|--------------|-------------------------------------|
| Landy Noel | Efogi | |
| Garry Yagafa | | TPA |
| Jimmy Yomapisi | | TPA |
| Nathan Kumin | | TPA |
| Bob Martin | | Air Niugini Airlines |
| Gail Thomas | | Extreme Kokoda Track Adventures |
| Alison Anis | | Extreme Kokoda Track Adventures |
| Eric Uwea | | Extreme Kokoda Track Adventures |
| Russell Eroro | | Kokoda Trek Ltd |
| Taisi Taule | | South Pacific Tours |
| Julia Daia Bore | | The National Newspaper |
| William Williando | | The National Newspaper |
| Timothy Kornet | | Prime Minister's Department |
| Robert Arua | | Gamrosa Research Consultant Company |
| Malun Nalu | | Post Courier |
| Auri Eva | | Post Courier |



The Kokoda Track Foundation

PORT MORESBY STAKEHOLDER WORKSHOP

“Towards a Strategy for Sustainable Tourism on the Kokoda Track”

15 JUNE 2004

GATEWAY HOTEL, PORT MORESBY

Papua New Guinea

- MC** Hon Charlie Lynn MLC – Chairman, The Kokoda Track Foundation
- Facilitators** Paul Chatterton, WWF and Dr Stephen Wearing, UTS
Gary Imira and Alfred Amuli
- Participants** Stakeholders in the Kokoda Track, Government, Trekking operators, NGOs, service organisations, executive members of the Kokoda Track Authority
- Observers** Kelvin Templeton - Director, The Kokoda Track Foundation
Natalie Shymko - Hon Secretary, The Kokoda Track Foundation

START 9.45 AM

INTRODUCTIONS

Charlie Lynn welcomed all guests and introduced the co-facilitators, Mr Paul Chatterton from the World Wide Fund for Nature and Dr Stephen Wearing from the University of Technology

Sydney. He explained that this was the final of the three workshops on sustainable tourism on the Kokoda Track.

Mr Lynn discussed the importance of tourism. Once a strategy had been developed this model could be used to develop a self sustaining eco-trekking tourism industry in PNG. This was their future and their children's future.

Mr Lynn gave a précis of the Kokoda Track Foundation which was a voluntary organisation. A background brief on each Board of Director was given. All Directors had walked the Track and had volunteered their time and expertise in order to preserve the historical, cultural and environmental integrity of the Kokoda Track and its environs.

The delegates were informed that the Foundation acts as a fundraising entity to support projects, programs and activities approved by the newly proclaimed Kokoda Track Special Purpose Authority (KTA).

The Kokoda Track Foundation's major fundraising function, the 2004 Ralph Honner Leadership Oration, would be held in August, featuring the Governor-General as guest speaker.

Last year the Foundation raised \$40,000 from the Services Clubs Association. As a result there are currently 30 students from villages along the Track studying at Popondetta Secondary High School, Sogeri National High School and Iarowari Provincial High School. The Kokoda Track Foundation meets all the boarding and school fees for the students under this 'Fuzzy Wuzzy Angel' Scholarship Program.

Next year a further 30 students will be sponsored. Mr Lynn has held meetings with the Secretary of the PNG Department of Education and the Chairman of the Kokoda Track Authority to have them develop a merit based selection criteria for prospective students. The only criteria the Kokoda Track Foundation placed on the program was that it apply to the best male and best female student from each village along the Track. Mr Lynn explained that the Kokoda Track Foundation wanted to be at arms length from the selection process.

Mr Lynn advised that Ms Natalie Shymko will be managing the Foundation's scholarship program in association with the Education Advisers at Oro and Central Province. To enable efficient and regular communication of the program computers for Ms Shymko and the advisers have been donated by Macro Media Technology. The possibility of sister-school relationships between Australian and PNG were also being explored.

In 2005 The Kokoda Track Foundation will sponsor the training of a specialist medical nurse from each village along the Track.

Mr Lynn advised that the best thing the delegates could for the Foundation was to make the Kokoda Track Special Purpose Authority work effectively. People needed to put aside their personal agendas and get behind the representatives who had been appointed and elected under the provisions of their constitution. Once the Authority had been established and was operational there would be opportunities to make any necessary adjustments in accordance with the provisions of their constitution.

Mr Lynn then discussed the workshops. The first workshop had been conducted in Sydney in November 2003 to determine what trekkers from Australia would like to see along the Track.

The second workshop was held in Efogi village to hear the views of clan leaders and landowners on the concept of sustainable tourism on the Track. The third workshop is being held to determine how all the other stakeholders in the Kokoda Track such as the tour operators, service organisations and donor agencies can contribute. At the conclusion of the workshop a consultant brief would be prepared followed by the development of a strategic plan. Mr Lynn emphasised that he hoped to achieve positive input at today's session.

Mr Lynn concluded by outlining his personal vision for the Track:

“In 10 years time I would like to see the students who have began their high school studies this year under our ‘Fuzzy Wuzzy Angel Scholarship Program’ waiting at Jackson’s Airport to greet their next group of eco-trekkers arriving for their Kokoda experience. They would be dressed in smart trek leader uniforms and would escort the group to their hotel accommodation. That evening the Kioari or Orokaivean trek leader would brief their group on the strategic situation in the South West Pacific Area in 1942 and set the scene for their adventure. They would also give them an overall brief on PNG and particularly the culture of the Kioari and Orokaivean people who live along the Track. It would conclude with a briefing on the sensitivity of the environment they are about to trek through and the safety issues they need to be aware of. The next morning they would supervise their movement to Owers’ Corner then lead them across the Track providing detailed historical, cultural and environmental briefings at each significant site or village along the way.

As the trekkers arrive at each village they would be welcomed in the traditional way and would have the opportunity to purchase some items such as billum bags with village names on them.”

Mr Lynn then informed the delegates that he would show the video of the Punchbowl Boys High School trek on the Kokoda Track which had been screened nationally on Channel 7 just prior to ANZAC Day. The video demonstrated the enormous interest in the Kokoda Track back in Australia and the potential to develop a unique self-sustaining trekking industry in the area.

Mr Lynn then introduced the two facilitators, Dr Stephen Wearing from the University of Technology in Sydney and Mr Paul Chatterton from the World Wide Fund for Nature in Madang. Mr Lynn advised the delegates that Dr Wearing and Mr Chatterton had both donated their fees back to the Foundation and were working as volunteers.

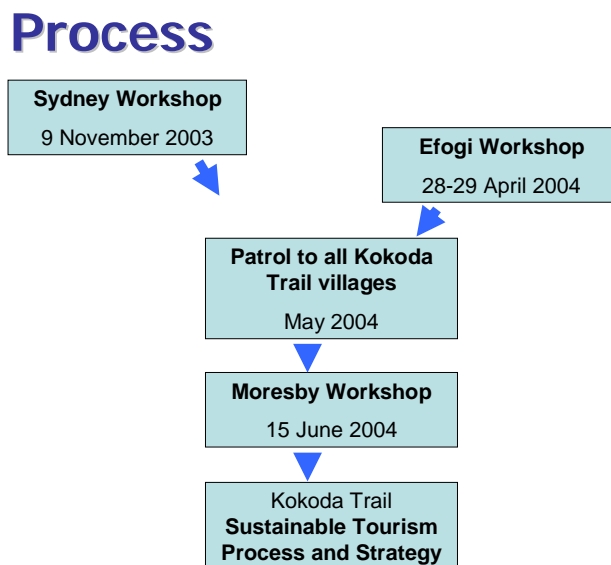
Mr Lynn also thanked Mr Alfred Amuli and Mr Gary Imri for their work in acting as co-facilitators for the workshops. He also thanked Oil Search for their sponsorship support and welcomed Mr Kelvin Templeton from the Foundation. He thanked all delegates for taking time out to attend the workshop and looked forward to working with them to develop a proper strategic plan.

Paul Chatterton then introduced himself. He explained that he was a Conservation Manager for the World Wide Fund for Nature, a non-Government organisation in Madang.

Dr Stephen Wearing gave a brief introduction. Dr Wearing was from the University of Technology, Sydney and had experience in research and facilitation in community based sustainable tourism in Central and South America.

Mr Chatterton and Dr Wearing were at the workshop to try to teach what they know and apply it to the Kokoda Track. Capacity building. Both facilitators highlighted that as they became more involved in the project the more rewarding it became.

MR CHATTERTON EXPLAINED THE PROCESS THAT WE WERE CURRENTLY ON - THE ROAD THAT WE ARE ON AT THE MOMENT. THIS WAS SHOWN AS FOLLOWS:



Delegates were then taken through the agenda for the day to see how it fits into that process. This included being given a little bit of information from what has happened in the other workshops, discussion about sustainable tourism, showing the video, ‘Selo Selo Big Fella Canoe’ to give an education about the issues of moving into this style of tourism, getting feedback and input into what delegates think about the process and what they can do to put a strategy together. The end of today would thus hopefully result in some resolutions and future directions.

Report on the Kokoda Track Authority Awareness Patrol - Kokoda to Sogeri - 26 May to 9 June 2004

Mr Warren Bartlett briefed the delegates on the Awareness Patrol.

In 2000 the Olympic torch went across the Kokoda Track. Clan leaders and landowners were not compensated for the use of the track and as a result closed it down. The seeds were thus established to form the Kokoda Track Local Level Government Special Purposes Authority (Kokoda Track Authority).

The KTA was proclaimed by His Excellency, the Governor-General of PNG on 11 June 2003 and became law. Its role was for the general purpose of assisting the implementation of the functions of the Kokoda and Koiari Rural Local Level Governments, specifically for the areas covered by the Kokoda Track. The Authority would focus on the significance of the Kokoda Track due to its part in WW2 and promote this legacy for present and future generations and promote tourism related activities.

On 5 May 2004 an Interim Management Committee was established and an Interim Manager appointed to fine tune the Constitution and to establish the initial administration of the Authority. The Awareness Patrol was mounted to inform the leaders and the landowner community in the Kokoda Track area on the purpose of the Authority and how it could benefit them. Input was obtained from the local community and leaders to enable the Interim Management Committee to prepare the final draft of the Constitution for presentation to the Koiari and Kokoda LLGs for their approval. It would then be submitted to the Department of Provincial and Local Government Affairs for presentation to the Minister for Inter-Government Relations for his execution, and the subsequent swearing in of the Management Committee.

Copies of the Proclamation, the Fourth Draft of the Constitution and Agenda were distributed and discussed in each village meeting. The Awareness Patrol was well received at all villages and cleared up misconceptions some people had of the Authority and its role. It was noted that this Authority (unlike many others in PNG) proposes to keep its administrative costs to a minimum and provide village infrastructure development in the communities using revenue from:

- Trek Permit Fees
- Funds from donor agencies
- Self help, and
- Cash (where appropriate) contribution from communities.

The Awareness Team consisted of the following Interim Management Committee Members:

- Alfred Amuli, Kokoda LLG rep (Chairman)
- Norris James, Koiari LLG rep (Vice-Chairman)
- David Soru, Kokoda LLG landowner rep
- Gary Imira, Koiari LLG landowner rep
- Alex Rama, Alternate Tour Operator rep (Naduri)
- Warren Bartlett, Interim Manager (ex-officio member)

And Local Level Government Councillors:

- Lance Lovi, Kovelov Ward, Kokoda LLG
- Willie Vave, Efogi Ward, Koiari LLG
- John Daku, Manari Ward, Koiari LLG
- Babeia Mado, Vesulogo Ward, LLG, plus

8 Porters from the Kokoda Track area

The Awareness Patrol program was conducted between 26 May to 9 June 2004.

The Business Agenda was as follows:

1. Open Meetings
2. Proclamation and Constitution
 - (a) The Area of Authority
 - (b) The Management Committee
 - (c) The Functions of the Authority

- (d) Staff of the Authority
 - (e) Finance for the Authority
 - (f) Other Matters in Relation to the Constitution
3. Trek Permit Fees
 4. Registration of Tour Operators with the Authority
 5. Tour Operators to Advise the Authority of their Trekking Program
 6. Regulation and Improvement of Radio Communications
 7. Guide and Porter Registration with the Authority
 8. Action Plans for Wards in conjunction with LLG Five Year Plans
 9. Village Census Book Implementation
 10. Guest House Availability, Quality and Administration
 11. Maintenance of Kokoda Track
 12. Airstrip and Road Maintenance and Upgrading
 13. Memorials, Museums, Historic Sites and War Relics
 14. Cultural Activities for Visitors and Trekkers
 15. KTA Logo Competition

A detailed report on the Awareness Patrol is attached to these workshop notes.

Social Mapping

Mr Chatterton gave a quick introduction into some of the techniques used in running the Sydney and Efogi workshops to understand how they operated. The workshops look a lot like kindergarten - lots of drawings and pictures of maps and ideas. The set of techniques used are variously known as:

- social mapping
- participatory rural appraisal
- participatory planning
- rapid rural appraisal

It means it allows communities who may not all know how to read and write to express themselves and to express what they would like to see happen to their land and to their resources.

Features of Social Mapping

Mr Chatterton explained the features of social mapping. These were as follows:

- visual
- flexible and informal - but carefully planned
- done in the community
- allows local values to be expressed
- objectives set by the community
- analysis by local people, on the spot
- triangulation - team, information, techniques

To get to know a little bit more about the delegates, Dr Wearing conducted a question and answer session via a set of exercises known as ‘stand up sit down’. The results were as follows:

Q. Dr Wearing - “how many of you went to the Efogi workshop?”

A. a few delegates stood up

Q. Dr Wearing - “how many verbally found out about the workshop?”

A. half of the delegates stood up

Q. Dr Wearing - “how did the rest of you hear about the workshop?”

A. Delegates - “from colleagues passing on the information, via word of mouth”

Q. Dr Wearing - “who has walked the whole Track?”

A. three-quarters of the delegates stood up

Q. Dr Wearing - “who would like to walk the whole Kokoda Track?”

A. the remaining delegates stood up

Q. Dr Wearing - “who will support the Maroons tomorrow night in the State of Origin game?”

A. half the delegates supported the Maroons and half supported the Blues

Q. Dr Wearing - “who here is actively participating or involved in tourism at the village level?”

A. one delegate stood up

Q. Dr Wearing - “who is involved in tourism generally, outside the village level eg. via government or through your job?”

A. 11 delegates stood up

Q. Dr Wearing - “financially, how many people are benefiting/making money through tourism generally?”

A. a few delegates stood up

Dr Wearing - “the flow and effect from tourism is therefore important”

Q. Dr Wearing - “who’s watching the European Cup soccer tomorrow morning?”

A. one delegate stood up

Q. Dr Wearing - “who knows the military history of the Kokoda Track?”

A. 16 delegates stood up

As a result, Dr Wearing explained to the delegates that they had exchanged a bit of information and asked them to think about what they wanted to learn about. The next step was to discuss sustainable tourism.

