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## REFLECTIONS NOVEMBER - 2025 – GEOPARKS WA

How good it is to be back in warm sunny Perth, and home after 5 months of traveling. Europe, the UK and Scotland were amazing as was Italy where I visited the Tuscan Mining Park UNESCO Global Geopark, and Paris, France. Then it was off to Chile for the UNESCO Global Geopark conference held in Temuco. I have already posted about those experiences.

Back home Geoparks WA has been represented at many and varied committees and functions as we promote geoparks wherever we can.

November was a particularly busy month, and it was fabulous to attend the Joondalup end-of-year business recognition event held at the Hillarie's Yacht Club Thursday evening. I attended as part of the Joondalup Visitor Economy Network which also held a further meeting to determine the best ways to coordinate networking strategies to bring more visitors into the city. Also reported was the impact of the "Up town" marketing strategy. Results have been impressive with increasing social media marketing yielding positive outcomes.

Geoparks WA was also asked to provide expert input into Wanneroo City's planning for surveys and marketing to assist in developing its tourism planning process. The three workshops were led by Edith Cowan University researchers. It was a rewarding experience to be on the ground floor and to learn strategies for the future development of Geoparks WA.

- The proposed Sunset Coast Geopark continues to progress with plans to extend the geopark to include Wanneroo, Joondalup and now Stirling cities. The outcome will be amazing with further planning work scheduled for 2026.
- The Murchison Georegion and Aspiring UNESCO Global Geopark continues to progress steadily under the guidance of Karen Morrissey while facing the challenges of changing land use in the Pastoral Region.
- Nannup WA Geopark is entering into a planning phase to develop a 10-year strategy as they await the outcome of a funding program.
- Binjareb WA Geopark continues to evolve with further assistance from the McCusker Foundation intern program. The latest intern is working on a social media strategy, developing social media strategies and acquiring content for Instagram and podcasts. With Vice President Professor Ross Dowling AM and Secretary Wendy Dowling AM, Geoparks WA presented to the Peel Harvey Catchment Council staff at their offices in Mandurah. This was a very successful meeting with acknowledgement that there would be an excellent opportunity for collaboration.

I wish to thank my board for their wonderful support during 2025. Here's to a fantastic 2026.

We at Geoparks WA wish you all the very best for the festive season, a Merry Christmas and a Happy New Year.

Dr Alan Briggs, President – Geoparks WA