

CAVEEXPO – Korea

July/August 2002

- Andy Spate

As many of you will be aware from the last Journal and from a posting on the ACKMA email list, I have proposed that ACKMA participate in the Korean's forthcoming CAVEEXPO (www.caveexpo.or.kr). Given limited enthusiasm from many in Australia and New Zealand – and an appreciation on my part how much work is going to be needed – the following is an outline of what I have suggested to the Koreans. As of 10 February they are yet to confirm whether this is suits their ideas and requirements.

Prior to the Asian economic meltdown a few years ago Korean tourism in Australia was second only, in Asian terms, to Japan. Both Korea and Australia have an interest in building this relationship further. Given their interest in caves and the upcoming Expo I believe (as do others) that there is an opportunity here. It may not mean much to individual show cave areas – particularly the smaller and more remote – but it is not going to cost you much either.

PROPOSED THEMES AND IDEAS - CAVEEXPO SAMCHEOK CITY, SOUTH KOREA OVERALL CONCEPT: DISCOVERING AUSTRALIA'S CAVES

The concept will be explored using a number of themes – particularly those that are unique, or particularly well-demonstrated or well-developed in Australia.

THEMES

THE AUSTRALIAN SHOW CAVE INDUSTRY: The 24 show cave operations including associated adventure caving activities.

SYNGENETIC KARST: The geomorphically distinctive caves and karst of the geologically young coastal limestones of eastern and southern Australia.

NULLARBOR KARST: The largest arid to semi-arid karstland in the world with a number of distinctive and unusual features.

AUSTRALIAN'S TROPICAL KARSTS: The seasonally arid/moist caves and karst such as the Chillagoe tower karst and the Kimberley exhumed barrier reefs.

CAVE MANAGEMENT: Innovative show cave management and infrastructure.

CAVE EDUCATION: Approaches to cave interpretation and education in Australia's show caves and schools

WORLD HERITAGE KARSTS: Australia's listed and proposed World Heritage karsts

AUSTRALIAN CAVE ANIMALS: Life underground in the most arid inhabited continent

The now-“retired” Andy Spate
scratches his head



DISPLAYS

- THE *DISCOVERING AUSTRALIAN CAVES* POSTER WITH HI-TECH INTERACTIVE DISPLAY.
- 6-8 POSTERS ILLUSTRATING THE ABOVE THEMES
- VIDEO CLIPS
- CD-ROM-BASED SLIDE PRESENTATIONS
- PAMPHLETS AND OTHER MATERIAL SPECIFIC TO SHOW CAVES
- EDUCATIONAL KITS AND BOOKS
- PROMOTIONS
- DAILY PACKS OF AUSTRALIAN CAVE-RELATED TOURIST INFORMATION
- DAILY TICKETS GIVEAWAYS TO AUSTRALIAN SHOW CAVES

I welcome suggestions and offers of assistance (and money as it appears that most will be coming out of my pocket). I have started on preparation of the posters and video clips (the latter with professional input).

I will shortly be contacting all Australian show cave operations asking for 40 copies of all their brochures and similar material for inclusion in the daily prize packs. New Zealanders are welcome to join in.

I will also be asking for copies of any video material they may have so I can put together a series of video clips.

Thirdly, I will be asking for some complimentary tickets from each area – the more the merrier... It is fairly unlikely that these will be taken up in most areas – but there should be some value adding.

I welcome your ideas and suggestions.