WHAT IS SUSTAINABLE TOURISM?

The video ‘Selo Selo Big Fella Canoe’ was presented to demonstrate the issues that come out of sustainable tourism. However, due to the poor quality of sound only part of the video was shown.

Dr Wearing clarified that the video was about a P&O cruise ship from Sydney, with 1027 passengers on board, which came to Vanuatu. The video showed the preparation made by the community for the arrival of the cruise ship passengers, what happened when the passengers arrived on the island and the repercussions afterward.

Dr Wearing informed the delegates that there was a total mismatch between tourists’ needs and community expectations. A communication network was most important to establish the tourists’ needs and reasons for coming, ie for the culture or just to walk the track. It is also important to find out what the tourists want to do when they come and what the community is prepared to offer them.

In this case the community did not find out the basic needs of the tourists or look at the tourists’ program properly. Their timing was not right. Communities must look at their market to avoid such impending disasters.

Question - What are the essential ingredients for sustainable community based tourism?

To examine this question Dr Wearing referred to the Efofi village workshop which was used as a platform. The results were as follows:

| <i>ISSUES FOR TOURISM - EFOFI WORKSHOP</i> | |
|---|--|
| Group 1 | <ul style="list-style-type: none"> • lack of planning and communication • high price of items • rates of village guesthouses high |

| | |
|---------|--|
| | <ul style="list-style-type: none"> • law and order • customs of the area • hospitality • recreation • interaction • climate • type of food and preparation • high flow of tourism (wear & tear) • tourist calendar |
| Group 2 | <ul style="list-style-type: none"> • Programme <ul style="list-style-type: none"> - Preparation (planning) • Communication <ul style="list-style-type: none"> - Tour Company - Tourist <p>Establish purpose of visit</p> <ul style="list-style-type: none"> • Plan <ul style="list-style-type: none"> - War Relics (plan) - Culture (plan) - Trekking (plan) • Identify the purpose and plan to meet the tourists upon arrival <p>Effects of Planning:</p> <ol style="list-style-type: none"> 1. Law & Order 2. Politics 3. Land Ownership Issues 4. Alcohol Related Problems 5. Drug Related Problems |

| | |
|----------------|--|
| <p>Group 3</p> | <ol style="list-style-type: none"> 1. Identify Tourist/Purpose of Visit <ul style="list-style-type: none"> - find out what type of tourist 2. Communications <ul style="list-style-type: none"> - direct communication with tour operators - VHF Radio - letter - telephone 3. Accommodation <ul style="list-style-type: none"> - cleanliness - traditional type/materials used - rate/price - food quality/food preferred - fresh 4. War Relics <ul style="list-style-type: none"> - historical sites to be cleaned & looked after 5. Urgent Repair of Track <ul style="list-style-type: none"> - sign boards, guard rails, information huts etc |
| <p>Group 4</p> | <p>Tourism: Kokoda Trail</p> <p>What attracts a tourist?</p> <p>What is the tourists' needs?</p> <p>What is the need of locals along the Kokoda Trail?</p> <ul style="list-style-type: none"> • good communication with local people • good social interaction • food, housing, places of interest • costs of housing, food, crafts & souvenirs • spiritual (church denominations) - along the Kokoda Trail from Sogeri to Kokoda is dominated by the 7th Day Adventists & sabbath keepers. Most porters & carriers are sabbath keepers & we suggest the tourist keep the sabbath on the track with the church goers. • the community to work & organise themselves to entertain the tourists to raise revenue for community groups. Individual or small groups may not attract much interest. |

BENEFITS OF TOURISM CO-ORDINATION

Dr Wearing explained to the stakeholders that Kokoda as a regional tourist destination is very important.

Thinking regionally allows...

- the development of **co-operation and co-ordination**
- **economies of scale** for items such as regional brochures (Authority can help to develop these), market research (co-ordinated effort), training programs (about education). Moving forward into the future.
- increased **involvement in tourism related activities** as the benefits become more obvious

Barriers to tourism co-ordination

The other side of benefits is barriers to tourism co-ordination.

- It takes longer to do things on a regional basis than just a single community approach.
- The need for co-operation and compromise is greater (give a little to gain a little).
- More information is needed before implementation occurs (add to knowledge base).
- There may be more resistance or non-co-operation from communities threatened by change (eg Awareness Patrol important).
- There may be uneven contributions and benefits (villages willing to contribute now to see benefits in the future).

Dr Wearing informed the delegates that the afternoon session would look at overcoming barriers and future processes such as the Strategic Plan for the Kokoda Track.

As a matter of interest, Dr Wearing asked the delegates whether they preferred the term Kokoda Track or Trail. A majority of delegates preferred Trail - according to them the issue was not controversial.

Dr Wearing's view was that Trail was an American term whilst Track was Australian. Although the subject was not an issue for him, he was interested in the delegates' opinions.

Mr Lynn advised that as General Douglas MacArthur had the power of censorship, all information disseminated went out as 'Trail'. He advised that no Americans had fought in the Kokoda campaign and the Diggers who did regarded it as a 'Track'. Whilst the official name is the 'Kokoda Trail' he always referred to it as the 'Kokoda Track' because that's what the Diggers who fought in the campaign call it. He thought PNG had resolved the issue with a diplomatic sign at Owers' Corner which reads 'Kokoda Trail – National Walking Track'.

SYDNEY WORKSHOP RESULTS

Kelvin Templeton, Director of the Kokoda Track Foundation reported on the 1st Sydney workshop held on 9 November 2003.

The first workshop got all the people together from Sydney who had walked the Track.

He thanked Oil Search who brought some Papuans down for the workshop and to the University of Technology Sydney, where Dr Wearing lectures which provided the facilities free of charge.

The participants who attended were concerned about the future of tourism along the Kokoda Track. They gave up a day of their time to attend. The purpose was to provide one input - from customers - people who had walked the Track. They were representative of others and provided valuable information to go into the mix which was important for the overall plan.

The format of the day included group work; pictures represented the ideal experience for people going over the Track in 10 years time and what they would like to see at that time.

The key outcomes included:

- trekkers wanted as much natural experience as possible of the Track;
- trekkers wanted to experience local culture;
- trekkers wanted local and traditional style accommodation and food - they didn't want to stay in a brick hut with a tin roof;
- the local physical environment must be maintained;
- trekkers wanted those sites important in the campaign to be better identified;
- people will come for different reasons, for example for war history, flora and fauna, young Australians interested in personal development. Different groups looking for different things;
- the most important outcome was that the plan to be developed must be beneficial to those people who live along the Kokoda Track. Benefits flowing into the local community must be a priority.

Natural tensions have been accepted. This further exhibits the goodwill of the people along the Track.

Thus the first workshop started to capture what customers are looking for along the Kokoda Track.

PHOTO REPORT ON THE EFOGI WORKSHOP

A photo report on the Efogi workshop held on 28-29 April 2004 was presented by Alfred Amuli and Gary Imira. The slides were shown as follows:

1. 1st PNG aircraft into Efogi
2. Charlie Lynn at the Efogi village welcoming ceremony
3. Village elders giving a 'fuzzy wuzzy' welcome
4. Official welcome by the Efogi community
5. Every participant is welcomed by the Efogi community
6. The hut where the workshop is hosted
7. Inside the hut
8. 1st day - introductions and expectations. A map of the Kokoda Track is drawn on the ground
9. Points raised during the workshop. Delegates came from all over the Track

10. Writing down notes during the workshop
11. Issues raised from Depo to Kagi. What they want to see happening in their villages
12. The workshop continued during the down pour
13. Video and principles of sustainable tourism
14. Note-taking at the workshop
15. After discussions - writing down what the clan leaders and landowners really want
16. Game - back slaps - an exercise
17. Timeline 10 years from 1994 to 2004. What has happened during this time
18. Mapping Kokoda tourism in 5 years. All the villages involved
19. 5 year structure plan
20. Efogi women's map - want to learn how to cook
21. Efogi village map
22. Efogi 2 map - 5 year structure plan
23. All 5 year plans/maps of the villages laid down from Kokoda to Ower's Corner
24. Presenting the Sydney vision by Yahoo Serious
25. Picture of the Sydney map
26. 1 year action plans by villages of what can be achieved and how these can be achieved
27. Project implementation schedule of Efogi village 2004-2009
28. Delegates line up in village groups and show maps
29. Handshake signifying working together and co-operation
30. Flying out of Efogi

Mr Nick Araho, Chief Curator of Prehistory, the Papua New Guinea National Museum, spoke. He advised that he is most impressed with the scope of the workshop and thinks it is very good. He looks forward to what comes out of them. The workshops are like a test case not just for Central or Oro Provinces but for all of PNG - a lot of people are watching. 'History' is also extremely important and need to deal with it. Ideas from all the stakeholders and blending them together to deal with issues is a task we have to take on board. This can benefit all sides. Well done.

Mr Garry Yagafa, Tourism Promotions Authority, asked whether the people have really agreed that the Authority will take on responsibility and deal with issues which happen from Owers Corner to Kokoda Station?

Mr Alfred Amuli, KTA Chairman responded positively. "Yes, and we have waited a long time as there was never really an organisation before that looked after the Kokoda Track. At the Efogi workshop the clan leaders and landowners had accepted the Authority and the Awareness Patrol have been given moral support. We want all stakeholders to work together for the benefit of everybody." Mr Gary Imiri concurred with this view.

A delegate from Kagi village commended The Kokoda Track Foundation and was most grateful for the workshop. It is helping his people and linking them together. He was very thankful and stressed the importance of working together. The Efogi workshop was the first of its kind.

Significance of the Efogi meeting

Mr Chatterton raised the significance of the Efogi meeting which was as follows:

- the 1st meeting of all villages of the Track since WW2

- a starting point for a co-operative process and strategy between villagers, town dwellers and international users of the Track
- women's voice began to be recognised - a success

Issues from Efogi

These included:

- **Matching needs and expectations**
 - building more guesthouses?
 - custom dances at all villages
 - sing sings and SDA religion
- **Role of women**
 - women are keen to sell food
- **Consultation and local co-ordination**
 - maintaining communications across the Track
 - local representation
- **Track maintenance and safety**

Mr Chatterton advised that the afternoon session would involve hearing from the delegates - what their issues and needs are and more importantly where to go from here.

Break for lunch

STAKEHOLDER CONTRIBUTIONS...

Dr Wearing asked the delegates to break into small groups and to fill out 4 cards as follows:

- **Three top needs for good tourism**
 - and what you will do to help achieve them

| |
|--------------------------------|
| Green Card NEEDS |
|--------------------------------|

- **One main threat to good tourism**
 - and what you will do to help remove them

| |
|----------------------------------|
| Yellow Card THREAT |
|----------------------------------|

The following groups were initially included.

| Groups | | |
|--------------------------|----------------|-----------------------------------|
| Trekking Company | Government PNG | Local Government eg KLLG (SPA) |
| Community Service Groups | Media | Provincial Government |
| Community/Landowners | Donor agencies | Companies |
| Environment Group | | |

The final group presentations were as follows:

| Stakeholder contributions | | |
|----------------------------------|---|--|
| Group | Needs for good tourism | Threat to good tourism |
| Central & Oro Provincial Govt | <ol style="list-style-type: none"> 1) Provincial Govt Tourism Act and Regulation 2) Tourism Promotion - law & order to be addressed by all levels of Govt so tourists come from Australia and all over 3) Improve track facilities - walkways & bridges <p><i>How to achieve needs:</i></p> <ol style="list-style-type: none"> 1) Enact PG Tourism Act - legislate & regulate 2) Empowerment of Kokoda Track Authority 3) Budgetary support needed 4) Review & report progress | <p>- Lack of landowner participation in track development spin-offs. People still live like they did before.</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.3: Port Moresby Stakeholder Workshop, 15 June 2004

| | | |
|-----------------------|---|--|
| <p>Landowners</p> | <ol style="list-style-type: none"> 1) Continuing Awareness - progress from KTA, Awareness Patrol have helped to allay suspicions. Villages need to know what is happening. Benefits. 2) Community participation & shared benefits (including employment of guides & porters) 3) Improved social benefits (health eg. need health workers, medicine, water supply needs upgrading - mini hydro) & (education eg need teachers) | <ul style="list-style-type: none"> - Unreasonable demands by landowners |
| <p>KLLGSPA</p> | <ol style="list-style-type: none"> 1) Importance of tourism - awareness 2) People's participation in the industry 3) Need Govt support in all levels of the community 4) Training is important - work, seminars etc to be provided by the operators | <ul style="list-style-type: none"> - Equal participation of all landowners in the industry at all levels - Rascals, law & order must be solved <p><i>How to remove threat:</i></p> <ul style="list-style-type: none"> - Need collaboration and consultation with the third level Govt & its implementing arms - Legitimate bodies established by the Govt (PNG) must be recognised |
| <p>Donor Agencies</p> | <ol style="list-style-type: none"> 1) Sustainability via meaningful community engagement <ul style="list-style-type: none"> - women's involvement eg via catering - community perceived ownership of property - local culture, national pride - local enjoyment - commercial success - down to household level - promotion of personal contact & informality (spending time with families) 2) High profile marketable product & delivery <ul style="list-style-type: none"> - world recognised product eg Kokoda - high PR for donor by | <ul style="list-style-type: none"> - Bad news that destroys the tourism product & PR: <ul style="list-style-type: none"> - law & order - negative attitudes <ul style="list-style-type: none"> - insurance premiums & claims horrendous from an operators point of view - prohibitive costs - collapse of the State |

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| | <ul style="list-style-type: none"> - association - patriotism as a marketing element in Australia & PNG - history & nationalism - word of mouth success - promotion - mementos - reflections of own achievement <p>3) Good governance & service delivery</p> <ul style="list-style-type: none"> - good law & order - efficient health & education for the community - support for tourism initiatives <p><i>Easy to list & difficult to achieve</i></p> | |
| National Government Agencies (TPA, National Museum, NCC) | <p>1) Full documentation & description of WWII sites to attract tourists (includes Australian & Japanese sites)</p> <p>2) Promoting & marketing of Kokoda Trail as a tourism product</p> <p>3) Education of the local communities on the significance & importance of the historical, natural & cultural sites. Economic benefits & cultural importance of the sites.</p> <p><i>How to achieve needs:</i></p> <ul style="list-style-type: none"> - documentation program - working together - awareness important to develop programs | <p>1) Development of major infrastructure which may diminish the historical & cultural meaning of the Track</p> <p>2) Competing interests from stakeholders leading to the closure, damage or negligence of the sites and the Track</p> |
| Community Service Group (1) | <p>1) Track maintenance - importance for tourists safety, must be in good condition eg bridges & beautification of the Track</p> <p>2) Clinic & school - for tourists health, education levels of community, language skills important to talk English to the tourists</p> <p>3) Women's Group activities - must be 1st class, must give them support as they cook</p> | <p>- Meet all villages basic needs & support community groups</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.3: Port Moresby Stakeholder Workshop, 15 June 2004

