Safari Hunting of Australian Wild Exotic Game—Extension

Establishment of a peak body for the industry

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Foreword

A previous RIRDC project, “Safari hunting of Australian wild exotic game” (UQ-95A), examined opportunities for commercial safari hunting of Australian exotic wild game in rural or remote areas. This industry could make an important contribution to the economic wellbeing of rural Australia, and the new project builds on the information obtained from the previous project in order to facilitate commercialization of the concept.

Professional safari hunting needs to be adequately regulated. One of the key recommendations from the previous report was to establish a peak body for the safari hunting industry. This current project allowed the industry to meet for the purpose of forming such a body.

The Australian safari industry presently generates about $5 million annually in direct sales, with probably a similar amount in flow-on economic activity. We expect that better organisation and training within the industry, and more effective advertising to international hunters of the species available and the safety of Australia as a place to visit, have the potential to double the number of overseas hunting tourists, and thus foreign exchange income, both for the safari industry and the general tourism industry.

The industry has successfully formed the Professional Safari Hunters’ Association of Australia (PSHAA) with a constitution and objectives. This has begun a process to set in place a structure for the Australian safari hunting industry which will increase awareness by the mainstream tourism industry of the commercial safari industry and its actual and potential capacity to improve the economic sustainability of rural Australia, in time promote the development of industry training courses and codes of practice, and ultimately improve the acceptance of safari hunting by the public. Formation of PSHAA will ultimately help to generate more international tourists and a wider geographical spread of tourism activities.

This project was funded from RIRDC Core Funds which are provided by the Australian Government.

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Managing Director
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Acknowledgments

The authors thank the Australian safari hunting industry for its support of this initiative. Additional support was provided by the NSW Game Council. We thank Safari Clubs International Downunder Chapter, the Australian Deer Association, Australian Bowhunter magazine and the Sporting Shooters’ Association of Australia for their interest.
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Executive Summary

The report – its reason, purpose and background
Following the completion of RIRDC project UQ95A “Safari Hunting of Australian Wild Exotic Game” we initiated this project to realise the most important of our recommendations for the future of the professional safari hunting industry: “Establish a peak commercial hunting body in Australia as soon as is practicable”. This recommendation was based on our information that the industry had difficulties in obtaining appropriate liability insurance, with non-uniform firearms laws, with the presence of undisciplined people in the industry, and with lack sympathetic recognition by governments and the wider tourism industry.

Method
A project was established, together with an advisory committee with representatives from the industry and the NSW Game Council. This group organised meetings in Brisbane and at Coffs Harbour. The Coffs Harbour meeting was organised to achieve the primary aim of this project, i.e. to establish a peak body for the Australian safari hunting industry. The other meeting was held before an audience of people involved in policy-making relevant to the control of invasive animals. The project group invited an international expert in the marketing of safari hunting, Prof. Laetitia Radder of the Nelson Mandela Metropolitan University, South Africa, to speak at the two meetings.

The first meeting was held to provide information about safari hunting as an alternative tool in the control of invasive exotic wild animals. An invited audience of representatives of the Queensland Departments of Natural Resources and Mines and Primary Industries and Fisheries, Tourism Queensland, the Co-operative Research Centres for Invasive Animals and Sustainable Tourism, the Royal Society for the Prevention of Cruelty to Animals, and AgForce, attended the meeting.

Results - formation of the Professional Safari Hunters’ Association of Australia
The main meeting, at Coffs Harbour, attracted more than 20 professional safari hunters. The meeting was addressed by Assoc. Prof. Stephen Craig-Smith who discussed the role of the safari hunting industry within the broader Australian tourism industry, Mr. Kevin Gleeson who described the activities of the Northern Territory Professional Hunters’ Association, and Prof. Radder, who described the scope and organisation of the South African industry. Following this, a general meeting voted to establish the Professional Safari Hunters’ Association of Australia (PSHAA). Mr. Errol Mason (Sambar Shikas) was elected the convenor of a steering committee which is presently working to establish a constitution and to incorporate the new Association. This role was subsequently taken up by Mr. Mark Daddow (Seven River Safaris).

Outcomes for the industry and the community
The above outcome is an important advance for the Australian professional safari hunting industry. The Association will draw up a code of practice and represent the industry to government, the tourism industry, and the general community. These activities will help to protect its members against unethical behaviour by hunters who are not members, ill-informed criticism, reassure the general community that safari hunting is conducted ethically, and improve the sustainability of the safari hunting industry.
1. Introduction

Safari hunting, with camera or gun, is well established in many parts of the world. Trophy fees, licenses, and expenditure on ancillary services earn the industry and governments millions of dollars annually. Revenue is used for wildlife restoration and management, law enforcement, research and education. Trophy hunting is an additional revenue stream for graziers. Australia’s feral animals (deer, buffalo, pigs, etc.) are often considered pests, and are not classified in any CITES Appendix. They constitute a pool of animals on which to base an Australian commercial safari hunting industry. The further development of the Australian commercial hunting industry would broaden the types and geographical spread of tourist destinations in this country and help to buffer the tourism industry against the downturns which it has recently experienced.

Commercial safari hunters should take all possible steps to make their preferred recreation acceptable to the majority of the Australian public. There is anecdotal evidence that some who work in the commercial hunting industry operate unethically, incompetently, in ignorance of laws about the export of trophies from CITES listed animals and of quarantine laws, or provide a substandard tourism experience. A professional hunters’ association is needed. This may be supplemented by formal training courses. In spite of the fact that many commercial safari companies have their own codes of conduct which address animal welfare, respect for the environment, the property rights of landholders, and the liability of clients and the company for wounded animals, a uniformly adopted code (possibly as an Australian Standard) would add to the reputation of the industry.

The industry should maximise the synergy between commercial hunting and rural tourism by involving Aboriginal people in commercial hunting as much as possible and by offering clients exposure to Aboriginal culture and heritage, seeking ways of utilising tourism investment and infrastructure to the benefit of safari hunting, ensuring that tourism agencies and other tourism personnel are well informed, ethical, and professional in all their dealings with hunting clients, and providing either spatial or temporal segregation between ecotourists on the one hand and consumptive hunters on the other so both activities and users have access to the resource without conflict with each other. These developments may be best achieved by the formation of a peak body for the industry, such as an Australian Professional Hunters’ Association, and specific training programs for the staff of safari companies and general tourism agencies.

The origins of this project

A review of the Australian safari hunting industry was completed in 2003 and a position statement was subsequently published (Dryden and Craig-Smith 2004). In this paper, the Australian industry was compared with safari industries in South Africa, New Zealand, Canada and the USA. We made seventeen recommendations to help the industry achieve its aims of sustainability, community acceptance and financial stability. We suggested that the industry should:

1. Survey the international hunting scene to compare the types and qualities of animals and trophies required by international visitors, their requirements for accommodation and other services, and their expectations about the “nature experience”.

2. Differentiate the Australian product from that obtainable in Southern Africa, Europe and North America, by finding ways to improve access to banteng cattle, wild pigs and buffalo, and by using game ranching to make hog deer hunting more widely available; professional guides should be proficient in all the important trophy scoring methods, including the Safari Clubs International and Rowland Ward, as well as the Douglas, methods.

