

ANZECC Business Model for Best Practice Interpretation Projects

In 1998, the Australian and New Zealand Environment and Conservation Council (ANZECC) organised a report to examine best practice in park and cultural site interpretation and education services (DNRE, 1998). They used the Business Model for Park Interpretation and Education Services (define, develop, deliver, evaluate, support) to assess examples of best practice.

As a guideline for nominees for the IAA Awards, a research phase has also been added.

Please Note:

Nominees should consider the phases of their project development in relation to the headings below. It is unlikely that in the space provided in the nomination form, nominees will be able to cover all the aspects outlined for each phase. They should however, be able to give a well-rounded description of the phase they went through and highlight aspects of the best practice model that are relevant to their nominated project.

Definition Phase

- Rationale – Why was the project necessary?
- Broad issues – What aesthetic/natural/cultural issues were relevant. What outcomes were required?

Research Phase

- Research - What is the significance of your subject
- Indigenous voice - Who are the indigenous people who speak for this area, have links to the project?
- Needs analysis: Who has interests in this project. What are they? How do you know?
 - Visitors' needs
 - Indigenous landowners' needs
 - Client's needs
 - Other stakeholders' needs
- Common vision
- Goals (or objectives)
- Messages – What story was/is told. What is the one key message you want your audience to remember.
- Standards - What protocols, standards and guidelines were relevant?
- Milestones (or performance indicators) – How did you know you were achieving your goals?

Development Phase

- Interpretation Team
- Involvement of communities, including indigenous people

Delivery Phase

- Design of appropriate interpretation methods
- Monitor and control delivery
- Provide example of interpretive commentary or text (ie that which involves, provokes, reveals new meanings)

Evaluation Phase

- Stakeholder needs – how are they being met/were they met?
- Objectives – are they being met/were they met.
- Interpretation Team – results of any debrief sessions to see what worked well and how things could be improved

Support Phase

- Encouragement of continued community involvement
- Staff training
- Maintenance programs
- Storage of any material (cultural issues being considered)
- Document the project for future reference.