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| | & clean | |
| Community Service Group (2) | <ol style="list-style-type: none"> 1) Capacity building <ol style="list-style-type: none"> a. Training in hospitality - guesthouses, customer service, catering/food b. Training in baking c. Training in sewing d. Training in first aid e. Training porters & guides 2) Infrastructure - upgrading & creation <ol style="list-style-type: none"> a. Upgrade & sealing of Depo - Ower's Corner Road, Kokoda - Hoi excess Road b. Upgrade & sealing of all major airstrips along the Kokoda Track 3) Fund Awareness Program <ol style="list-style-type: none"> a. HIV Aids b. Drugs c. Criminal Activities | <p>- Law & order on the Kokoda Trail</p> <p><i>How to remove threat:</i></p> <ul style="list-style-type: none"> - Introduce community policing concept with police - Awareness program among youths |
| Trekking Companies | <ol style="list-style-type: none"> 1) Women - Food provided by the villages <ol style="list-style-type: none"> a. Quality control b. Train women how to cook c. Hygiene d. Presentation e. Women porters to cook <p><i>How to achieve needs:</i></p> <ul style="list-style-type: none"> - Suggest to Hotels to provide cooking classes for village women 2) Guest Houses <ol style="list-style-type: none"> a. Traditional b. Rodent & cockroach free c. Clean & tidy d. Quality control - women to clean & prepare e. Leave trees & put gardens away from the trail f. If you stay in tents & not guesthouses then why pay? <p><i>How to achieve needs:</i></p> | <ul style="list-style-type: none"> - Rascals <ul style="list-style-type: none"> - hold ups - harassment <p><i>How to remove threat:</i></p> <ul style="list-style-type: none"> - Villages to provide security - 2 x porters stay awake as watchdogs - All trekkers should stick together as a groups & not camp separately |

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| | <ul style="list-style-type: none"> - YWCA or women’s groups <p>3) Guide & porter training</p> <ul style="list-style-type: none"> a. How to treat guests b. History c. Culture d. Cooking e. First aid courses <p><i>How to achieve needs:</i></p> <ul style="list-style-type: none"> - TPA to provide training courses & grade - Charlie Lynn to provide war history as leaflets to be handed to porters & guides - Hotels - St John’s ambulance <p>4) Gifts offered for sale</p> <p><i>How to achieve needs:</i></p> <ul style="list-style-type: none"> - Teach women to make hats, beads | |
| <p>Environment Group</p> | <p>1) Assist Landowners to establish wildlife management area/memorial park</p> <p><i>How to achieve needs:</i></p> <ul style="list-style-type: none"> - WWF: training of villagers in how to set up a WMA - August/September <p>2) Identify other resources that can be harvested from the forest without destroying it eg eaglewood, ebony</p> <p><i>How to achieve needs:</i></p> <p>WWF: patrol to identify eaglewood & ebony</p> <p>3) Increase awareness of the importance of the environment of the Trail & the Owen Stanley Rainforests</p> <p><i>How to achieve needs:</i></p> <p>KTF: pressure TPA to change focus to</p> | <ul style="list-style-type: none"> - Logging proposed for the Trail (Sogeri - Efogi P.F.D.) <p><i>How to remove threat:</i></p> <ul style="list-style-type: none"> - WWF: investigate status of concessions - KTA, Tourism operators: check community support for logging |

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| | ecotourism away from big hotels | |
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General discussions/questions

Discussions following the Kioari Local Level Government Special Purpose Authority. group presentation:

- Mr Michael Epoko, Natural Cultural Commission, stated that awareness is important as people are confused; local authorities have never informed the people of the development projects the Governments are doing. There must be a program in place and it is important to have meetings in the villages to find out what the objectives are. It is very important for the people to know what the special authorities, Governments and the KTF are doing.
- One delegate stated that there has been a lot of talk but not much action. “When you talk you must put your money where your mouth is. That’s paramount.”
- A delegate from the KLLGSPA explained that they are funded by Government and have been waiting for the KTA to come on line, they will then team up and commit to join the Awareness Patrol.
- A TPA representative expressed his hope to work with the KTA and benefit from tourism together. Delivering to the local people was important.

Discussions following the National Government group presentation:

- A delegate from the Tourism Promotion Authority stated that trekking is in high demand, it needs to be more market oriented, Kokoda Track is a marketable product. The Tourism Promotion Authority would like to see itself working closely with the Kokoda Track Authority
- Mr Willy Vavi commented on the Government agencies. From 1994 to 2004 all the basic infrastructure built along the Kokoda Track has been by donor agencies, there are no PNG Government projects on the track. Mr Vavi therefore asked all the agencies represented at the workshop to come good on the Kokoda Track.
- A Tourism Promotion Authority delegate stated that in the past the Government never considered tourism as an economic sector however this perception is now changing.

At the conclusion of the groups presentations Mr Lynn also raised the urgent need of enviro-toilets on the Track especially in the bush camps. This could be a matter for the Kokoda Track Authority to consider.

In reply, Mr Bartlett informed the delegates that the Kokoda Track Authority was investigating the following issues:

- modified enviro-toilets like the model employed by National Parks in Australia,
- simple protective screens at wash points made of natural material,
- during the Awareness Patrol the guesthouses presented as fairly clean and the women were very keen to get involved,

- as part of the trekking fees seeds could be planted eg. beans, tomatoes, carrots, cabbages and the food then sold to tourists.

Mr Imira raised the importance of souvenirs which could be made in the villages such as hats and billum bags. Mr Lynn concurred with this suggestion.

Finally, Mr Chatterton asked the delegates to look at all of the information put together by the groups. He asked them what it meant.

The delegates responded that Kokoda was a great product and of a world standard, however there was still room for improvement.

Mr Chatterton commented that some very good suggestions were made to take on board.

Mr Robert Arua, Gamrosa Research Consultant Company, raised the significance of land issues which are complex and sensitive. He emphasised the importance of respecting the landowners under their land rights.

Communication problems between different levels of Government were also raised by some delegates. Mr Chatterton reiterated that co-ordination between all levels of Government were important.

Mr Vavi emphasised that the beneficiaries must be the community, they must have a basic infrastructure in place.

Mr Chatterton commented that the Kokoda Trail is a 'long walk'. Building sustainable tourism is a 'long walk'. All is achievable one step at a time.

YOUR CONTRIBUTIONS...

What are you going to do to help?

Mr Chatterton asked the delegates to look at one thing their organisation could do to assist and then asked them to put down that thing on an orange sheet of paper. These would be written up later in the workshop report.

[See appendix 1]

Dr Wearing advised that we were now at the 4th stage ie. the Port Moresby workshop. The next step would be the Kokoda Trail Sustainable Tourism Process and Strategy phase. All participants will be communicating with each other. The KTA will assist.

NEXT STEPS

1. Preparation of a brief
2. Patrolling
3. Council of clan leaders
4. Women's social mapping
5. Developing a process for continuing planning - rather than a Masterplan

Mr Lynn thanked all the delegates for attending and for their positive input. There were more areas of agreement than areas of dispute. He informed the delegates that the three workshops will now be reviewed. A brief would be written for a consultant who will be employed to write a draft strategic plan. The process would be a living document.

He then proposed that on the 2nd November 2004 at the Centenary of Kokoda and the 62nd anniversary when Australians re-entered Kokoda it would be most fitting if we can get as many clan leaders, landowners, stakeholders, tour operators etc and get as much feedback as possible. Working together for good tourism.

Mr Lynn thanked the co-facilitators, Mr Chatterton and Dr Wearing. He also thanked Mr Templeton, Ms Shymko, Mr Bartlett and Mr Laurie Bragge from Oilsearch.

On a last note, Mr Lynn asked one thing of the local level authorities - to please work together with the Kokoda Track Authority.

Dr Wearing concluded by thanking the delegates and Mr Amuli and Mr Imira for their assistance.

Close 4.30 pm

Charlie Lynn
Chairman
The Kokoda Track Foundation

Appendix 1: Report of the Kokoda Track Special Purpose Authority Awareness Patrol.

Appendix 2: Stakeholder Contribution/Action Plan to support sustainable tourism and the Kokoda vision

| Stakeholder contribution/action to support sustainable tourism and the Kokoda Vision | |
|---|--|
| Stakeholder | Contribution |
| Tim Kornet Prime Minister's Department Ph: 3233390 x28 | <p><i>My Contribution for Better Tourism</i></p> <p>What am I going to do to help?</p> <p>I am suggesting to improve on Government levels of communications, so that all levels of Tourism Promotion strategies are channelled through such levels of authority to get it endorsed on first instance.</p> <p>The intentions of Donors and Tourism Authorities will not be a problem as it was outlined in the front as Threat and Needs.</p> <p>However, needs and wants can only be viable if the above areas are successfully admitted through the levels of authorities.</p> <p>Thanks and cheers.</p> |
| Eric Uwea Kokoda Trek Guide Kokoda Trekking LTD | <p><u>My Contribution</u></p> <p>To train tour guides based on my 69 trekking experiences.</p> |
| Lynette Kawapuro | <p>I would like to help my people in HOSPITALITY. This covers everything.</p> |
| Stanley Stevens Airlines PNG BOX 170 BOROKO Ph: 3244769 Email: traffic@apng.com | <p><u>Service Provider</u></p> <p>Our goal to promote tourism is to have good airstrips up and along the Trail (KKD) in order for the airline to fly in trekkers and their food rations which will enable all operators (tour & trekking) to have good PR and have a good income for the villages along the Trail.</p> |
| Brian Favave | <p><u>My Contributions</u></p> <p>1) Involve Koiari Local Level Government Special Purpose Authority in the project - tourism industry.</p> |

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| | <p>2) Land owner representation on the KTA Board and other Tourism Authorities eg. TPA, NCC, National Museum, Kokoda Memorial Foundation.</p> |
| | <p><u>My Contribution</u></p> <p>I will help with any work done on the Kokoda Track to help promote tourism on the Kokoda Track because I live on the Track.</p> |
| Maso Sisi | <p><u>My Contribution</u></p> <p>I will help the Tourism and the Trekking Companies and the private sector's Donor Agencies to work together along the Kokoda Track.</p> |
| Chairman, Management Committee and Warren Bartlett from KTA | <p>Get Kokoda Track Authority establishment finalised and operating per its Constitution and functions.</p> <p>KTA to maintain close liaison with Kokoda Track communities, Local Level Governments, Provincial Governments and all stakeholders.</p> |
| Taisi Taule South Pacific Tours | <p><u>Your Contribution.... What are you going to do to help</u></p> <ol style="list-style-type: none"> 1) Make more tourism awareness along the Trail. 2) Involve local men from the Trail to be porters and guides. 3) Let the guides know to encourage ladies in the villages to do artefacts to sell to tourists as they walk the Trail. |
| Landowners | <ol style="list-style-type: none"> 1) Educate/Patrol - supply regular news sheets to Ward Councils and committees on current activities of KTA. Also copy to other interested parties (Tour Operators, Donor Agencies, PG etc). 2) Delegate each clan/group - an unpaid person. In large wards (wards with several isolated villages), maybe a sub-committee be appointed to liaise with their KTA representative and/or Councillor. 3) Donor Agencies/training programs <ul style="list-style-type: none"> - CDS chicken/poultry project - women serving, baking, cooking - TPA - Tour Operators, guide & porter training - St Johns - first aid training - TPA/DWU - guesthouses, hospitality training |
| | |

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| <p>Dros Tukon Project Co-ordinator Koiari LLGSPA</p> | <ul style="list-style-type: none"> • Koiari Local Level Government Special Purpose Authority has already plotted down the <u>KOKODA TRAIL PROGRAMME</u> into its <u>KOIARI DISTRICT FIVE YEAR DEVELOPMENT PLAN</u> now being submitted to the National Government for funding. • As the implementation arm of the <u>KOIARI SOHE</u> LLG, we are looking forward to the establishment of the <u>KOKODA TRAIL AUTHORITY</u> for proper planning on the development of the Kokoda Trail. • The KOKODA TRAIL is our DREAM LAND for development in all sense. |
| <p>Landy Noel Efogi</p> | <p><u>What are you going to do to help?</u></p> <p>To buy petrol for Efogi village to get the airstrip grass for the re-opening of the airstrip, for trekkers to send in their food supplies to Efogi.</p> <p>Buy petrol continuously.</p> |
| <p>Gary Imiri KTA</p> | <p><u>My Contribution</u></p> <p>I will support the programmes of the KTA, KTF and all other stakeholders initiatives for good tourism on the Kokoda Trail.</p> <p>“From Little Things! Big Things Grow!!”</p> |
| | <p><u>My Contribution</u></p> <p>“What am I going to do to help?”</p> <ul style="list-style-type: none"> • Promote the Kokoda Trail through positive write ups of events along the Trail (walk the Trail again). • Follow up on the KTA and the Kokoda Track Foundation. |
| <p>Provincial Government Perspective</p> | <ol style="list-style-type: none"> 1) Liaise with Central and Oro Provincial Government to have the Provincial Tourism Act legislated. 2) Contribute to framing the Kokoda Strategic Development Plan. |
| <p>Willy Vavi Councillor Efogi Ward 17 PNG CDS Kokoda C Group</p> | <p><u>Your Contribution</u></p> <p>What are you going to do to help</p> |

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| | <ol style="list-style-type: none"> 1) Promote and develop sustainable eco-tourism on the Kokoda Trail. 2) Promote capacity building in education for women, men, youths, girls. Basic Training eg. sewing/baking. |
| <p>Garry Yagafa Senior Research Officer PNG TPA PO Box 1291 POM NCD Ph: 320 0211/0223 Email: gyagafa@pngtourism.org.pg</p> | <p><u>Our Contributions</u></p> <ol style="list-style-type: none"> 1) Assist in the development of the Track as a product, then <ul style="list-style-type: none"> - advise on product development - certify the Track to marketable standards - liaise with other state agencies in the development of the product - awareness on tourism 2) Promote and market the Kokoda Track as a tourism product <ul style="list-style-type: none"> - website - publications - brochures - pamphlets 3) Tourism training <ul style="list-style-type: none"> - basic training at the industry level |
| | <p>My suggestion is that we must do what we are talking about like maintaining the airstrip or helping mothers or the community.</p> |
| <p>Kevin Anapa</p> | <ol style="list-style-type: none"> 1) Employ porters and guides. 2) Send others to the respective villages. 3) Education support etc eg books. 4) Teach how to cook and training important. |
| <p>National Cultural Commission/KTDP Committee</p> | <p><u>“What are you going to do to help?”</u></p> <p>Subject to National Government (ie PNG) funding, NCC/KTDP Committee and Rotary Australia are prepared to train local people to build guesthouses, maintain airstrips, build aid posts, classrooms and water supplies and for the long run look after them for their benefit now and in the future.</p> |
| <p>Nick Araho PNG Museum Contribution</p> | <ol style="list-style-type: none"> 1) Assist in the documentation, identification of sites for tourists to visit. 2) Assist in the development of material for use in the school curricula ... etc for use and appreciation of WWII history on the Kokoda Track. |