3. Establish a professional hunters’ (or guides’) association, supported by suitable training courses and perhaps government registration of guides and outfitters; this association should develop and enforce a code of conduct.
4. Establish a peak commercial hunting body in Australia as soon as is practicable; in its absence, the various state and territory tourism bodies should address those issues raised in this report which are relevant to them.

5. Establish a trust fund administered by the industry to meet the costs of proven claims of default or unsatisfactory performance, so as to avoid the negative impact of complaints (and indeed legal actions) by dissatisfied clients.

6. Ensure that professional guides and outfitters, and sellers of hunting access on private lands, have suitable insurance.

7. Where possible, recover and use the meat from hunted animals, either by the hunters themselves, be selling it on the game meat market, or by donating it to charity.

8. Appropriately share the use of exotic wild animals with traditional landowners and recreational hunters through adequate consultation and obtaining necessary permissions from land owners and custodians before embarking in any hunting activities.

9. Avoid interference with the use of land by farmers and graziers through consultation and agreements about how exotic wild animals present on their land can be used.

10. Involve Aboriginal people in commercial hunting as much as possible, and offer clients exposure to Aboriginal culture and heritage.

11. Seek ways of utilising tourism investment and infrastructure to the benefit of safari hunting.

12. Ensure that tourism agencies and other tourism personnel are well-informed, sympathetic, and professional in all their dealings with hunting clients.

13. Provide either spatial or temporal segregation between ecotourists on the one hand and consumptive hunters on the other so both activities and users have access to the resource without conflict with each other.

14. Press for support (by legislation as necessary) of property-based game management plans, as are used in Tasmania and some other regions of Australia.

15. Support increased funding for research into the population sizes, reproduction rates, and natural ranges of exotic wild animals, and their effects on surrounding conventional grazing industries.

16. Introduce a legally enforceable code of practice for the commercial hunting industry. The code should address the welfare of hunted animals, respect for the environment and the property rights of landholders.

17. Press for the harmonisation and simplification firearms laws, especially for the importation of firearms by visiting international hunters.

It was apparent that two important factors inhibited the growth of the industry in Australia. First, the safari industry needs to address the lack of understanding of the safari industry by the mainstream tourism industry. Second, the industry should better educate its members about the legal and other issues relating to hunting, the export of trophies, and the development of a sustainable safari tourism industry.

In our report we recommended the establishment of an Australian Professional Hunters’ Association which could develop a code of conduct applicable to the whole industry and represent the industry to government and the tourism industry generally. This aim was achieved during the term of this present project.
Activities and timeframe

The activities of this project are in the following table.

<table>
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<tr>
<th>Date</th>
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<tr>
<td>14 February, 2006</td>
<td><strong>The Safari Hunting Industry as a Resource in the Control of Exotic Wild Animals</strong></td>
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<td>Workshop for personnel from government and industry organisations, Brisbane.</td>
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<td>Chair: Dr. Gordon Dryden, The University of Queensland, Gatton</td>
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<td>Speakers: Dr. Gordon Dryden, The University of Queensland, Gatton</td>
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<td>Prof. Laetitia Radder, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa (guest speaker)</td>
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<td>16 February, 2006</td>
<td><strong>Commercial Safari Hunting Meeting</strong></td>
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<td>Workshop for members of the Australian safari hunting industry, Opal Cove Resort, Coffs Harbour.</td>
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<td>Speakers: Dr. Gordon Dryden, The University of Queensland, Gatton</td>
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<td>Assoc. Prof. Stephen Craig-Smith, The University of Queensland, Ipswich</td>
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<td></td>
<td>Mr. Kevin Gleeson, Northern Territory Safari Hunters’ Association</td>
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<td></td>
<td>Prof. Laetitia Radder, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa (guest speaker)</td>
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<td></td>
<td>Meeting to form an Australian safari hunting association.</td>
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<td>Chair: Assoc. Prof. Stephen Craig-Smith</td>
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<td>Recorder: Ms. Chantal Dickson</td>
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<td>February, 2006 and ongoing</td>
<td><strong>Professional Safari Hunters’ Association of Australia</strong></td>
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<td>Mr. Errol Mason/Mr. Mark Daddow and the steering committee: continuing work to establish the Association, including adoption of a constitution and incorporation of the Association.</td>
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<td>May, 2006</td>
<td><strong>Brisbane workshop survey</strong></td>
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<td>A telephone survey of participants was conducted between 2 and 12 May, 2006.</td>
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Project personnel

The project group consisted of the chief investigators, Dr. Gordon Dryden, Assoc. Prof. Stephen Craig-Smith and Dr. Charles Arcodia, assisted by Ms. Chantal Dickson. Several people were invited to join an industry advisory panel. The project group expresses its appreciation to the NSW Game Council for its continuing support of the project and its aims. The Council was represented by Mr. Ross McKinney, Mr. Brian Boyle (acting CEO), and Mr. Craig Henderson (representative for the northern region). Recreational hunters expressed interest in the project aims and offers of support were made by the Safari Clubs International Downunder Chapter (Mr. Neil Brown) and the Australian Deer Association (Mr. Peter Luhrs). For several years, Northern Territory safari hunters have been represented by the Northern Territory Professional Hunters’ Association. The president, Mr. Kevin Gleeson, accepted an invitation to speak at the Coffs Harbour meeting.
2. Seminar: The safari hunting industry as a resource in the control of exotic wild animals

This meeting was held before an invited audience. Personnel from the Queensland Department of Natural Resources and Mines, the Department of Primary Industries and Fisheries, the Environmental Protection Agency, AgForce, the Queensland branch of the Royal Society for the Prevention of Cruelty to Animals, the Co-operative Research Centre for Sustainable Tourism, the Co-operative Research Centre for Invasive Animals, and Tourism Queensland were invited to hear Prof. Laetitia Radder speak on the South African safari hunting industry. The meeting was attended by approximately 20 people.

Introduction: the safari hunting industry as a resource in the control of exotic wild animals

Dr. Gordon Dryden, School of Animal Studies, The University of Queensland, Gatton.

In a recent survey of the Australian safari hunting industry we noted that there are several exotic, wild animal species which have become naturalised in Australia following their introduction from Europe. Some of these species are now significant animal pests, e.g. pigs and wild cattle. The sizes of these populations, their locations, and the types of nuisance caused by these animals have been outlined in Dryden and Craig-Smith (2005). We have also discussed some methods of control, including the use of targeted hunting.

Fig. 1 gives an overview of way in which safari hunting interacts with conservation, social values and tourism.

Fig. 1. The Australian commercial safari hunting industry: its relationships with tourism and protection of the environment.
Conservation

There are some jurisdictions where commercial safari hunting is used to help control wild animal populations. Although these populations are not likely to be controlled completely by commercial hunting, the safari industry is able to make an important contribution because:

- the professional hunters (guides) are expert in finding and taking target animals, and are
- prepared to target selected species and possibly animal types within species, and
- their clients will pay for the hunting experience; which reduces the cost to governments of animal population control.