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| <p>Laurie Bragge</p> | <p><u>What can I do?</u></p> <p>Provide a brief for OSL management on the workshop of the 15/6/04 in order that they can assess donation budget against future needs.</p> |
| <p>Geoffery Meia KLLG-SPA</p> | <p><u>What am I going to do to help?</u></p> <p>My responsibility as the representative in the Koiari Local Level Government Special Purpose Authority, I have to go back in my area to educate my people about the threats and needs of Kokoda - Trekking.</p> <ol style="list-style-type: none"> 1) Briefing 2) Patrolling 3) Educate Landowners 4) Set up more monuments from Depo to Kokoda Station |
| <p>Gail Thomas Extreme Kokoda Trekking Adventure Tours www.kokoda.com.pg www.kokoda.com.au</p> | <ol style="list-style-type: none"> 1) Market and promote through www.pngbd.com and our Kokoda website. 2) Send senior guides of ours overseas to experience being a 'guest'. 3) Help out wherever I can. |
| | <p><u>What are you going to do to help?</u></p> <ol style="list-style-type: none"> 1) Contact Donor Agencies in other countries. 2) Encourage more tourism activities along the Kokoda Trail. 3) Push the KTA forward to exist and to help the people along the Kokoda Trail. |
| <p>Robert Arua Gamrosa Research Consultation Limited PO Box 2368 Boroko NCD PNG Mobile: 6842895</p> | <p><u>Your Contribution</u></p> <p><u>QUESTION</u></p> <p>What are you going to do to help?</p> <p><u>ANSWER</u></p> <p>Identify genuine landowners, sign parcels of Landowner Track Usage Agreement.</p> |

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| | <p>The landowners from Kokoda Track to Kagi and Owers Corner.</p> <p>This will minimise most of the problems along the Track.</p> |
| <p>Kelly Womara Tropic Tours</p> | <p>No tree cutting on the Kokoda Trail.</p> |
| | <p><u>My Contribution</u></p> <p>To train my staff to be the best guides and porters on the Kokoda Trail.</p> |

APPENDIX 8.4: WORKSHOP HELD AT KOKODA

15-16 JULY 2005

DEVELOPMENT OF A SUSTAINABLE ECOTOURISM PLAN 2005 – 2008



The Kokoda Track Foundation

WORKSHOP HELD AT KOKODA

15-16 JULY 2005



**DEVELOPMENT OF A
SUSTAINABLE ECOTOURISM PLAN**

2005 - 2008

PREPARED BY:

David Knaggs

PURPOSE

1. To review progress on community action plans for sustainable tourism on the Kokoda Track developed at Efogi in April 2004
2. To update the one year action plan including identifying at least one action that can be taken jointly by communities of the Kokoda Track to advance tourism and community livelihoods
3. To obtain input from communities on aspects of the sustainable tourism strategy for the Kokoda Track and what communities are encompassed as a part of this Kokoda Track strategy.

Agenda

SEE APPENDIX 1. WORKSHOP PARTICIPANTS

A list of Workshop participants is provided at Appendix 2.

Apologies were received from Inter-Government Relations Minister **Sir Peter Barter**.

DAY ONE

11.30 am

Introductions

Mr Ori Kennia, Welcome Address. A welcome address was delivered by Mayor of Kokoda. A transcript is at Appendix 3.

Alfred Amuli, Chairman Kokoda Track Authority. Mr Amuli advised that the facilitators were here to help in whatever way they could. The KTA looked forward to working closely with all stakeholders to achieve the multi-million dollar revenue potential of sustainable tourism along the Kokoda Track.

Dr Stephen Wearing. Dr Stephen Wearing, Associate Professor, School of Leisure, Sport and Tourism, University of Technology Sydney said that the workshop provided participants with the opportunity to consider what type of tourism will be good for the Kokoda Track. It would also demonstrate what progress had been made and how the KTA has contributed.

Paul Chatterton. Paul Chatterton, World Wildlife Fund for Nature, told the workshop that the future of the Track was in the hands of the children. He stressed the importance of preserving the culture and deciding how it would be presented. He reminded participants that the means to improve the economy was in their hands.

Jimmy -----. Jimmy ----, KTA, stated that the Kokoda Track was an 'icon product' for PNG tourism. It was important to future generations that it was properly promoted and developed.

Ori Kennia. Ori Kennia officially declared the workshop open. He referred to the number and varied backgrounds of the facilitators present (cf Efogi).

Lunch

1.30 pm

Gary Imiri. Gary spoke of the aim of 'good tourism on the Kokoda Track'. He suggested that villages had not been taking full advantage of the opportunities offered by tourism. Many had arrived at the (2004) Efogi workshop with confusion and doubt, but walked away with ideas. The role of the facilitators was to stimulate these ideas. It was time to put away (thoughts) of other things and focus on tourism.

Session 1

PRESENTATIONS

Paul Chatterton, Facilitator.

Paul stressed that the workshop was an important chance for the people of Kokoda and other villages to work together and take control. Work was needed to produce a clear plan which must come from participants. He noted that not many of those present had attended the Efogi Workshop.

A number of games would be played during the workshop, but these had a serious intent.

Game 1: 'Sit Down, Stand Up':

As a result of the first game (sit down, stand up) it was revealed that:

1. **everyone** was happy about the prospects for tourism,
2. **most** were concerned about how to look after tourists,
3. **some** were concerned about how to set up campsites,
4. **some** were concerned about providing food for trekkers,
5. **many** were worried about rubbish and pollution,
6. **many** were concerned about the future for their young people, and
7. **only six** had attended tourism training.

ACTION PLANS: PROGRESS TO DATE

Village representatives were asked to show their action plans (maps) from the Efogi workshop. The plans were placed on the floor in order from Kokoda, viz, Kokoda, Kovello/Hoi (no plan), Isurava (no plan), Alola, Templeton's Crossing, Kagi, Maramba, Naduri, Efogi 1, Efogi 2, Menari, Naoro, Ioribaiwa, Uberi, Owers Corner, Depo. A table showing progress made in implementing action plans since the Efogi workshop is included at

Appendix 4.

PRESENTATIONS

Kelvin Templeton, Facilitator. Kelvin suggested that the problem was not so much getting people to walk the track, but rather to make sure those who do come get what they want. Good tourism meant permanent employment and good incomes for young people, as guides, wardens and interpreters. Issues included how to protect the track and surrounding environment.

Q. (Elsie Farara) How can we extend the program to include more areas beyond the Kokoda Track?

A. Those off the Track need to identify what their tourism product is and how it should be marketed.

Q. What are the objectives of the KTF? There is confusion about its role and that of the KTA.

A. KTF is based in Australia and has a (voluntary) board of directors. Among other things, the KTF raises funds for education, health and sport and supports the activities of the KTA.

Alfred Amuli, Chairman, KTA. Alfred outlined the objectives of the KTA. The Authority had been established on 4 May 2004. There had been no Government funding this year. Revenue was derived from a trekking fee of K200 per person. Last year K38,000 had been spent on scholarships. The KTA was trying to work closely with LLG to help deliver services.

Warren Bartlett, CEO KTA. The KTA was trying to involve all villages along the track in sustainable tourism. Money collected from trekking fees totalled K165,000 last year. Of this, 20% (K33,000) had been spent on administration. The only tour operator not contributing was Nuigini Tours (Ruth Dicker), who was withholding trekking fees for at least 400 people (K80,000). A full list of projects funded by KTA is attached at **Appendix 5.** One of the most urgent requirements was to upgrade the Kokoda airstrip to take the Dash 8 aircraft. K25,000 would be required for a preliminary study. Funding was being sought from the Australian High Commission and the Japanese Embassy. It was estimated that a gravel strip would cost K300,000, while a sealed strip could cost K2M. The improved airstrip could act as a base for light aircraft operating to 14 village strips in the area. Plenty had been achieved by the KTA in its first 14 months and there were many development and employment opportunities for Kokoda.

Norris James, KTA. Norris reported back on progress by Kokoda Track villages on the Efogi one year action plans (see Appendix 4 for a detailed report on actions completed in the past year). Approximately 80 per cent of activities that had been planned were completed in the one year since the Efogi workshop either by the community alone or with assistance from the KTA. In discussion, participants felt that this showed that the action planning process could assist in improving village livelihoods and access to tourism benefits.

Paul Chatterton, Facilitator. Paul applauded the achievements of the KTA. Because of the gaps evident in the action plans, he proposed a re-start of the Efogi activity plans. Villages on the Popondetta side of the Track would develop new action plans for 2005-2006. He asked the representatives of each ward present to prepare a five year development plan for tourism and to present a (one year) action plan during Session 2.

Game 2: 'Knot Game':

Session 1 finished at 5.00 pm.

DAY TWO

9.35 am

Session 2

Amended Agenda

Ori and Gary presented an amended Agenda:

1. Welcome and game
2. Briefing from TPA
3. Presentation of one year action plans
4. Presentation of five year development plans (maps)
5. Game
6. Problems and Solutions
7. Game
8. Action plan summary 2005/06

PNG TOURISM

Jimmy Yommapisi, TPA. Jimmy set the Kokoda Track in the 'big picture' of tourism in PNG. He stated that PNG had 65,000 visitors but only 20,000 tourists last year.

Growth in numbers of trekkers on Kokoda Track:

| Year | No of trekkers |
|------------------|----------------|
| 2002/03 | 800 |
| 2003/04 | 1000+ |
| 2004/05 | 2000+ |
| 2008 (projected) | 5000+ |

The key issues for TPA were:

1. Numbers of trekkers
2. Facilities
3. Fees (need to standardise)
4. Maximum loads for porters (20kg suggested)
5. Insurance
6. Spread of business benefits

ACTION PLANS

Gary Imiri, Facilitator. Representatives from each Ward were invited to present their (one year) Action Plans. These are reflected in the village maps, which were presented to the workshop. The plans were laid out in sequence representing the Kokoda track.

The five year development plans prepared at the workshop are summarised in **Appendix 6**.

The proposed actions to be taken by each ward are listed in the table below:

| Ward | Villages | Actions |
|------|---------------------------|--|
| 1 | Asimba, Kanga, Ebei | <ol style="list-style-type: none"> 1. Open Bulldog track (register company) 2. Marketing campaign 3. Establish communications |
| 2 | Kovelo, Hoi, Deniki | <ol style="list-style-type: none"> 1. Establish water supply (including Kokoda if possible) |
| 4 | Saga, Ammanda | <ol style="list-style-type: none"> 1. Promote weekend getaways (ease of access from Kokoda) 2. Picnic sites, guest house, white water rafting, short distance trekking, traditional singsings, orchid gardens, bird and butterfly watching |
| 5 | Kokoda | <ol style="list-style-type: none"> 1. Beautification of park area and gardens 2. Agriculture (incl rice and fish farming) 3. Set up office complex, artefacts shop 4. Road sealing and drainage improvement 5. Public toilets |
| 6 | Kokoda, Iora | <ol style="list-style-type: none"> 1. Establish Community Resource Centre 2. Aid Post 3. Improve water supply |
| 7 | Sengi, Hidaura, Kanangara | <ol style="list-style-type: none"> 1. Establish Resource Centre |
| 8 | Abuari | Promote side visits and areas of interest (eg waterfall, village) |
| 9 | Isuarava 1, 2, 3 | <ol style="list-style-type: none"> 1. Install solar water heating system 2. Construct footbridge for front/back creek 3. Extend guest house 4. Improve water supply 5. Build market hut |
| 10 | Waju, Gorari, Oivi | <ol style="list-style-type: none"> 1. Include Buna, Gona and Sanananda in tourism plan? 2. Short trekking, environmental trekking |
| 11 | | <ol style="list-style-type: none"> 1. Off the track |

| | | |
|----|---------------|--|
| | | 2. Build guesthouse |
| 12 | | 1. Off the track 2. Want to 'tap in' |
| 13 | Popaki | 1. Encourage side treks 2. Identify sites of (military) historical interest 3. Establish rice mill 4. Sports facility (cater for youths) 5. Improve quality of water supply |
| 15 | Kumusi River | 1. White water rafting 2. Historical site (of Horii's drowning) 3. Education 4. Community learning centre 5. Airport facility 6. Solar power 7. Ovens, sewing machines |
| 16 | | 1. Off the track 2. Sightseeing 3. Marketing (fruit, garden vegetables, catering, culture) |
| 18 | Sairope | 1. Fish farming 2. Cultural activities (theatre group) 3. Plant fruit |
| 19 | | 1. Off the track 2. Want to 'tap in' |
| 22 | Head Kumusi R | 1. Want to 'tap in' |

Kokoda District Council of Women Action Plan. Propose building a Resource Centre (land available) to include:

1. Office space and equipment
2. Conference room
3. Kitchen and dining hall
4. Art and crafts room
5. Souvenir shops

Facilitators' Action Plan.

1. Improve hygiene along the track (self-composting toilets, shower/washing facilities)
2. Protect the environment
3. Preserve and promote cultural values
4. Develop business opportunities

PROBLEMS AND SOLUTIONS

The session was split into four groups to consider what potential problems stood in the way of 'good tourism' and were asked to identify two problems of highest priority and propose solutions.

| | Problem | Description | Solution |
|---------|---------------------------------------|---|--|
| Group 1 | 1. Providing effective communications | Need to be able to 'reach out' to markets and consumers | Install reliable communications system in Kokoda with VHF radios in all Wards (24) |
| | 2. Social disorder | Includes 'law and order' issues as well as land owner disputes | Work with police to ensure security for tourists Improve dialogue between land owners |
| Group 2 | 1. Food preparation and hygiene | Trekkers are avoiding local food in favour of tinned/dehydrated food. | Conduct training programs in food preparation, hygiene, hospitality |
| | 2. Work conditions for porters | Needs to be a minimum wage and maximum load | KTA/TPA should draw up acceptable work conditions |
| Group 3 | 1. Law and order | Particularly related to behaviour of tour operators, guides and porters | Conduct courses/wksp in financial management Establish code of conduct for tour operators with penalties for breaches Establish guidelines for porters Restrict liquor sales (ban on drinking in public places) and educate porters in responsible use of alcohol Tighten up policing (police station along track?), resurrect community police Parents take more control |
| | 2. Improve hospitality/image | | Conduct workshops/ training courses in food services Improve manners and behaviour Improve sanitation |

| | | | |
|---------|---|--|--|
| | | | <p>Introduce sound environment protection/ conservation practices (eg orchid farming)</p> <p>Construct semi-permanent bridges</p> <p>Provide communications/ first aid training for porters</p> <p>Keep Kokoda clean</p> |
| Group 4 | 1. Customary land disputes | Potential to disrupt tourism | <p>Identify customary land owners and bring together to discuss issues</p> <p>Be aware of potential for disputes</p> |
| | 2. Work conditions for guides and porters | Includes wages, loads and insurance issues | LLG councils to draw up minimum terms and conditions for porters |
| | | | |

Comments by Police Inspector Bill Sare. Inspector Sare brought attention to the potential for increased criminal activity when more money circulated. He said that the police force was woefully under-resourced and asked that all participants work closely with the police to prevent crime.

Comments by Sister Marian Saruva, Kokoda Hospital. Sister Saruva spoke of the facilities provided by Kokoda Hospital. There were two nurses and health workers based at the hospital, but no resident doctor for last 36 months.

Trekking Game.

A game was played simulating increasing numbers of trekkers along the track, after which participants were asked to consider the ideal size of a trek and loads for porters.

1. Most thought that more than 30 trekkers plus porters was too many.
2. Weight of porters should be considered when determining loads (should be less than half body weight).
3. Most thought that 30kg was too much for a porter (15 – 18kg plus porter’s personal gear).

NEXT STEPS

| WHAT | WHO | WHEN |
|--|--------------|---------------------|
| Participants to write reports and implement Action Plans | Participants | As soon as possible |

| | | |
|---|-------------------------------|-------------------|
| Participants to report back proceedings to communities | Participants | End July 2005 |
| Conduct business management course | TPA (?) | ? |
| Introduce legislation covering tour guide operators and partners | LLG authorities | 2005 -2006 |
| Follow up workshop | KTA, KTF, TPA | Next LLG Assembly |
| Conduct another workshop, ensuring all participants are aware of Agenda | TPA, KTA, KTF Participants | July 2006 |
| Conduct a tourism/hospitality course | Kokoda Vocational Centre | 2006 |

CONCLUDING SPEECHES

CLOSURE

The Workshop was closed by Mayor Ori at 5.05 pm.

‘WASH UP’

8.25 pm

The Workshop was generally regarded as the most successful yet.

Good Aspects:

1. Everyone has a clear understanding of the roles and responsibilities of the various organisations (KTA, KTF, TPA, LLG)
2. KTA demonstrated very strong leadership. A well organised and professionally run workshop.
3. Participants were enthusiastic and showed strong commitment.
4. Villagers are talking more among themselves and have a better understanding of the issues.

Comment by (Acting Mgr, Kokoda LLG). The workshop was an eye opener for the people of Kokoda. There has been a lot of infighting in the past due to misunderstanding. This has been cleared up.

Not So Good Aspects:

1. Insufficient notice of the workshop provided in many cases. participants.
2. Saturday (Sabbath) does not suit many participants.

3. Time should be set aside for questions from the floor.
4. There should be more involvement of women.
5. Standard of local tour operators needs to be raised.

A note of appreciation received after the workshop from Mr Alfred Amuli, Chairman of the KTA, is at **Appendix 7**.

APPENDICES:

1. Agenda
2. List of Workshop Participants
3. Welcome Address by Ori Kennia, Mayor of Kokoda
4. Action Plans: Progress to Date (incomplete)
5. List of KTA Funded Projects
6. Five Year Development Plans (separate document)
7. Note of Appreciation from KTA

Agenda

Sustainable Tourism (good tourism) Workshop

Kokoda Township - 15-16 July 2005

In April 2004, the Kokoda Track Foundation and Kokoda Track Authority coordinated a workshop at Efogi village to obtain community direction on a strategy for sustainable tourism on the Kokoda Track. This meeting provided the first opportunity in history for representatives of all Kokoda Track villages to meet and discuss issues of mutual concern and resulted in a community strategy and action plan.

The proposed workshop will again bring together clan leaders and other representatives from all Track villages, this time at Kokoda township in Oro Province. Along with representatives of the KTA, KTF and the Government, the group will review progress on the Efogi Strategy and Action Plan, identify issues and ways to address them and commit to a set of actions for the coming year.

| | |
|---------------------|--|
| MC | Ori Kennia (Mayor Kokoda) |
| Facilitation | Gary Imiri, Alfred Amuli, Dr Stephen Wearing and Paul Chatterton |
| Participants | Clan leaders of the Kokoda Track; Women's leaders of the Kokoda Track; Executive members of the Kokoda Track Authority; board members of the Kokoda Track Foundation |
| Rapporteur | David Knaggs, Sandy Lawson |
| Languages | Tok Pisin, Motu, English |

Purpose

- 1. To review progress on the community action plans for sustainable tourism on the Kokoda Track developed at Efogi in April 2004*
- 2. To update the one year action plan including identifying at least one action that can be taken jointly by communities of the Kokoda Track to advance tourism and community livelihoods*
- 3. To obtain input from communities on aspects of the sustainable tourism strategy for the Kokoda Track and what communities are encompassed as a part of this Kokoda Track Strategy?*

Workshop Agenda

DAY 1 - START 1300 HRS FRIDAY 15 JULY 2005

1300 Welcome and introductions (Gary Imiri)

- Welcome - Ori Kennia, Mayor of Kokoda
- Introduction to the facilitators and the Day - Gary Imiri, KTA
- Purpose of workshop (refer above)
- Landowners introduce themselves by lining up in village groups and calling out their clans – and any missing clans. Each village discusses what they would like to gain from the workshop.

- Stand up sit down exercise. Participants stand up if they agree with the following:
 - I play rugby; I play soccer
 - I cam to Kokoda on foot; car; plane
 - My village had tourists staying last night
 - My village had more than 20 tourists last week
 - We had more tourists this year than 2 years ago; 10 years ago
 - I support the maroons; blues
 - I am worried about how to handle all the trekkers – finding enough camp sites; providing food; rubbish and pollution; effect on youth;
- Explain what this workshop can do and can't do. Theme: community self-reliance.
- Workshop rules – Allow each person space to talk; don't dominate, allow others a chance; clan leaders to talk; ...

1345 Review of where we are up to? (Kelvin Templeton)

- Previous workshops and support from the Kokoda Track Foundation

1400 Report on activities of KTA (Warren/Alfred)

- Report on activities, achievements and issues of KTA

1500 Progress on the Efogi Strategy and Action Plan – individual reports from village representatives (Norris James)

- Each village presents their maps and action plans from Efogi workshop. Review what has been achieved and how.

1600 5 Year Map Plan and 1 Year Action Plan (Alfred Amuli / Gary Imiri)

- Residents of the Kokoda Track the region from Kokoda to Buna/Gona form into ward groups to develop their own 5 year map plan and 1 year action plan.
- Non-Kokoda Track residents to form a small group to discuss actions that can be taken by external groups to assist the community action plans and sustainable tourism. Prepare proposed action plan and map.

1715 Game

1730 CLOSE

DAY 2 - START 0900 HRS SATURDAY 16 JULY 2005

0900 Recap

0915 5 Year Map Plan and 1 Year Action Plan (Alfred Amuli / Gary Imiri / Ori Kennia)

- Each group presents their 5 year tourism development map and 1 year action plan. Discussion.

1200 Lunch

1330 Obstacles and how we deal with them (Ori Kennia / Gary Imiri)

- Game – Carrying Capacity on the Kokoda Track
- In four mixed groups, prepare a list of problems encountered in dealing with tourism. Identify the two top priorities. Discuss and list ways they can be solved.
- Plenary presentation and discussion on solutions suggested by participants.

1500 Next steps (Alfred Amuli / Gary Imiri)

- Identify follow up steps from workshop
- Closing game
- Speeches

1600 CLOSE

Appendix 2

Participants

MC: ORI KENNIA (MAYOR KOKODA)

FACILITATORS: WARREN BARLETT (KTA),
ALFRED AMULI (KTA CHAIRMAN), PAUL CHATTERTON (WWF),
DR STEPHEN WEARING (UTS), KELVIN EMPLETON (KTF)

| | | |
|---|---|---|
| <p>KOKODA VOCATIONAL CENTER</p> <ol style="list-style-type: none"> 1. Jemayleah Sungas 2. Ansea Gavera 3. Luhi Dumavi 4. Mr. John Okaja 5. Mr. Gregory Kelewei 6. Mrs. Rose One 7. Miss. Susan Losi 8. Mr. Justusi Wagiha 9. James Mafe 10. Remigiles Soute 11. John Daire 12. Auda Mape <p>WARD 2</p> <ol style="list-style-type: none"> 13. Mr. Lans Lovi (Councillor for Ward 2) 14. Sydney Toroi 15. Sedi Maigo 16. Michael Esoma 17. Thomas Toroi 18. Etu Latuve 19. Matthew Etu 20. Manusi Mado 21. David Somare 22. Alicia Toroi 23. Elly Kanaka 24. Meki Aguta <p>WARD 10</p> <ol style="list-style-type: none"> 78. Paul Vari 79. Brickniel Kombere 80. Justinus emi 81. Murry Kombere 82. Trophian Anseka | <p>WARD 4</p> <ol style="list-style-type: none"> 25. Cecilking Sombiro (Ward 4 Councillor) 26. Stella Harika 27. David Clark 28. Cynthia Harika 29. Racheal Urisi 30. Clive Jinga <p>WARD 5</p> <ol style="list-style-type: none"> 31. Mr. M. Warure 32. Mr. J. Wagiha 33. Rachel Saembo 34. Pricella Ogomeni 35. Julleanne Kaut 36. Chris Suma 37. Tepi Arifeae 38. Rachael Urisi Marian Saruva <p>WARD 6</p> <ol style="list-style-type: none"> 39. Anita Olen 40. Ambros Haera 41. Henry Bauba 42. Francis Korove 43. Rodgette Hango 44. George Korove 45. Timmeaus Bauba 46. Ray Olen 47. Grace Haiiai 48. Arnold Jinga 49. Cindella Kanawi 50. Lucy Kanawi 51. Flora Erepa 52. Anita Olen 53. Grace Irua <p>WARD 16</p> <ol style="list-style-type: none"> 95. Drummond Akena (Member) | <p>WARD 7</p> <ol style="list-style-type: none"> 54. Hon. Patrick Erumo (Ward 7 Councillor) 55. Augustus Hara 56. Beven Hara 57. Willie Hojami 58. Allan Juari 59. Rankin Siro 60. Gerald Juari 61. Albina Ombari 62. Betty R. David 63. Newton Aruo 64. Romas Karu 65. Luke Wokoro 66. Conrad Toia <p>WARD 8</p> <ol style="list-style-type: none"> 67. Somige Lehui (Member) 68. Joe Duhube 69. Ian Ovevi 70. Seli Dadi 71. George Savia 72. Jerol Daniel <p>WARD 9</p> <ol style="list-style-type: none"> 73. Ivan Nitua 74. Lami Saini 75. Dadi Haova <p>Women's Rep</p> <ol style="list-style-type: none"> 76. Susan Jinca 77. Jill Kerahu <p>Police</p> <ol style="list-style-type: none"> 104. Edrick Boera 105. Torry Akia |
|---|---|---|

| | | |
|--|--|--|
| <p>83. Eric Sambijo 84. Murphy Sambijo 85. Pharnuel Ambo 86. Jethro Isara</p> <p>WARD 11 87. Dickson Suma (Member) 88. Laban Konene 89. Craig Suma Brensley Kakeni</p> <p>WARD 15 90. Elsie Farari 91. Suckling Honi 92. Lussel W. Iji 93. Georgeking Gautu 94. Jovan Sari</p> | <p>96. Hensley Seho 97. Harry Vuri 98. David B. Wai</p> <p>WARD 18 99. Hon. Willie Kageni (Ward 18 Councillor) 100. Lawson Overari 101. Olive Negel</p> <p>WARD 22 102. Isaac Isorai 103. Romney Evari 103. Benard Kambaru</p> | <p>106. James Kageni 107. Ginna Bruce 108. Elias Tokuk 109. Lionel Biza 110. Nathan Evari 111. Leon Aruah 112. Bill Sare 113. Patrick Wommi</p> <p>KTF David Knaggs</p> <p>PEDF John Perrittot</p> <p>OBSERVER Sandy Lawson</p> |
|--|--|--|

APPENDIX 3

Official Welcome Speech by Mayor Ori Kennia

Good morning, Ladies and Gentlemen, Distinguished Guests, Workshop Facilitators and the Media,

On behalf of the Honourable President and Provincial MP Mr Jackson Iriro, the Coucillors, the Kokoda Local Level Government, the Assistant District Administrator and his Officers of the Sub-district Administration, the Chairman of the Kokoda Track Authority Mr Alfred Amuli and the People of Kokoda. I am deeply honoured and priveleged to stand here and have the pleasure to rise on this occasion to acknowledge the presence of all who are here to witness this wonderful God planned event which is the proudest moment for the people of Kokoda from the low lands to the mountains of Kokoda.

As a Vice President/Lord mayor of this beautiful historic town of ours, representing the Local Level Government and the people of Kokoda, I would like to officially welcome (the Minister for Inter Government Relations and his delegations,) facilitators and the media crews to this beautiful and historic sub-district of ours cordially.

Kokoda is well known internationally for its significance. Like all other districts and provinces of this beautiful young country of ours, kokoda is a sleeping giant whose vast resources are in abundance, waiting to be tapped and developed.

Kokoda is a rich little valley over the Owen Stanley Ranges surrounded by walls of luscious green and blue mountains with dramatic scenery, the valley is also encircled with flora and fauna.

There are a number of species of exotic birds of paradise and numerous other distinctive birds, including many other colourful parrots, but not all the colours of the rainbow have been reserved for birds as there are (an) unlimited range of orchid species and countless magnificent butterflies including the world's largest, the Queen Alexandra Birdwing that flutters around the beautiful little valley.

Kokda also has some hidden treasures, including the vibrant art and cultures which are really unique in Papua New Guinea.

The area also has vast mineral reserves and it is also potentially rich with very fast flowing rivers and waterfalls draining out from the Owen Stanley Ranges that can be viable to generate electric power through the establishment of the hydro-electric plant which will be beneficial to the people of Kokoda, the Oro Province and the Southern Region as a whole.

The Track is fast becoming the centre of attraction for many tourists all around the world. Last year we have recorded the highest figure of well over 2,000 tourists passing through the historical township of Kokoda and this simply indicates that we are expecting thousands more coming this year, 2005.

People of Kokoda want to contribute to the nation's development if we can be recognised as one of the areas that has rich agriculatural land, mineral reserves and tourism.

Development comes in all forms. Tourism is one that has huge potential and is a major earner. Unlike other business ventures, it brings income to the small people through Ecotourism. I would like to take this opportunity to appreciate the tireless efforts of the Tourism Promotion Authority, the Kokoda Track Authority, the Kokoda Track Foundation and the many overseas, national and local tour operators who are too many to be named, that have gone out of their way to see the huge potential in tourism here in Kokoda that has made it possible for this Tourism Workshop to be hosted here in Kokoda.