Many Australian hunters view conservation as entirely compatible with their activities, and many stress their role in controlling animal pests. The term “conservation hunting” is used by the NSW Game Council to describe the selective taking of target species, and of animal types within a species (e.g. surplus females) where the aim is to control the pressure of that population on natural and agricultural environments (NSW Game Council undated). Desirable hunting and conservation outcomes are not mutually exclusive. The Tasmanian Game Management Unit has successfully managed the hunting of deer, and also a range of other species, to both control animal pests and to improve the trophy outcomes for deer hunters. The Northern Territory Department of Natural Resources, Environment and the Arts (2005) recognises that “Recreational hunting of feral animals such as pigs may help to control numbers in conservation areas and minimise their unfavourable impacts”.

The Australian commercial safari hunting industry uses only wild, exotic animal species and it is entirely possible that this industry could assist in the control of these potential pest species. However, the industry is not large – it earns about $5 million annually, although a great deal of this is from foreign visitors (Dryden et al 2005). The viability of the Australian commercial safari hunting industry, and thus its effectiveness in conservation, will be enhanced if the industry’s connections with the general Australian tourism industry are recognised and supported.

Tourism

Models for a modern Australian safari industry can be found in several countries. Some of these (e.g. the South African and New Zealand industries) have been described in Dryden and Craig-Smith (2005). In these countries, safari industries are recognised as being profitable ways to attract foreign tourists. Consequently safari hunting is recognised as a valuable industry, and is supported by government practices which treat the industry as a mainstream component of tourism.

In Australia the safari industry attracts foreign visitors who might not otherwise come to this country. Hunting is a very specialised touristic activity; hunters travel to those places where they can find the particular types of game they require, rather than visiting a country to experience its more general tourism values. International hunters may visit Australia, New Zealand and New Caledonia to complete the “South Pacific 15”. At least one of these species can be hunted only in Australia. Thus the safari industry attracts people to Australia who may not think of visiting in other circumstances. Further, families often accompany the hunter (male or female) and participate in general tourism activities. Rather than diverting customers away from other touristic pursuits in Australia and competing with other elements of the Australian tourism industry, the safari industry attracts to this country people who would otherwise visit other hunting destinations.

In some respects the Australian safari industry is not fully mature. Its activities are certainly not understood by the mainstream tourism industry except in the Northern Territory where, for example, the Tourism NT website hosts links to safari hunting companies (Tourism NT 2005-2006). The industry has no peak body or agreed code of practice. On the other hand, several of its members operate both in Australia and overseas, and so have experience of working in other jurisdictions including New Zealand, the United States and South Africa.
Social values

Many people regard wild animals, whether native or introduced, as an asset and wish to retain them for hunting or for non-consumptive uses such as photography, or simply to enjoy the animals’ presence in the landscape. These people may agree about conservation issues and the need to control population sizes, although recreational hunting is not universally supported as an appropriate means of control.

Wild animals become a pest if they occur in the wrong place. The encroachments of deer into peri-urban areas of Brisbane and on the outskirts of the NSW Royal National Park south of Sydney are examples of this. Hunting organisations, including safari companies, have offered to help control animals where this is appropriate.

Finally, safari hunting is a source of income to rural communities and landholders. As examples, graziers in the Brisbane Valley and Aboriginal communities in the Northern Territory receive fees for allowing safari hunters access to their land (Palmer 2002; Dryden 2005).

References


Hunting, conservation and tourism: the South African experience

Prof. Laetitia Radder, Department of Marketing, Nelson Mandela Metropolitan University, Port Elizabeth 6000, South Africa

Introduction

Driving down the national roads in the Eastern Cape, as in many other parts of South Africa, tourists and locals are met by miles and miles of electrified fences. While these are almost reminiscent of concentration camps, it also allows the motorist to perhaps see a herd of elephant, a beautiful kudu ram, impala with their babies, and even a buffalo or rhinoceros – all within an hour’s drive from the city centre. Similar experiences are possible in many other parts of the country because of the great number of game reserves and private game farms.

Private game reserves such as Shamwari, are winning international awards for their contribution to conservation (Petzer, 2006:9). Furthermore, as a result of the actions of private landowners, it is now possible to translocate founder populations of wild animals back to areas where they have occurred historically. This would probably never have happened with governmental funding (Pienaar in Petzer, 2006:9).

On the other hand, some South African political leaders are accusing local farmers of colluding with overseas investors; claim that these investments are being used to reduce the land available for agriculture and transformation; and maintain that it is causing job losses among farm workers (Petzer, 2006:9). On the other hand, for example, because of the actions of seven private game reserves in the Eastern Cape, on-site employment has increased 3.5 times, the average wage bill has increased 20 times and the average wages have increased 5.7 times. In addition, no farm workers were laid off as a consequence of the switch from grain and livestock farming to game-based ecotourism. Staff, furthermore, received additional employment benefits, including extensive training, not typically available to farm labourers (Sims-Castley, Kerley & Geach, 2004:3).

While safari hunting annually directly contributes at least US$130 million to the economy of the country, it also has to cope with problems of fragmentation and debatable practices. While the commercial production of wildlife has become a lucrative business, and hunting is making important contributions to nature conservation, it may never be used to condone debatable practices that compromise biodiversity. This paper gives a short overview of the industry, its organization and its link to conservation in the form of contributions and challenges.

Organization within the industry

The South African hunting industry has an array of players who fulfill different roles. These include the national government, the private sector hunting associations, non-government organizations (NGOs), research organizations and traditional communities.

National government

The role of national government is to provide oversight, general policy frameworks and norms and standards, and to monitor the implementation of policy and legal provisions. The South African National Parks (SANParks), forms part of the actions of the national government. They manage the system of parks representing the indigenous fauna, flora and landscapes and associated cultural heritage of the country. There are 20 parks, 15 of which have overnight tourist facilities and offer game viewing, cultural and historical experiences (Report to Minister of Environmental Affairs and

The South African National Biodiversity Institute (SANBI) has been established in terms of the Biodiversity Act and is one of the most important developments with regard to the institutional structure for biodiversity management in the country. Amongst other things, they are responsible for the collection, coordination, analysis and dissemination of information and operate as a national consultative and advisory body on biodiversity issues (Report to Minister of Environmental Affairs and Tourism, 2005:14).

Currently, provincial governments regulate the industry within the gambit of the nature conservation agencies in each province in terms of the applicable Acts and Ordinances. These Acts and Ordinances, however, lack uniformity (Report to Minister of Environmental Affairs and Tourism, 2005:14) resulting in inefficiencies and confusion. For example, different provinces require different permits for the same activity. A hunter may, for example, have the necessary permits to hunt an animal and transport the carcass in one province, but when he/she attempts to transport it to a different province, a permit from that province is required (Burgener, Greyling & Rumsey, 2005:27).

**Private hunting sector**

The interests of the private hunting sector are represented by a number of hunting and related associations. Professional hunters (of whom there are approximately 2,000) and about 1,000 outfitters are represented by the Professional Hunters Association of South Africa (PHASA) and the Africa Chapter of the Safari Club International. Both associations promote ethical and responsible professional hunting practices and have codes of conduct\(^1\) that their members are supposed to adhere to. However, as with the governance by the provinces, the codes of conduct vary and are subject to interpretation. For example, not all associations agree on what represents “responsible and ethical hunting” and since not all hunters belong to a hunting association, they are not obliged to comply with voluntary measures (Burgener, Greyling & Rumsey, 2005:37).

Recreational hunting is represented by about 20 national or regional bodies. One such national organization is the Confederation of Hunters Associations of South Africa (CHASA). Hunters’ interests are furthermore cared for by a number of provincial and regional Hunter and Game Management Associations. These bodies also organise game sales, training programmes and conservation projects (Report to Minister of Environmental Affairs and Tourism, 2005:15).

\(^1\) The Code of Conduct of the Africa Chapter of the International Safari Club for example states that the hunter should:
  * hunt only according to the principles of fair chase;
  * abide by all relevant laws and other legal requirements;
  * enhance by action the survival of wildlife populations, the protection of biodiversity, and the promotion of sustainable utilization of wildlife;
  * ensure humane practices in the utilization of wildlife;
  * use correct and adequate hunting methods and equipment;
  * educate others to the benefits of sustainable wildlife management conservation, and to the ethics and traditions of hunting;
  * recognize and support the needs, and respect the culture of indigenous rural communities; and
  * strive always for personal excellence whilst in the field.
Other associations affiliated to the hunting industry include the Wildlife Ranching Association of South Africa and the Taxidermy Association of Southern Africa.

**Non-governmental organizations**

Non-governmental organizations include the Animal Welfare Organization, the Endangered Wildlife Trust and WWF-SA. These organizations acknowledge that trophy hunting can reduce poaching, provide income to local communities for conservation and development projects and help boost population numbers of threatened species long term. However, hunting should always benefit the conservation of species or its habitat and should provide benefits for local communities, including poverty alleviation and creating economic incentives. These organizations will thus only support trophy hunting that is part of a wider government conservation strategy that is scientifically based, properly managed and strictly enforced (WWF, 2005).

**Extent of the industry**

South Africa is well-known for its rich natural resources. In fact, it is said to be the third most biologically diverse country in the world (Patterson & Khosa, 2005:6). The country is, however, also faced with the challenge of bringing about social and economic upliftment of previously disadvantaged sectors of society. Wildlife-based tourism could help achieve this goal as it offers multiple-use options: high-impact, non-consumptive use in the form of game viewing and photosafaris and the high-return, low-impact use in the form of hunting. Areas more suitable for non-consumptive use have to be uninhabited by people, offer a high level of service, be scenically beautiful and preferably offer the Big 5. Hunting can also successfully take place in more marginal areas which are not necessarily suited for game viewing (Patterson & Khosa, 2005:7). A combination of both is, however, also possible.

Most hunting (professional and recreational) in South Africa takes place on privately-owned wildlife production units. The country currently has about 9,000 of these units of which 5,000 (with an average size of 2,047 hectares) are exempted. A further 15,000 landowners are involved in the production of both wildlife and domestic livestock (Report to Minister of Environmental Affairs and Tourism, 2005:8). Only limited hunting is done on State and communal land.

Internationally there are about 37.5 million active hunters of who around 7,000 annually visit South Africa. They roughly represent 32 countries with the largest proportion coming from the United States of America.

Although no accurate figures on the income derived from safari hunting are available, it is estimated that the 7,000 hunters annually create a direct revenue stream of around US$130 million for the South African economy. This consists of an average daily rate of US$360 (excluding 14% value-added tax)
for a safari of about 10 days. Each hunter takes about nine trophy animals with a mean value of US$800 (no value-added tax on trophy fees). To this must be added 3,500 observers, each paying US$150 (excluding 14% value-added tax) per day; an estimated US$2.2 million worth of venison sold or given away to locals; and the multiplier effect related to airfares, tips to safari operator staff, taxidermy, pre and post safari accommodation and shopping (Damm, 2005:5).

Apart from hunting, game ranchers and, in particular, game reserves also contribute to other forms of tourism. The tourist engaging in non-consumptive nature and wildlife-based activities are said to have moved away from the traditional approach of sun, sea, sand and sex. They often do not want to just sit in a bus and watch animals but want to interact and learn about nature and the local culture whenever possible (Van der Merwe & Saayman, 2002:130). These are the tourists usually found on game drives, and, in particular, the game-walks that became so popular in South Africa.

Another contribution made by those involved in the game and hunting industry, but for which no accurate data is available, is that of game lodges. The development of game lodges often bring infrastructure, roads, running water and electricity, economic activity and in some cases, schools to rural areas. This again creates the opportunity for local cultural activities to be incorporated into tourism.

**Hunting and environmental management**

Hunting, however, does more than contribute to the economy of the country. Without the efforts of the hunting industry and private landowners, nature conservation in South Africa would today have been in a far poorer state (Hamman, Lloyd & Stadder, 2005:2). Animals that were effectively saved from extinction by private landowners include bontebok, black wildebeest, Cape mountain zebra, geometric tortoises, and numerous rare plant species (Hamman et al, 2005:2).

Apart from saving and restoring wildlife populations eliminated or reduced by humans, wildlife management also restores habitats. Anti-hunting lobbyists sometimes seem to forget that habitats protected and managed for hunted species are simultaneously ideal for many non-hunted species that require a similar habitat (Mauser & Paddon, 2000:19). Managed areas thus support a higher diversity of wildlife than do unmanaged areas.

As a management tool, hunting also prevents degradation of certain habitat types by reducing excessive numbers of animals such as happened with the elephant in certain conservation areas in South Africa. In the absence of other predators, hunting is often the only practical method known to prevent or reduce costly impacts caused by overpopulation of certain species (Mauser & Paddon, 2000: 20).

Despite hunting’s positive contribution to the economy and nature conservation, it may never be used to condone or ignore practices that compromise the country’s biodiversity, undermine the humane treatment of animals, or taint the industry’s reputation in the long run. South Africa is currently facing a number of problems that can put the credibility of many role-players at stake (Hamman et al, 2005:1). From a conservation perspective these problems include: genetic manipulation, the deliberate cross-breeding of closely related species, and animals that have increasingly been introduced to areas outside their natural distribution ranges.

Genetic manipulation, for example, resulted in a number of freak animals with colour variations, such as the black impala, black and white springbok and red wildebeest (Hamman et al, 2005:3). As a result of the manipulation, the white blesbok has lost much of its ability to camouflage.

Unfortunately, financial gain has also become an important driver of landowners attempts to obtain the more sought-after and rarer game types such as bontebok. However, since bontebok costs 8 to 10 times more than blesbok, they purchase cheaper blesbok, cross-breed them with a bontebok ram, and...
offer the animals to uninformed tourists and trophy hunters as purebred bontebok (Hamman et al, 2005:4).

The above practices serve no purpose in the long run as the dominant gene in the population eventually determines the colour or size of individuals. They can, however, result in significant depletion of the genetic integrity and diversity of relatively small natural populations and threaten their conservation (Hamman et al, 2005:3).