We are happy that this workshop will open doors for future developments and improve the lifestyle for the people of Kokoda at large. Once again, ending on these few remarks, I now cordially and officially WELCOME you all to this important and significant occasion by saying in the true spirit and custom three times:

“ORO” “ORO” “ORO”

PROGRESS ON SELF SUSTAINING ACTION PLANS (TO BE COMPLETED)

| <i>Self Sustaining Action Plans 29.4.04</i> | | |
|---|--|--------------------------------------|
| Village | Action Plan | Progress since Efogi Workshop |
| IORIBAIWA VILLAGE | 1. Marketing: - Fruits - Garden food 2. Craft: - Bags (Bilum) - Cane baskets (souvenirs) 3. Sell soft drinks 4. Welcoming | |
| NAORO VILLAGE | 1. Welcome song 2. Hand crafts: - String bags (billum) - Hats (caps) - Baskets (souvenirs) 3. Marketing: - Fruits - Garden foods - Selling soft drinks | |
| MANARI VILLAGE COMMUNITY DEVELOPMENT | Youth/women and children - Singing - Sports Who will run the program? - Combined group | |
| MANARI VILLAGE COMMUNITY DEVELOPMENT | Cooking and catering service | |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.4: Kokoda Workshop 15-16 July 2005

| | | |
|-----------------------------------|---|--|
| | Rice Farming Museum Who will run the program? - Community Group | |
| EFOGI YOUTH GROUP | We will stock all store supplies (food) for all porters/trekkers at our trade store (No need for food drop off) | |
| EFOGI WOMENS GROUP | We will bake scones and bread to sell to tourists | |
| LAUNUMU WOMENS GROUP - EFOGI 1 | We will make billums from bush twine and other materials for sale to tourists | |
| LAUNUMU COMMUNITY GROUP - EFOGI 1 | We will build a new guesthouse using bush materials | |
| KAGI | <ul style="list-style-type: none"> - Welcoming Choir - SDA - Fruit and Vegetable Sales - Poultry - Sales of Traditional Items - Catering Services - Visit to War Sites - Guesthouses | |
| ALOLA VILLAGE | - Museum | |

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| | | |
|-----------------|---|--|
| | <ul style="list-style-type: none"> - Wildlife Conservation Area Community Based Project - Selling of Soft Drinks | |
| OWERS CORNER | <ol style="list-style-type: none"> 1. Construct an Information Centre at Owers Corner and clean up surrounding areas 2. Construct Police Station <ul style="list-style-type: none"> - Bush materials to be supplied by the community - Hardware materials to be supplied by KTA from track fees | |
| UBERI VILLAGE | <p>A.</p> <p>Re-establish Uberi Village at original site</p> <ul style="list-style-type: none"> - Materials and labour supply by community - Includes water supply - Guesthouse <p>B.</p> <p>Restore flying fox over Goldie River</p> <ul style="list-style-type: none"> - To carry people and cargo - Seek donor funding for this project | |
| COMMUNITY GROUP | Build a trade store | |

| <i>Self Sustaining Action Plans by Outside Supporters 29.4.04</i> | | |
|---|--|-------------------------------|
| Spokesperson | Action Plan | Time |
| NATALIE SHYMKO - KOKODA TRACK FOUNDATION | Writing up the report from the Workshop | Completion Date: - 2 weeks |
| FRANK TAYLOR - TOUR OPERATOR | Will continue the employment of young men | Ongoing |
| RUTH DICKER - TOUR OPERATOR | <ol style="list-style-type: none"> 2. Will provide ongoing employment on the track 3. Will provide safety on the track 4. Will ensure quality & lift the quality of treks | Ongoing |

APPENDIX 5

PROJECTS FUNDED BY KTA/KTF

1. Kokoda Track – Central Province

- a. Track clearing contract – Templeton’s Crossing to Owers Corner
- b. Part re-decking bridge (Sal Army) on Owers Corner Rd
- c. Maintenance Owers Corner Memorial Park
- d. Maintenance McDonalds Corner Memorial
- e. Maintenance Depo Memorial
- f. Supply lawn mowers – Girinumi, Depo, Manari
- g. Supply poultry projects – Veselogo, Nauro, Launumu, Efogi (x2), Kagi
- h. Supply medical kits – Naoro, Manari, Kagi
- i. School sponsorships – 26 students, Grades 9, 10, 11, 12
- j. Repair of Kokoda Track VHF radios – Manari, Kagi, Manumu
- k. School supplies – Manari, Kauovo, Efogi, Naoro

2. Kokoda Track – Oro Province

- a. Upgrading Kokoda airstrip for DASH 8
- b. Kokoda town clean up
- c. Supply lawnmowers – Kokoda Memorial Hospital, Kokoda LLG, Kovelov
- d. Repairs to Kokoda town genset and supply diesel fuel
- e. Supply drum ovens – Isurava and Alola
- f. Supply coffee pulpers – Abuari, Kaele, Hagutava
- g. Supply medical kit – Alola
- h. Supply elementary/primary schools – Kokoda, Alola, Kovelov
- i. School sponsorships – 26 students, grades 9, 10, 11, 12
- j. Track clearing contract – Kovelov to Templeton’s Crossing
- k. Repair of Kokoda Track VHF radios – Kokoda, Kovelov, felai, Abuari, Alola
- l. Assist with materials and logistics – Abuari Rotary classroom and aid post
- m. Sports equipment – Kokoda urban soccer
- n. Water, showers and toilet improvements – Isurava Memorial
- o. Commence setup KTA Kokoda office

Five Year Development Plans

| | |
|--|--|
| | <p>Ward 11 (Hanjiri village)</p> <ol style="list-style-type: none"> 1. Marketing 2. Recreation hall 3. Elementary School 4. Court House |
| | <p>Ward 12 (Ambene village)</p> <ol style="list-style-type: none"> 1. Community hall 2. Aid Post (1st Priority) 3. Permanent church 4. Permanent classroom 5. Tourism company 6. VHF (2-way) Radio 7. Road upgrade 8. Water supply 9. 2 x Guest houses 10. Mini Hydro power |
| | <p>Ward 6 (Kokoda Blocks)</p> <ol style="list-style-type: none"> 1. Rural electrification 2. Water supply 3. Housing Scheme 4. Poultry 5. Piggery <p>Ward 6 (Iora Blocks)</p> <ol style="list-style-type: none"> 1. Water supply 2. Aid post 3. Community hall 4. Housing scheme 5. Guest houses 6. Poultry 7. Piggery |
| | <p>Ward 13 (Hojavahambo and Papaki villages)</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
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| | |
|--|---|
| | <ol style="list-style-type: none"> 1. Guest house 2. Community hall 3. Cocoa nursery 4. Community fermentry 5. Rice mill 6. Library/Science Lab (Ilimo Primary School) 7. Double Classroom (Eiwo Community School) 8. Sports facility 9. Poultry 10. Sawmill 11. Sewing machine 12. Water supply 13. Electricity 14. Eagle/Sandalwood nursery 15. Church (Anglican) 16. Road 17. Coffee pulper |
| | <p style="background-color: #cccccc; padding: 2px;">Ward 6 (Women's Group)</p> <ol style="list-style-type: none"> 1. Sports oval 2. Re-introduce Elementary School 3. Community Resource Centre (for young and old) 4. Fish ponds (commercial) 5. Guest house 6. Rice mill 7. Water supply 8. Rural electrification 9. Fruit/vegetable markets |
| | <p style="background-color: #cccccc; padding: 2px;">Kokoda Vocational Centre</p> <p style="background-color: #cccccc; padding: 2px;">Ward 1 (Kanga village)</p> <ol style="list-style-type: none"> 1. Wildlife management area 2. Butterfly 3. Guest house 4. Women's multi-purpose hall 5. Sporting area 6. White water rafting 7. Mountain climbing 8. Education Research Institute |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.4: Kokoda Workshop 15-16 July 2005

| | |
|--|--|
| | |
| | <p>Ward 2 (Ebei village)</p> |
| | <p>Soa/Hoi villages</p> |
| | <p>Kovello village</p> <ol style="list-style-type: none"> 1. Community Hall 2. Mini hydro 3. Museum 4. Women's Club 5. Monument setup 6. Catering 7. Poultry 8. Rice farming |
| | |
| | <p>Isurava villages 1, 2 and 3</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.4: Kokoda Workshop 15-16 July 2005

| | |
|--|---|
| | |
| | <p>Kokoda Township (Kokoda District Council of Women)</p> <ol style="list-style-type: none"> 1. Resource Centre |
| | <p>Ward 10 (Waju and Gorari villages)</p> <ol style="list-style-type: none"> 1. Marketing (garden food, fruit, handicrafts) 2. Culture groups/welcome show 3. Construction of guest houses/camping sites |
| | <p>Ward 4 (Botue, Amada, Saga and Kokoda villages)</p> <ol style="list-style-type: none"> 1. Water supply 2. Power supply 3. Build guest house |
| | <p>Oivi village</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.4: Kokoda Workshop 15-16 July 2005

| | |
|--|---|
| | |
| | <p>Ward 4 (Hamara village)</p> <ol style="list-style-type: none"> 1. Community school 2. Water supply 3. Radio communications system 4. Aid post and health worker's house 5. Wairope Memorial Foundation guest house 6. Sawmill 7. Bridge |
| | <p>Ward 16 (Sorape, Boru and Evasusu villages)</p> <ol style="list-style-type: none"> 1. Guest house 2. Waterfall 3. Aid post 4. Elementary school 5. Electricity and water supply 6. Picnic area 7. White water rafting 8. establish new cane bridge 9. Sports field |
| | <p>Ward 15 (Ombisusu village)</p> <ol style="list-style-type: none"> 1. Education 2. Elementary school building 3. Community learning centre 4. Aid post building and medical supplies 5. Water supply 6. Solar power 7. Feeder roads 8. Botanical gardens 9. Guest house 10. Fruit market facilities 11. Kokoda Kumisi white water rafting 12. Catering 13. Baking oven 14. Sewing machine |
| | <p>Ward 18 (Sairope village)</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
 Appendix 8.4: Kokoda Workshop 15-16 July 2005

| | |
|--|---|
| | <ol style="list-style-type: none"> 1. Health centre 2. Classroom 3. Tourism/sightseeing 4. Guest house 5. Community hall |
| | <p>Ward 22 (emo village)</p> <ol style="list-style-type: none"> 1. Radio communications system 2. Water supply 3. Tourism 4. Guest house 5. School library 6. Coffee pulpers 7. Church 8. Solar power (lights for Emo R Station) |
| | <p>Ward 19 (Maujeta and Puremo villages)</p> <ol style="list-style-type: none"> 1. Road building 2. Mini hydro power 3. Church 4. Village improvement program 5. Guest house 6. Cocoa fermentry 7. UHF radio instillation 8. Westford chainsaw |
| | <p>Ward 8 (Isurava, Ololi and Abuari villages)</p> <p><u>Priorities:</u> Tourism promotion, beautification, guest houses</p> <ol style="list-style-type: none"> 1. Lucas mill/housing 2. Mini hydro power 3. Aid post 4. Community hall 5. Radio maintenance 6. Water supply maintenance 7. Bykoea war monument 8. Repeater station |
| | <p>Ward 7 (Sengi, Kebara and Kanadara villages)</p> |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
Appendix 8.4: Kokoda Workshop 15-16 July 2005

| | |
|--|---|
| | <u>(Women's Group)</u> |
| | Ward 7 <ol style="list-style-type: none">1. Original track2. Mini hydro power3. Guest houses4. Battle sites/areas of interest |
| | Ward 5 |

APPENDIX 7

THANK YOU NOTE FROM KOKODA TRACK AUTHORITY

From: "Kokoda Track Authority" <kokodatrackauthority@global.net.pg>
To: "Charlie Lynn" <charlie.lynn@nexon.com.au>
Subject: KTF Sustainable Tourism Kokoda Workshop 14 & 15 July, 2005
Date: Sat, 23 Jul 2005 21:40:41 +1000

Hi Charlie,

A big thank you to Kokoda Track Foundation and the facilitators, Paul, Stephen, Kelvin, David, John and those who attended and supported the two day Sustainable Tourism Workshop (15,16 July 05). It was a big success and a breakthrough amidst the Kainake clansmen politics.

After the workshop, the Kainake Leaders approached me, thanking KTF and KTA for facilitating the workshop, including Kokoda Local Level Government and its Administration. The Kainake Leaders have assured me - infightings are over as the workshop made a big difference, and they look forward to a brighter future.

I wish to thank you all for your time and efforts in making a big success, and looking forward to joining hands in development as we plan in the near future for such workshops.

Lukim na Cheers

Alfred Amuli
Chairman
Kokoda Track Authority

APPENDIX 8.5 WORKSHOP HELD AT PORT MORESBY

21-23 FEBRUARY 2006

ECO-TREKKING KOKODA: A PLAN

FOR SUSTAINABLE TOURISM



The Kokoda Track Foundation

Eco-trekking Kokoda: A Plan for Sustainable Tourism

Strategic Planning Workshop
Port Moresby 21 – 23 February 2006

RECORD OF PROCEEDINGS

**Eco-trekking Kokoda: A Plan for Sustainable Tourism
Port Moresby Workshop 21-23 February 2006**

PARTICIPANTS

| Organisation | Name | Position/Representing |
|--|---------------------------|---|
| Kokoda Track Authority | Mr Alfred Amuli | Chairman of the Committee Kokoda Landowners |
| | Mr Norris James Selu | Deputy Chairman Koiari Landowners |
| | Mr Gary Imiri | Central Landowners |
| | Mr David Soru | Kokoda Landowners |
| | Mr Warren Bartlett | CEO |
| Kokoda Track Foundation | The Hon Charlie Lynn, MLC | Chairman of the Board |
| | Mr Andrew Schauble | Director |
| | Ms Genevieve Nelson | Director |
| | Mr Paul Croll | Director |
| | Mr David Knaggs | Consultant/Facilitator |
| | Mr Justin Francis | Consultant |
| PNG Tourism | Ms Sybil Druma | Exec Offr, Tourism Industry Association |
| | Ms Lucy Tia | TPA |
| | Mr Colin Tombari | TPA Public Relations |
| | Ms Lora Flynn | Tour Operators Association |
| | Mr Abraham Yariyari | Community Based Tourism Foundation |
| Kokoda Track Tour Operators | Mr Brian Freeman | Executive Excellence |
| | Mr Jim Guy | Kokoda Treks and Tours |
| | Mr Russell Eroro | Kokoda Trekking Ltd |
| | Mr Robert Frost | Toogee Treks |
| | Mrs Jill Lynn | Adventure Kokoda |
| | Ms Helen Tuakara | Kokoda Spirit |
| | Mr Alex Rama | Kokoda Experience Ltd |
| | Mr Philip Arari | Eco Tourism Melanesia |
| | Mr Gerry Emimei | Northern DisTracktion |
| | Mr David Batia | Kokoda Bulldog Trekking Ltd |
| | Ms Jacinta Joforu | Oivi Ridge Treks and Tours |
| | Mr Narai Billy | Koiari Treks and Tours |
| | Mr Defol Arere | Fuzzy Wuzzy Expeditions |
| | Mr Gideon Maleva | Fuzzy Wuzzy Expeditions |
| | Mr Max Kaso | Legend Guided Tours |
| Ms Ruth Dicker | Niugini Holidays | |
| WWF for Nature | Mr Paul Chatterton | Conservation Manager PNG |
| PNG Sustainable Development Program | Mr Jaru Bisa | |
| | Mr Paul Mitchell | Consultant |
| Other | Mr Paul Noe | Landowner, Kagi |
| | Mr Peter Taiang | Provincial Police Commander Central Province |
| | Mr Bob Siboru | |
| | Mr Clifford Faiparik | National Newspaper |
| | Mr James Enage | Koiari Student Association |
| | Mr Reignken Kaola | Kotoi Tours |

DAY ONE: 21 FEBRUARY 2006

Session 1: Welcome and Administration

The facilitator (David Knaggs) welcomed all participants to the workshop. He explained that it was the fifth in a series of workshops which have been conducted with stakeholders.

Purpose of the workshop: To review the final draft of the plan for sustainable tourism on the Kokoda Track prior to its release.

The facilitator would be assisted by Alfred Amuli, James Norris Selu, Paul Chatterton (all of whom had been involved in previous workshops) and Paul Mitchell.

Participants were asked to introduce themselves.

A draft plan (strawman) was circulated, the structure and contents of which were outlined by the facilitator. He also:

1. stressed the importance of the involvement of key stakeholders, in particular tour operators,
2. gave the planning timeframe as five years,
3. defined sustainable tourism and eco-trekking
4. advised that the plan was intended to be a dynamic document, subject to a rolling update
5. stated that the intention was for the plan and its implementation to become a model for other areas within PNG.

The facilitator briefed on the conduct of the workshop, including:

1. Conduct of breakout sessions/'brainstorming'
2. 'Parking area' for unresolved issues
3. Video of Kokoda Workshop to be shown during breaks

Session 2: Background to the KTF and KTA

The chairman of the KTF, **Charlie Lynn**, provided a description of the journey to date in the development of a strategic plan. The Chairman of the KTA, Alfred Amuli, added his comments on the formation and role of the KTA and its relationship to the KTF.

Gary Imiri asked that a section be included which recognises the contribution of the 'Fuzzy Wuzzy Angels' and how they are to be rewarded.

Brian Freeman (Executive Excellence) stressed and the importance of engaging tour operators in the planning process from the outset. He also highlighted the need for safety procedures and warned of the dire consequences if there were to be a serious accident or death on the track.

Session 2: Workshop Outcomes

Paul Chatterton, Norris Selu and Alfred Amuli provided an overview of the previous four workshops, the techniques used and their outcomes. They described the engagement of local communities in the planning process through techniques such as Rapid Rural Appraisal.

Session 3: Tour Operator Survey Results

Warren Bartlett ran through the interim results of the tour operators' survey. While only nine completed surveys had been returned, the responses indicated that:

1. There is strong support for a strategic plan and legislation to protect the track and its environs.
2. A code of conduct for operators and trekkers should be drawn up and enforced.
3. An accreditation scheme for operators would be welcomed.
4. Restrictions should be placed on the number of trekkers in any one party.
5. A vocational training scheme should be introduced for guides and porters.
6. Priority for development projects should be focussed on hygiene.

Session 4: Report from the KTA

A report on the activities of the KTA was provided by Alfred Amuli (chairman) and Warren Bartlett (CEO).

Session 5: Review of Strategic Issues

The facilitator explained the principal focus areas which had been identified, namely socio-economic, environmental, cultural and military heritage. Participants were organised into four 'breakout' groups to consider the strategic issues which had been addressed in the draft plan.

Group 1.

- Guides, porters and leaders considered a strategic issue.
- Ownership of revenues: should be distributed between landowners and communities.
- Military history: Not the main motivator for trekkers. Guides and porters should be educated in military history. Danger of too many memorials – Isurava a ghost village.
- Tour operators: Don't pay (fees), don't trek. Guides trained on Kokoda Track can find employment elsewhere in PNG (adventure Mecca).
- KTA Management: Support landowners and trekkers.

Group 3.

- Council of landowners: Not the best approach (village courts). Mediation/village court/district court.
- Land ownership/conflict resolution: Policing should be introduced.
- KTA should advise on appropriate developments, rather than dictate.
- Protected areas: Communities have strong desire to establish protected areas.
- Accreditation for tour operators strongly supported. Operators should work together.
- Training: Locals need training.
- Marketing: KTA should develop marketing strategy with PNG TPA.

Group 4.

- Land ownership issues: Potential for conflict and disruption.
- Misuse of money. Education programs and access to banking facilities required.
- Sabbath. Should be a 'no walk' day. Porters not working.
- Villagers illegally selling beer. Trekkers should not buy beer from villagers.
- Domestic food stocks being run down. Villagers need training in provisioning skills.
- KTA should look after strategic attractions.
- School children wanting to leave to become porters. Need to review minimum age.

Group 2.

- Attractions. Some communities charging fees to view attractions. Alternatives.
- Guest houses. Fees vary between K20 and K40 per night. KTA to regulate? Should be paid when receipts are presented to the bank to ensure authorised owner receives the money.
- Code of conduct for tour operators needed.
- Safety and security. KTA needs to address this issue. Should have representatives on the ground.
- Disputes committee: KTA, village courts, police.

DAY TWO: 22 FEBRUARY 2006

Session 1: Recap of Day One.

Session 2: Presentation by Ken Costigan (New Guinea Works Ltd)

Ken Costigan is an Architect and Planner and the project manager of NCC's Kokoda Track Development Program. He provided a briefing on NCC's recent announcement of funding for development projects (K3M over four years). He stated that he now had a better understanding of requirements for building projects on the Track. He lamented the decline in building traditions in PNG and undertook to provide a profile for tour operators.

Session 3: Stakeholder Analysis

The facilitator explained the classification of stakeholders and the criteria used. He then invited participants to break out into four groups and review the stakeholders and their status, roles and influence.

There was general agreement with the analysis; with the following to be included:

1. KTF
2. PNG Dept of Environment and Conservation
3. Tour Guides and Porters

Session 4: Vision and Purpose

The facilitator explained that a vision is the result of individuals or groups developing an image of a future state for the enterprise. The vision should be sufficiently clear and powerful to set in train and sustain the actions necessary to make it a reality over the planning timeframe, in this case, five years. He invited the breakout groups to consider the vision

The vision provided in the draft was endorsed, namely:

The Kokoda Track will be a model of best practice for sustainable tourism and community development in Papua New Guinea and the South West Pacific

Session 5: Goals and Strategies

The facilitators (David Knaggs and Paul Chatterton) explained that goals and strategies represent the path between the present situation and where we want to be in five years time (the vision). The goals describe what we want to achieve; the strategies describe how we want to achieve them, or the specific actions that are required.

Participants were asked to break out into four groups, representing the main focus areas, according to their main area of interest. They were issued with filing cards and marker pens and asked to consider what goals/strategies were needed to achieve the vision in their particular focus area. The proposed goals/strategies were posted on a wall.

When re-convened, the group was asked to consider the relationship between goals and strategies in each focus area and rearrange them accordingly. The results are presented on the following pages:

FOCUS AREA 1: SOCIO-ECONOMIC DEVELOPMENT

| GOAL 1.1 | | <u>Performance Indicator:</u> | | |
|--|--|-------------------------------|-------------|---|
| Ensure socio-economic development of communities along the track | | | | |
| Strategies | | Who | When | |
| 1.1.1 | Run workshops and education programs to build capacity in local communities to enable them to effectively participate in and support sustainable tourism | TPA, KTA | | How to bake Food presentation Selling techniques Guest house management Basket weaving Artefact making and selling |
| 1.1.2 | Set up a leadership/education development program | KTA | | |
| 1.1.3 | Diversify economic activities in communities in order to reduce dependency on tourism | KTA, communities | | |

FOCUS AREA 2: ENVIRONMENTAL PROTECTION

| GOAL 2.1 | | Performance Indicator: | | |
|---|--|-------------------------------|-------------|--|
| Protect and sustainably manage the environment of the Kokoda Track and surrounding areas for the benefit of landholding communities | | | | |
| Strategies | | Who | When | |
| 2.1.1 | Establishment of wildlife management areas across different landholdings including Mt Victoria | KTA, WWF, DEC, landowners | | No cutting trees on track No gardens fringing track Rubbish removal by trek operators Education about graffiti No hunting along tracks No mining/logging Zonation plan |
| 2.1.2 | Provide ranger training and support | | | |
| 2.1.3 | World heritage listing for the Kokoda Track and fulfilling the management requirements for it | KTA, WWF, DEC, landowners | | |
| 2.1.4 | Establish a program of biological research to identify values of the Owen Stanley range and production of interpretive materials | CI, KTA, DEC | | |
| 2.1.5 | Campsites are operating sustainably and adhering to agreed guidelines | KTA, LO, TO | | |

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| | | | | |
|---|---|-------------------------------|-------------|---|
| GOAL 2.2 | | <u>Performance Indicator:</u> | | |
| Develop an integrated approach to land use management and trekking based on sustainable practices | | | | |
| Strategies | | Who | When | |
| 2.2.1 | Facilitate and sponsor community representatives to participate in a course that provides skills to manage community development projects | KTA | | Orchid gardens Bird of paradise display trees Wildlife viewing (bird forests) Bower bird nest viewing sites Giant echidna viewing Night spotting of tree kangaroos and cuscus Stands of fragrant trees Butterfly gardens |
| 2.2.2 | Establishment of community operated nature study areas | KTA, WWF, DEC, LO | | |
| 2.2.3 | Develop action plan to address invasive species on the track | KTA, LO, DEC, WCS | | |
| 2.2.4 | Introduce a building code to ensure new buildings and facilities are sympathetic to the environment | | | |

FOCUS AREA 3: CULTURAL HERITAGE

| | | | | |
|--|--|-------------------------------|-------------|--|
| GOAL 3.1 | | <u>Performance Indicator:</u> | | |
| Preserve the cultural heritage of the people living along the Kokoda Track | | | | |
| Strategies | | Who | When | |
| 3.1.1 | Prepare guidelines for community programs which nurture and promote cultural heritage | KTA, NCC, communities | | |
| 3.1.2 | Monitor and report on the impacts of tourism to ensure the preservation of cultural heritage | | | |

FOCUS AREA 4: MILITARY HERITAGE

| GOAL 4.1 | | <u>Performance Indicator:</u> | | |
|--|---|---|-------------|--|
| Preserve and promote the military heritage values of the track | | | | |
| Strategies | | Who | When | |
| 4.1.1 | To support communities to enact appropriate legislation to protect and honour the military heritage (e.g. world heritage listing) | KTA, WWF | | |
| 4.1.2 | Recognise the track as a "National Memorial Park", owned and managed by customary landowners | | | |
| 4.1.3 | To develop and incorporate military history education into a porter's/guide's vocational training program | Tour operators, KTA, PNG Tourism Association, Dept Education, KTF | | |
| 4.1.4 | Develop a plan for the listing and preservation of all significant military sites along the track | KTA, DVA, KTF | | |
| 4.1.5 | Improve the standard of interpretive and commemorative aspects at appropriate sites | KTA, DVA, KTF | | |
| 4.1.6 | Develop a theatre program to commemorate the (significance) of the battles of Kokoda as a living legend | Youths, KTA, NCC, communities | | |

FOCUS AREA 5: GOVERNANCE AND MANAGEMENT

| GOAL 5.1 | | <u>Performance Indicator:</u> | | |
|---|---|-------------------------------|-------------|--|
| Introduce effective governance, accountability and transparency at all levels of management for KTA, operators and host communities | | | | |
| Strategies | | Who | When | |
| 1.1.1 | Budget for and monitor costs of office, staff, vehicles, communications and awareness patrols | Consultants | | |

FOCUS AREA 6: OPERATIONAL

| GOAL 6.1 | | | | |
|--|---|-------------------------------|-------------|--|
| Implement effective operating procedures at all levels of management | | <u>Performance Indicator:</u> | | |
| Strategies | | Who | When | |
| 6.1.1 | Develop a manual of Standing Operating Procedures to be adopted by the KTA | KTA, PNGSDP | | |
| 6.1.2 | Ensure operator compliance of KTA requirements such as payment of trek fees and adherence to published trek itineraries | KTA | | |
| 6.1.3 | Establish operating procedures for policing of trekker security on the track | KTA | | |
| 6.1.4 | Monitor and adjust SOPs as required | | | |

| GOAL 6.2 | | | | |
|---|---|-------------------------------|-------------|--|
| Implement and enforce standards and codes of conduct for tour operators, employees, trekkers and host communities | | <u>Performance Indicator:</u> | | |
| Strategies | | Who | When | |
| 6.2.1 | A Code of Conduct be developed and enforced outlining appropriate behaviour and protocols for language, litter, cultural and religious observance | KTA | | |
| 6.2.2 | Ensure host communities compliance with guest house protocols and procedures | KTA | | Includes publishing trek itineraries and guest house/camping ground reservations |
| 6.2.3 | Establish an accreditation scheme for tour operators | KTA | | Includes Public Liability insurance |
| 6.2.4 | Develop and implement conditions of employment for leaders, guides, medics and porters | KTA | | |

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| | | | | |
|--|--|-------------------------------|-------------|--|
| GOAL 6.3 | | | | |
| Develop and implement training programs for people engaged in tourism-related activities | | <u>Performance Indicator:</u> | | |
| Strategies | | Who | When | |
| 6.3.1 | Appoint or employ a Registered Training Authority (RTA) to establish competencies and qualifications required of KTA approved trek leaders, medics, guides and porters | KTA | | Determine the criteria and process for accreditation |
| 6.3.2 | Develop and implement training programs for leaders, medics, guides and porters | KTA, RTA | | Possible use of Kokoda Vocational Centre |

| | | | | |
|---|--|-------------------------------|-------------|--------------------------------------|
| GOAL 6.4 | | | | |
| Adapt the Kokoda model for sustainable tourism to other potential areas | | <u>Performance Indicator:</u> | | |
| Strategies | | Who | When | |
| 6.4.1 | Document the Kokoda model | | | |
| 6.4.2 | Apply the model in other locations in the region | | | Buna, Gona, Oiavi, Kumusi, Black Cat |
| 6.4.3 | | | | |

FOCUS AREA 7: PROMOTION

| | | | | |
|--|--|-------------------------------|-------------|--|
| GOAL 7.1 | | | | |
| Build the image of the Kokoda Track as a recognised world-class eco-trekking destination | | <u>Performance Indicator:</u> | | |
| Strategies | | Who | When | |
| 7.1.1 | Develop and implement a marketing plan which identifies potential and existing markets | KTA, TPA, tour operators | | |
| 7.1.2 | TPA to invest 10% of its budget to promote Kokoda and spin-off destinations | TPA | | |
| 7.1.3 | Provide a facility for trekkers and trekking operators to provide feedback on their experience | KTA | | |
| 7.1.4 | Coordinate the marketing efforts of different local trekking operators | KTA | | |

FOCUS AREA 8: FINANCIAL

| GOAL 8.1 | | Performance Indicator: | | |
|---|--|-------------------------------|-------------|--|
| Ensure the financial viability of tourism along the track | | | | |
| Strategies | | Who | When | |
| 8.1.1 | Establish community banking and accountability systems | KTA, TPA, tour operators | | |
| 8.1.2 | Obtain commitment from potential funders for recurrent funding to cover the costs of authorised positions on the KTA | PNG Govt, KTA | | |
| 7.1.3 | Secure funding for education and community development programs | PNG Govt, KTF, KTA | | |

FOCUS AREA 9: LAW AND ORDER

| GOAL 9.1 | | Performance Indicator: | | |
|--|---|-------------------------------|-------------|--|
| Provide for the safety and security of visitors to the KokodaTrack | | | | |
| Strategies | | Who | When | |
| 9.1.1 | Develop standards of qualifications and competencies for trek leaders, medics, guides and porters | KTA, TPA, tour operators | | |
| 9.1.2 | Establish and implement procedures using community police and rangers to minimise criminal activity to trekkers | PNG Govt, KTA | | |

Session 7: Community Based Tourism Foundation (CBTF)

Mr Abraham Yariyari described the work of the CBTF. The overall goal is to work in co-operation with the PNG Tourism Promotion Authority and tourism industry stakeholders to support the development of sustainable community-based tourism as an income generating activity for Papua New Guineans living in rural areas.