A variety of problems are also created by the introduction of game to areas outside their natural distribution ranges. The introduced animal often has the potential to cause irreversible ecological damage whether it is in the form of substrate or habitat destruction or even out-competing local animals. For example, where nyala has been introduced outside their natural area, they have soon displaced the bushbuck from its natural habitat. Another example is springbok being relocated in the southern parts of the Western Coast of South Africa where they did not occur historically. These animals regularly contract foot-rot owing to the more humid climate of the area (Hamman et al, 2005:3). Similarly, the Cape Mountain zebra introduced to the Saldanha dunes, suffers from elongated hoof growth. There is, of course, the further risk of diseases and parasites being transferred to areas where they previously did not exist, posing threats to the wildlife and in some instances even to domestic livestock in the area.

Greed might also be the reason why some game farmers are converting the natural vegetation of a particular area such as the fynbos in the Western Cape to grassland, through frequent burning or by cutting down of the vegetation. This makes it possible to temporarily keep a greater variety of game alien to fynbos. However, fynbos soil types are nutrient poor and the animals will ultimately be dependent on supplementary feeding for their survival.

Severe impact on the habitat is also caused by the introduction of undesirable invasive alien species such as the Himalayan tahr. These practices so negatively influence the natural environment that the alien species have to be exterminated at very high cost. It is estimated that at least 19 alien species are hunted in South Africa, including fallow deer, Arabian oryx, scimitar-horned oryx, lechwe, American bison, Himalayan tahr and Russian boar (Groenewald, 2005).

Another unethical practice that also occurs in South Africa is that of canned or put-and-take hunting. This refers to the releasing of captured animals into a small fenced enclosure for the sole purpose of having them hunted by paying clients. Trophy males are often selected at game auctions for this purpose without any intention of building up breeding stocks or viable game populations. The paying hunter is misled and is often unaware that he/she has been exposed to canned hunting.

Even worse is the application for a permit by a North West farmer to breed zonkeys (zebra-donkey hybrids) as an exotic attraction for canned animal hunters (Groenwald, 2005). The idea was to make zebras slower by cross-breeding, creating easier targets for hunters or to create quagga-like animals with faded stripes. There are also rumours of people wanting to cross-breed tigers with lions, resulting in ligers. As can be expected, there is a call for the hunting of all hybrid species to be banned.

The conduct of other role players in the industry is also of great concern as the actions of a few people may give the industry a bad name. The Kruger Park Times reported in April 2005 (American booking agent, 2005:19) that a United States booking agent advertised “3 big-maned lions on bait directly out of Kruger Park” and that in “2004 two clients shot monster lions with {our best lion hunting PH (professional hunter)}”. On approaching the mentioned professional hunter, The Kruger Park Times learnt that he was unaware that his name had been used in the advertisement. The booking agent later on admitted in writing that he had acted without the knowledge of the South African professional hunter and that he had neither met him nor been in the area. The agent claimed that “adding of Kruger and fictitious trophies on the hunt came as natural attachment to give flavour to the whole advertising thing”. It is clear that such behaviour is highly unscrupulous and unethical and has to be stopped.
When debatable practices by various role players in the industry are widely published in the media and often blown out of proportion, it encourages the anti-hunting fraternity. Many activist groups are said to earn millions of dollars with campaigns against hunting and sustainable use of wildlife, which is normally not reinvested into conservation, but used for more campaigns (Baldus & Cauldwell, 2005:2). The actions of these organizations have the potential to strangle the wildlife and hunting industries. Rumours have been circulating that during the past five years, Austrian and German hunters have been ostracized because of their participation in the sport of trophy hunting, while others, who also happened to be trophy hunters, are being prevented from serving on the management of large companies due to their participation in so-called blood sports (Sit up and take note!, 2006:9). Some groups are also agitating for a complete ban on all imports of hunting trophies from Africa in an attempt to prevent “hunters travelling around the globe to kill endangered animals…and deny them the …pleasure of bringing home such a stuffed mounted trophy of their kill” (Sit up and take note!, 2006:9).

**Concluding remarks**

Where recreational and commercial sport hunting is encouraged, it has shown to have been an efficient and legitimate form of land use, contributing to conservation, national and local economies and the general well-being of rural communities through community based natural resource management (Booth, 2005: 70). However, its success or failure as a legitimate economic activity will be measured by the long term status of wildlife populations where sustainable hunting is practiced, particularly outside protected areas (Booth, 2005: 70).

Codes of conduct and ethics of hunting are well established and in most countries, are embedded in the legal framework and constitutions of hunting institutions and associations. The commercial sports hunting industry is regulated through the respective wildlife agencies and hunting associations that represent professional outfitters and hunters. However, membership of these organizations is not compulsory and therefore membership only represents a small fraction of the hunting fraternity. Enforcing codes of conduct is thus problematic.

However, if associations such as the Safari Clubs International and the Roland Ward administration could be persuaded to recognize only trophies that came from indigenous game species hunted in their natural area of distribution and according to ethical norms, it might help bring an end to the undesirable practices that currently threaten the ethical credibility of the game industry. This in turn, might help change the perceptions of anti-hunting and animal welfare groups, as most of the negative public attitudes are directed toward role player behaviour rather than toward the biological, ecological and recreational aspects of hunting. Communication and education could go a long way in rectifying misconceptions by clarifying the role hunting plays, why it is important, why it is needed and how it is controlled.
References


Survey: attitudes towards safari hunting

The project Investigators wanted to know if senior people in government and other organisations, who are involved in policy-making about the control of exotic wild animals, (1) were familiar with the commercial safari hunting industry before they attended the seminar, and (2) had changed their attitude towards the possible use of safari hunting as a method of controlling animal pests as a result of the meeting.

Managers or other senior people from the DNR&M, DPI&F, Tourism Queensland, the CRCs for Sustainable Tourism and Invasive Animal Management, AgForce, and the RSPCA were invited to attend the seminar. In some cases these people delegated or invited some of their staff to attend. Only those people who attended the seminar were interviewed. The permission of the managers to interview their staff was obtained before any of their staff were approached. To those people whose managers gave permission, we sent a questionnaire plus a statement outlining the purpose of the interview. We then contacted by phone those people to whom we sent the questionnaire and asked if they agreed to be interviewed. We conducted a phone interview with those people who agreed. The interviewer asked the questions which are provided in the Appendix to this Chapter. The survey was conducted according to The University of Queensland guidelines for ethical review of research involving humans (approval number 2006000226).

Results

Eight people agreed to be interviewed. At least one representative was interviewed from all but one of the organisations which had representatives at the meeting. The responses of those people interviewed are summarised in Table 1. The comments are paraphrases and summaries of the views put forward. Where opposing views were suggested, all the viewpoints are summarised.
Table 1. Attitudes towards commercial safari hunting and its possible roles in tourism and conservation: summary of survey results.