DAY THREE 23 FEBRUARY 2006 (OPEN FORUM)

Session 1: Recap and Welcome

The facilitator welcomed newcomers to the workshop, particularly tourism operators. He reviewed the work of the previous two days and asked all participants to study the goals and strategies posted to the wall and recommend any changes.

Session 2: Community Policing

Peter Taiang, the Provincial Commander, Central Province, reported to the workshop on communal policing initiatives by the PNG Police. The plan was to involve all groups in the community in working together with the police by the training young members of the community to monitor and report on suspected illegal activity. The plan included a Tourist Police concept and the establishment of additional police posts, possibly including one at the centre of the track. Patrols would be conducted in conjunction with the KTA. Principal focus areas would include land disputes and illegal settlements.

Comment: It was asked whether the concept of a village constable would not be better. Mr Taiang explained there were funding issues.

The facilitator thanked Mr Taiang for his encouraging report and referred to the separate focus area on law and order.

Session 3: PNG Sustainable Development Fund (SDF)

Mr Paul Mitchell, a consultant, had been commissioned by the Board of the PNG SDF to develop financial strategies to meet the immediate and long term needs of the KTA. He briefed the workshop on a proposed recurrent expenditure budget based on 2005 actual expenditure and future needs projections. He suggested that the KTA could cover annual recurrent administrative expenses, including depreciation expenses, when annual trekker numbers reach 4,000 per year, supposing 50% of trek fees are allocated towards KTA recurrent expenses. PNG SDF was to consider a grant to the KTA of K1,198,000 over three years to cover costs of KTA administration (K917,000) and urgently required facilities on the track. The focus was to be on developing good governance and financial accountability within the KTA.

Aaron Hayes questioned some of Paul Mitchell's assumptions regarding projected income. Benjamin Ijumi, Chairman Kokoda, argued that 5-10% of trek fees should be allocated under the Kokoda Memorial Fund to the people of Kokoda. It was explained that the KTA had been established under the Local Government Administration Act and proclaimed by the Governor General. It had barely been in operation for 18 months. The proposed grant represented a great opportunity to obtain the seed funding necessary to properly set up an effective KTA and establish sustainable tourism.

Session 4: Address by Minister for Inter-Government Relations

Sir Peter Barter, Minister for Inter-Government Relations, addressed the workshop on the importance of the image of Kokoda for PNG tourism and the need for cooperation among stakeholders. He reiterated that the KTA was a statutory authority which had his full support. He urged all parties to forget in-fighting, to work together and involve the local people to the greatest extent possible. He stated that he would like to see more workshops in Kokoda, and that Kokoda was a clan or tribal name, not a brand.

The KTA Chairman, Alfred Amuli, thanked the Minister warmly for giving up his valuable time to address the workshop during sitting of Parliament sittings.

Session 6: Open Forum

The facilitator introduced the panel, comprising representatives from KTA (Alfred Amuli), KTF (Paul Croll), WWF (Paul Chatterton) and Paul Mitchell. He asked participants to direct questions and comments through the panel and to stay focussed on sustainable tourism. Paul Croll advised that Charlie Lynn would be stepping down as Chairman, KTF in July 2006.

Questions or comments were invited from the floor.

Aaron Hayes (Ecotourism Melanesia) raised the issue of trek permit fees, site fees and distribution of monies to landowners. He questioned whether site fees, the extra cost of which was absorbed by his company, were being paid to the legitimate landowners. He suggested some of the trek fees should be paid direct to landowners.

Chairman KTA explained that to distribute trek fees direct to landowners would mean that the money would be too thinly spread. It was more efficient to apply the fees to projects for communal benefit. All projects which had been approved reflected the wishes of the communities. Awareness patrols would continue to monitor and report on priorities for development projects. The three key stakeholders were landowners, KTA and tour operators. All had to work closely together.

Benjamin Ijumi (Kokoda landowner) argued that, because they ‘owned’ the name, 5-10% of all fees should go to the people of Kokoda.

Ruth Dicker (Niugini Tours) stated that, at the request of the landowners, her company had not paid trekking fees to the KTA from 2001 to 2004. She said that she had had many letters from landowners asking that the fees not be handed over to the KTA. Charlie Lynn responded by referring to a meeting with Sylvanus Siembo, Governor of Oro Province, following the closure of the track in 2000. At that meeting, which both Charlie and Ruth attended, it was agreed that trek fees should be paid into a trust account, which was subsequently transferred to the KTA. He felt it was not for foreign operators, but for the local people to decide how trek fees should be handled.

Discussion followed on how trekking and campsite fees should be expended. The point was made by **Paul Mitchell** that governance and accountability were the key issues.

Norris James Selu outlined the expenditure budget for the KTA, which had been agreed by the LLG.

Inoa Yori (Magri) commented that no projects had been approved by the KTA between Depot and Owers Corner. KTA responded by outlining projects which had already been completed and those that were approved.

McLaren Hiari (Historian) urged an end to fighting, saying that the role of the operators was to bring the tourists. The KTA was a statutory body which he did not wish to see manipulated by operators. He highlighted the difference between landowners and communities, stating that the issue with landowners must not be allowed to get out of hand. Tour operators must work together and with the people. The rights to the name 'Kokoda' needed to be sorted out. He suggested that the Kokoda Track should not stop at Kokoda.

Max Kaso (Legend Guided Tours) felt that landowners were doing a poor job of marketing. He thought that the Kapa Kapa Track (Kwikila to Kumusi R) could become an alternative eco-trekking destination with the support of KTA, TPA and WWF doing the research.

Desul raised the question of trek permits and how they were monitored. **Richard Tamanabae** questioned the Chairman KTA on non-payment of trekking fees and how the KTA could operate without the additional revenue. He asked if there were laws in place to prosecute those who did not pay. Chairman KTA stressed that KTA was a legitimate body. He acknowledged the ongoing dispute between Niugini Tours and KTA. There would now be rangers on the track, authorised to turn back trekkers who did not pay fees. **Ruth Dicker** advised that, on legal advice, the outstanding trekking fees from Niugini Tours had been paid to the Central and Oro LLGs, rather than the KTA. It was now up to the KTA to negotiate with them.

Gideon Maleva referred to an incident which had occurred on the track involving inappropriate comments directed to local women by a trekker. This raised the issue of cultural differences and the need for a code of conduct for trekkers.

Russell Ororo asked what trekking fees applied to PNG citizens. It was explained that fees did not apply to those normally resident in the Kokoda Track area. Other PNG citizens paid K100. Charity groups could lodge an application for waiver of fees. Norris Selu stated that mechanisms were required to identify urban drifters and drug traffickers. A standard fee (K20 for trekkers, K5 for porters) was proposed for guest houses.

Session 7: Closing

The facilitator thanked everyone for their participation. The workshop had been very successful and had demonstrated strong support for the plan for sustainable tourism and the role of the KTA. He also thanked in particular the panel and Paul Chatterton, Alfred Amuli, Norris Selu and Paul Mitchell for assisting with the facilitation.

Parking Area

The following issues remained in the 'Parking Area':

1. Recognition of contribution by PNG nationals during WWII
2. Improve communications between KTA and tour operators
3. Appointment of a tour operator representative to the KTA management committee
4. Gazetting the track as a National Memorial Park
5. Establishment of a council of clan leaders

Eco-trekking Kokoda – A Plan for Sustainable Tourism

Appendix 8.5: Port Moresby Workshop 21-23 February 2006

These issues will be addressed by the KTA and KTF.

The **Kokoda Track Foundation** (KTF) and the **Kokoda Track Special Purpose Authority** (KTA) will be conducting a workshop at the Ela Beach Hotel, Port Moresby 21 -23 February 2006. The purpose of the workshop is to consider the final draft of the Plan for Sustainable Tourism, review it and finalise the goals and strategies prior to its release to the governments of PNG and Australia in April 2006.

PARTICIPANTS:

Kokoda Track Foundation:

The Hon Charlie Lynn, MLC (Chair)
Mr Kelvin Templeton (Director)
Landowners)
Mr Andrew Schauble (Director)
Ms Genevieve Nelson (Director)
Mr Paul Croll (Director)
Mr David Knaggs (Consultant/Facilitator)

Provincial Administrators:

Mr Ross Ungaia (Oro Province)
Mr Rafael Yibmaramba (Central Province)
Mr Kila Sibolo (Deputy, Oro Province)
Mr Chris Oasora (Deputy, Central Province)

Local Level Government:

Mr Willy Wavi (President, Koiari)
Mr Jackson Iriro (President, Oro)

PNG Tourism Association Inc:

Mr Gary Seddon

Kokoda Track Tour Operators:

A representative TBA

Kokoda Track Authority:

Mr Alfred Amuli (Chair) (Kokoda Landowners)
Mr Norris James Selu (Dep Chair) (Koiari)

Mr Gary Imiri (Central Landowners)
Mr David Soru (Kokoda Landowners)
Mr Kila Sibolo (District Admin. Sohe Kokoda)
Mr Tony Abavu (District Admin. Kairuku-Hiri, Sogeri)
Mr Michael Epoko (NCC)
Mr Phil Dyke (RSL)
Mr Jim Yomapisi (TPA)
Mr Warren Bartlett (CEO)

PNG SDF:

Mr Jaru Bisa
Mr Paul Mitchell (Consultant)

University of Technology Sydney:

Assoc. Prof. Stephen Wearing

World Wildlife Fund for Nature:

Mr Paul Chatterton

RPNGC- Community Policing:

Mr Peter Taiang (PPC Central)

AGENDA:

The Agenda is attached.

Note: **Day One** (Tuesday 21 Feb 06) and **Day 2** (Wed 22 Feb 06) will be **restricted sessions** for the participants listed above. **Day Three** (Thu 23 Feb 06) will include an open forum where input from other stakeholders and interested parties will be sought. **Tour operators are encouraged to attend on Day Three.** Please advise Mr Warren Bartlett by email (sogent@global.net.pg) or phone (675 325 1887) if you wish to attend. Alternatively contact Mr Gary Imiri (675 328 1818) or Mr Justin Francis (675 321 3714).

ADMINISTRATION:

Those attending should make their own travel and accommodation arrangements.
Lunch and morning and afternoon refreshments will be provided.

AGENDA

| Date | Time | Topic | Lead/ Presenter | Comment |
|---------------|------|--|--|---------------------|
| Tue 21 Feb | 0830 | Admin Brief Purpose of the Workshop | David K | |
| | 0845 | Welcome/Introductions | | |
| | 0915 | Setting the Scene | Chairman KTF | |
| | 0930 | Background Planning Approach and Structure Q&A | David K | |
| | 1000 | Workshop Outcomes Q&A | Stephen W Paul C | |
| | 1030 | Break | | |
| | 1045 | Strategic Issues: Socio-economic Cultural Environmental Military Heritage Q&A | Stephen W Paul C Paul C Charlie L | |
| | 1145 | Breakout Sessions | | Four groups |
| | 1230 | Lunch | | |
| | 1330 | Strategic Issues (Review) | David K | |
| | 1400 | Guest Speaker (?) | | LLG Perspective (?) |
| | 1430 | KTA Q&A | Warren B | |
| | 1500 | NCC | Michael E | |
| | 1515 | Break | | |
| | 1615 | Vision/Goals Q&A | David K | |
| | 1625 | Breakout Sessions ¹⁵ | | Four groups |
| | 1700 | Vision/Goals (Review) | David K | |
| | 1715 | Washup | | |

Eco-trekking Kokoda – A Plan for Sustainable Tourism
Appendix 8.5: Port Moresby Workshop 21-23 February 2006

| Date | Time | Topic | Lead/ Presenter | Comments |
|------------------|-------------|---|----------------------------|-----------------|
| Wed 22 Feb | 0845 | Recap | David K | |
| | 0900 | Stakeholder Analysis Q&A | David K | |
| | 0915 | Breakout Sessions | | |
| | 0945 | Stakeholder Analysis (Review) | | |
| | 1000 | Objectives/Strategies Q&A | David K | |
| | 1030 | Breakout Sessions | | Four groups |
| | 1045 | Break | | |
| | 1100 | Breakout Sessions (cont) | | |
| | 1215 | Objectives/Strategies (Review) | | |
| | 1230 | Lunch | | |
| | 1330 | Action Plans Q&A | David K | |
| | 1350 | Breakout Sessions | | Four groups |
| | 1515 | Break | | |
| | 1530 | Action Plans Review | | |
| | 1600 | Format and Presentation of Document (Discussion) | David K | |
| | 1700 | Washup | David K | |
| | | | | |
| Thu 23 Feb 06 | 0845 | Recap | | |
| | 0900 | Tour Operators Perspective Q&A | TBA | |
| | 1000 | Open Forum | | |
| | 1045 | Break | | |
| | 1100 | Open Forum | | |
| | 1230 | Lunch | | |
| | 1330 | TBA | | |
| | 1500 | Washup | | |