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Comments</th>
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<tbody>
<tr>
<td>1. Were you familiar with the concept of commercial safari hunting before you attended the seminar?</td>
<td>Yes: 100%</td>
<td>(a) The information allowed a comparison between Australia and South Africa; but was not immediately useable.</td>
</tr>
<tr>
<td>2. Did attendance at the seminar provide you with new information about safari hunting?</td>
<td>Yes: 75%  No: 25%</td>
<td>(a) The SA model is not applicable in Australia because of different land tenure systems.</td>
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<tr>
<td></td>
<td></td>
<td>(b) The information allowed a comparison between Australia and South Africa; but was not immediately useable.</td>
</tr>
<tr>
<td>3. Has your understanding of the nature of commercial safari hunting changed as a result of the seminar?</td>
<td>Yes: 63%  No: 37%</td>
<td>(a) Several respondents indicated that the information on the size, co-ordination and economic value of the SA industry was new.</td>
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<td></td>
<td></td>
<td>(b) Some noted that there are economic and social differences between the two countries, and also differences in the background to safari hunting.</td>
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<td>4. Has your attitude about safari hunting changed as a result of the seminar?</td>
<td>Yes: 25%  No: 25%</td>
<td>(a) Animal welfare: respondents suggested that commercial harvesting (rather than safari hunting) would be a better option, and that safari hunting would lead to community concerns about animal welfare.</td>
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<td></td>
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<td>(b) Applicability to wildlife management: safari hunting appeared to some respondents to be conducted more “professionally” than they had thought; however, some respondents thought that it was less applicable to Australia than they had expected.</td>
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<tr>
<td>5. To what extent are you supportive of commercial safari hunting?</td>
<td>Very supportive: 37.5  Reasonably supportive: 12.5%  Not supportive: 25%  Opposed: 25%</td>
<td>(a) Concerns about unsupervised hunting and the lack of skill: animal welfare issues resulting from inabilities of some safari and recreational hunters to kill an animal cleanly.</td>
</tr>
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<td></td>
<td></td>
<td>(b) Controls and standards: commercial safari hunting is more regulated whereas it is very difficult to impose controls on recreational hunters.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(c) Recreational hunting has potentially greater capacity to contribute to wildlife management issues because of the numbers of hunters; safari hunting has limited applicability to pest management for that reason.</td>
</tr>
<tr>
<td>6. Is your attitude to commercial safari hunting different from that to unsupervised recreational hunting?</td>
<td>Yes: 75%  No: 25%</td>
<td>(a) Concerns about unsupervised hunting and the lack of skill: animal welfare issues resulting from inabilities of some safari and recreational hunters to kill an animal cleanly.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(b) Controls and standards: commercial safari hunting is more regulated whereas it is very difficult to impose controls on recreational hunters.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(c) Recreational hunting has potentially greater capacity to contribute to wildlife management issues because of the numbers of hunters; safari hunting has limited applicability to pest management for that reason.</td>
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</table>
7. What outcomes can you identify from an extension of commercial safari hunting?

(a) Several outcomes were identified including changes in land use and conservation, improvement in regional employment, financial gain to indigenous communities, possibilities for improved feral livestock control and reduced pressure on resources for native animals, and greater development of tourism.

(b) Community perceptions: a concern was voiced about animal welfare and potential problems with animal rights activists; and damage to Queensland’s image.

| 8. Would extended safari hunting conflict with present or proposed legislation? |
|------------------|------------------|
| Conflict: 87.5%  | Not conflict: 12.5% |

Most respondents thought that safari hunting would conflict with present or proposed legislation. Areas of concern were:

(a) Conformity with the Queensland Animal Care and Protection Act 2001 and proposed animal welfare legislation; however, the requirements of the Act may be met provided that animals are killed humanely.

(b) Federal legislation concerning the export of (CITES) listed species.

(c) Possible conflicts with effective wildlife management.

(d) Possible inconsistency of safari hunting with Australian (public) liability and personal indemnity legislation:

(e) Conflicts with social attitudes: it was suggested that the extension of hunting was more influenced by social attitudes than by legislation.

| 9. Would extended safari hunting complement present or proposed legislation? |
|------------------|------------------|
| Yes: 62.5%       | No: 37.5%        |

(a) Some respondents thought that safari hunting would complement some of the feral animal control legislation, especially in areas like national parks, and pest eradication or control.

(b) Others thought that safari hunting is inconsistent with existing legislation and/or the attitudes of environmentalists.

| 10. Would extended safari hunting affect animal welfare objectives? |
|------------------|------------------|
| Yes: 75%         | No: 25%          |

Respondents suggested that there is “significant opposition to hunting for commercial or recreational purposes within the animal welfare industry”.

A Code of Practice or licensing based on tests of marksmanship (similar to kangaroo shooters) might assist the safari industry to satisfy community concerns about welfare.
11. Do you think extended commercial safari hunting could have an impact in regional areas?

| Yes: 100% |

(a) Several respondents suggested benefits to rural communities, including economic gains, more employment, and feral animal control (although one respondent queried the probable effectiveness of this); it was suggested that people in regional areas would probably support extended commercial safari hunting for these reasons.

(b) An alternative view was that the impact would be limited, in part because of insufficient numbers of potential game species to support a large industry.

12. Do you think extended commercial safari hunting could have an impact in suburban or peri-urban areas?

| Yes: 25%  |
| No: 75%  |

There was general agreement that, although there may be some application in feral animal control, the use of firearms would be opposed in these areas.

13. Do you think that commercial safari hunting has a place in Queensland tourism?

| Yes: 62.5% |
| No: 37.5% |

(a) Benefits: if the industry was appropriately controlled it could allow people to diversify, create new income streams, provide new opportunities for indigenous people, and may bring people to areas that would not usually be tourism centres. Safari hunting would be a niche market, rather than a large-scale component of the tourism industry.

(b) Disadvantages: there may be legislative constraints to incorporating safari hunting into mainstream tourism. Some people prefer “non-consumptive” activities such as game walks, photo safaris, etc. rather than the physical killing of animals.

14. Would you recommend or support the incorporation of commercial safari hunting into your programs/policies?

| Yes: 37.5% |
| No: 62.5% |

Three points of view were suggested:

(a) That safari hunters target animals that are not of pest or environmental concern and so there can not be any pest or environmental benefits; and that the issues of animal welfare which accompany safari hunting outweigh any possible benefit.

(b) That safari hunting may be useful but that this has yet to be proven and the industry must have adequate controls.

(c) That safari hunting would bring several advantages to regional communities (as described in Question 13).
Summary and commentary

Animal welfare was considered to be a major issue. It was raised by several respondents, in their answers to several different questions. It is clear that community attitudes towards hunting, whether these attitudes are perceived or real, would influence the adoption by Queensland organisations of safari hunting as a tool for pest animal control. The concerns raised by several respondents about welfare issues may possibly be allayed if they knew that the industry had in place an agreed Code of Practice and possibly licensing of members. However, the issue of monitoring compliance with such a Code remains.

Questions 8 and 9 asked if extended safari hunting would conflict with or complement present or proposed legislation. We left the nature of “present or proposed legislation” open to interpretation because we wanted to capture a wide variety of responses including those which considered land tenure, the status of wild, exotic animals (concerning both their pest potential and the ownership of these animals), and conservation issues. At first sight, the responses to the two questions appear to be contradictory: 87.5% thought that extended safari hunting would conflict with existing or proposed legislation and 62.5% thought that it would complement it. However, when the responses are considered in detail most of this apparent contradiction disappears. The potential conflicts were thought to arise through concerns about animal welfare and protection, how safari hunting may be perceived by the public, and concerns about insurance; while complementarity was thought to exist through the possible role of safari hunting to assist in efforts to control wild, exotic animal populations.

The target animals for Australian safari hunting: safari hunting in Australia is done using wild, exotic animal species, not native animals. This was not appreciated by all the respondents and we may have unintentionally contributed to this misunderstanding by not making clear this difference between South African and Australian safari hunting. It can not be emphasised too strongly that safari hunting in Australia does not use native animals, or those which are listed in the IUCN Red List or any CITES index.
Appendix A

Invitation to the seminar

The Safari Hunting Industry as a Resource in the Control of Exotic Wild Animals

Prof. Laetitia Radder
Professor of Marketing, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa

Venue: The Hub, UQ Business School Downtown, Level 9, Central Plaza 1, 345 Queen St., Brisbane (http://www.business.uq.edu.au/downtown/moderated/downtown)

Tim: 2:00 p.m., Tuesday, 14 February, 2006

Join us for coffee/tea before the seminar, and stay for afternoon tea and discussion afterwards.

Prof. Laetitia Radder is a marketing expert from the Nelson Mandela Metropolitan University at Port Elizabeth (formerly the Port Elizabeth Technikon) where she specialises in wildlife and ranching and marketing. Her University is a centre for the South African government’s research and development in professional hunting and game farming. Prof. Radder has great knowledge of the South African safari hunting industry and its role as a valued partner in the South African tourism industry. She has recently published in the areas of consumer preference for game meat, and the expectations of the clients of safari hunting companies.

In 200 Pro. Radder received the PE award for her outstanding contribution towards research at the institution. Her research, primarily concerned with game ranching in the Eastern Cape, has provided a wealth of information to game ranchers about the expectations and satisfaction of hunters in relation to their game hunting experiences. The output of the research will assist game ranchers to improve their marketing systems and increase the economic, social and environmental sustainability of their agricultural activities.

Recreational hunting (“safari hunting”) is in some countries as an adjunct in the management of pest animal populations. International safari hunting prototypes illustrate the types of government policy which are used in other countries to support lucrative hunting industries.

Please distribute this notice among your colleagues. Please email Chantal Dickson at c.dickson@uq.edu.au let us know if you will be able to attend.

The seminar is sponsored by the Rural Research & Development Corporation (RIRDC), and has been organised by Dr. Gordon Dryden of the UQ School of Animal Studies, and Assoc. Prof. Stephen Craig-Smith, Dr. Charles Arcodia and Ms. Chantal Dickson of the UQ School of Tourism and Leisure Management.

The sponsorship has allowed us to bring Prof. Radder to Australia and to cover all costs of the venue.
Commercial Safari Hunting and Tourism
UQ Business School Downtown

PROGRAM

TUESDAY, FEBRUARY 14

1.00pm    Registration
1.15pm    Introduction (Dr. Gordon Dryden)
1.30pm    Keynote Address (Prof. Laetitia Radder)
3.00pm    Afternoon Tea
3.45pm    Forum
5.00pm    Close
Appendix C
Survey of participants in the seminar

A. Letter to managers and their staff who attended the seminar

School of Animal Studies,
The University of Queensland, Gatton, 4343.
13 April, 2006.

Dear

Re: A proposed survey of participants in the ““Safari Hunting as a Resource in the Control of Wild Exotic Animals” seminar held in Brisbane on 14 February, 2006.

We would like to conduct a short phone survey of the people who attended this seminar to help us assess its value. We will use this information in a report to RIRDC, the organisation which funded the project. A copy of the questionnaire is enclosed.

We would appreciate your permission to interview those members of your staff who attended, and we will contact you by phone in the near future to ascertain your views on this.

Yours sincerely,

(Dr.) Gordon Dryden.
**B. The survey questionnaire**

**Commercial Safari Hunting Seminar Questionnaire**

Please note: participation in this interview/survey is completely voluntary. You may choose to end the interview at any time.

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
<th>NO</th>
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<tr>
<td>Have you read the relevant information sheet?</td>
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<tr>
<td>Do you consent to participate in this study?</td>
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**If you have consented to participate, please answer the following questions:**

1. Were you familiar with the concept of commercial safari hunting before you attended the seminar?

2. Did attendance at the seminar provide you with new information about safari hunting?

   If YES, was any of this information useful? Comments/details:

3. Has your understanding of the nature commercial safari hunting changed as a result of the seminar?  
   (NB. “understanding” could include improved knowledge about the way it is carried out, who is involved, international prototypes)

   Do you wish to add any comments/details?

4. Has your attitude about safari hunting changed as a result of the seminar?

   Do you wish to add any comments/details?

5. To what extent are you supportive of commercial safari hunting?

<table>
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<tr>
<th>Very supportive</th>
<th>Supportive</th>
<th>Reasonably supportive</th>
<th>Not supportive</th>
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6. Is your attitude to (guided) commercial safari hunting different from that to unsupervised recreational hunting?

Do you wish to add any comments/details?

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7. What outcomes can you identify from an extension of commercial safari hunting? (“Outcomes” could include new income stream (access/trophy fees), pest control, pressure to protect exotic animals, etc.)

Please indicate expected outcomes:

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8. Would extended safari hunting conflict with present or proposed legislation?

Do you wish to add any comments/details?

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</table>

9. Would extended safari hunting complement present or proposed legislation?

Do you wish to add any comments/details?

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10. Would extended safari hunting affect animal welfare objectives?

Do you wish to add any comments/details?

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11. Do you think extended commercial safari hunting could have an impact in regional areas? (NB. an impact could have economic or conservation effects)

Do you wish to add any comments/details?

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12. Do you think extended commercial safari hunting could have an impact in suburban or peri-urban areas?

Do you wish to add any comments/details?

|   |   |   |
13. Do you think that commercial safari hunting has a place in Queensland tourism?

Do you wish to add any comments/details?

14. Would you recommend or support the incorporation of commercial safari hunting into your programs/policies?

Do you wish to add any comments/details?

Thankyou for your contribution to this survey.
3. Safari hunting meeting, Coffs Harbour

This meeting was the main project activity, as it addressed the primary objective, to establish a peak body for the Australian professional safari hunting industry. The meeting was held at the Opal Cove resort at Coffs Harbour, just prior to the Safari Clubs International (SCI) Downunder Chapter annual meeting and at the same venue. The SCI meeting attracts many hunters and this date and venue were chosen to maximise the potential attendance at our meeting.

The meeting began with a series of talks designed to illustrate the benefits of having a peak body, and to illustrate the way that a highly successful safari hunting industry, the South African industry, operated. These talks informed Australian safari hunters about the positioning of their industry within the wider Australian tourism industry, and to emphasise the marketing aspects of a successful industry. One of these talks by Assoc. Prof. Stephen Craig-Smith follows. An expert in the marketing of safari hunting, Prof. Laetitia Radder, of the Nelson Mandel Metropolitan University in South Africa, was the keynote speaker. His address follows.

The president of the Northern Territory Professional Hunters’ Association, Mr. Kevin Gleeson, described the activities of that Association. During this talk he indicated that he would recommend to his members that the Northern Territory Association be subsumed within a new Australia-wide organisation.

Tourism’s possible contribution to the hunting industry

Assoc. Prof. Stephen J. Craig-Smith, School of Tourism and Leisure Management, The University of Queensland, Ipswich.

Introduction

Most peoples’ view of tourism is very narrow – we think of Aunt Mildred and her summer holiday. In reality, tourism is a very diverse, growing and important industry. “Tourism” is defined as a “temporary journey for non-profit involving a return journey of at least 50 km in each direction and which lasts for more than 24 hours and less than 365 days”.

We can distinguish “obligated tourism” and “discretionary tourism”. Obligated tourism includes most business tourism such as visiting conferences, trade conventions, meetings, etc., and also includes voluntary family-related (VFR) travel to weddings, funerals, etc. Discretionary tourism is most other VFR travel, and almost all leisure tourism. Obligatory and discretionary tourism are often linked. An example of this which is relevant to the safari industry is that hunters are often accompanied by their wives and/or families, and hunters almost always participate in non-hunting tourism in the countries or regions that they visit.

Tourism is a fast-developing, growth industry for Australia. The number of visitors to this country is increasing exponentially. The ten years from 1955 saw the number of visitors tripling, and they tripled again in the next ten years. Overall, international tourism to Australia has increased 100-fold in the last 50 years (Fig. 1).
Some tourism trends

People are looking for either free independent travel or specialist packaged holidays. A potential tourist is more likely to organise their own travel as they become more confident about visiting a particular destination. Tourist confidence leads to greater tour independence. This means that the safari industry must be able to provide an arrival-to-departure package which a potential hunter can buy and be confident that all their needs will be looked after, as well as being flexible enough to accommodate the visitor who wants to specify their hunting experience and who wants to organise most of their trip.

Tourists are looking for authentic experiences which are real, local, unique and genuine. They demand high quality standards; they want value for money rather than low cost. And they want clean and safe environments. Importantly, a new tourism trend is that people have shorter and shorter time frames from purchase decision to holiday experience.

Many other industries and activities have joined forces with tourism. We have a variety of agri-tourism ventures. Nature conservation and ecotourism and wine tourism are well-known, but there are other, less common associations between tourism and other activities, including:

- urban tourism, to areas of urban regeneration
- medical tourism
- “black” tourism, to regions of natural and human disasters
- suicide tourism – a very controversial part of the tourism industry, and
- extreme-risk tourism, such as base jumping, white-water rafting, and other extreme holiday activities.
Tourism and hunting – a way forward

Tourism and hunting have a long history in some countries, and the success of the African industries is well known. Commercial safari hunting in Australia is much smaller and enjoys less support from governments and the general tourism industry. Nevertheless, the Australian industry is generally conducted in a professional way and is profitable for those companies which are involved in it. To grow hunting numbers in Australia it may be useful to look at extending overseas markets. But we must remember that hunting is not supported by everyone in the community – we are not suggesting that hunters hand out leaflets to every international traveller arriving at an international airport!

There are some unarguable basics which the industry must understand. If commercial safari hunting is to grow and prosper in today’s climate of public opinion about the use of animals, the industry absolutely must enjoy a good reputation – bad news is bad news in tourism. We must:

- emphasise the importance of hunting to animal population control and conservation
- emphasise nature of animals being hunted – feral animals and not endangered indigenous species
- have a clear and well publicised Code of Conduct and ethical standards
- have a body which can speak as one voice and represent the whole industry to government, the general public and the tourism industry.

We should always remember that most tourists are not obliged to visit any one country or location – competition in the tourism industry is global, and even the competitive advantages which Australia enjoys in respect of hunting access to buffalo, camels, pigs and some deer species may not be enough to make up for a “bad” touristic experience. Commercial safari hunters can look to work more closely with the mainstream tourism industry, which has much experience in overseas marketing and much infrastructure in place to carry that out.

South African safari hunting: an overview

Prof. Laetitia Radder, Department of Marketing, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa

Introduction

Why would people travel thousands of kilometers, spend up to 18 hours or more on aeroplanes and at airports, crawl through bushes for hours and still say that they do not mind returning home empty-handed? Is it because of the anticipation, the thrill of the chase, the adrenaline rush, the challenge and fulfillment, or is it their contribution to conservation, or the love of blood sport and the urge to kill? According to the hunters, the main reason is that they want to be in nature, while the anti-hunting and animal welfare lobbyists insist that it is because of the “perverse pleasure of bringing home … a stuffed mounted trophy of their kill” (Sit up and take note!, 2006:9).

About 7,000 hunters visit South Africa annually for a hunting safari. The country is arguably one of the most sought-after destinations for travelling hunters (Damm, 2005:1) as it offers a great variety of habitats and landscape. There are at least 60 huntable mammals, a highly-developed professional hunting and game ranching industry as service providers, a wealth of activities to complement hunting, and the cultural richness and hospitality for which the Rainbow Nation is known (Damm, 2005:1). While some call the country a hunter’s paradise, South African animal rights organizations refer to it as hell on earth for the animals (Xwe African Wildlife and Justice for Mammals, 2005:2).

The commercial production of wildlife has become a lucrative business. In addition to income derived from non-consumptive wildlife tourism, recreational hunting and sale of live game, safari hunting directly contributes about US$130 million to the economy of the country (Damm, 2005:5).
The South African game and hunting industry is, however, not without problems. It is highly fragmented with great variation in legislation across provinces. It is furthermore challenged by debatable practices and unethical behaviour of some stakeholders and by political and anti-hunting pressures.

This paper gives a short overview of the South African hunting industry, its experiences and challenges.

The importance of safari hunting

Safari hunting is mostly undertaken by foreigners and is available throughout the year on exempted private game ranches (of which there are currently 5,000) and in controlled hunting areas within some provincial game reserves. Because of the lack of accurate information, no consensus exists on the financial contribution that hunting makes to the South African wildlife industry (Report to Minister of Environmental Affairs and Tourism, 2005:12). One problem in this regard is that hunting is part of the value chain extending across both consumptive and non-consumptive uses of wildlife as well as the cross-linkages with the tourism sector as a whole.

It is estimated that the 7,000 safari hunters annually create a total revenue stream of around US$130 million for the South African economy. This consists of an average daily rate of US$360 (excluding 14% value-added tax) for a safari of about 10 days. Each hunter takes approximately nine trophy animals with a mean value of US$800 (no value-added tax on trophy fees). The daily fee of US$150 (excluding 14% value-added tax) for each of about 3,500 observers and the estimated US$2.2 million worth of venison sold or given away to locals must still be added, as does the multiplier effect related to airfares, tips to safari operator staff, taxidermy, pre- and post safari accommodation and shopping (Damm, 2005:5).

A further problem contributing to the inaccuracy of the data is the lack of standardized trophy prices. As these prices are still determined on a free-market basis, major price variations exist. A caracal, for example, once had a price tag of US$1,500 with one operator, while another operator offered a premium of US$30 to any hunter who killed one during his/her safari (the operator did not state if there would be any chance of even seeing one) (Damm, 2005:3). Other examples of price ranges are (Damm, 2005:2-3):

- Cape buffalo - US$6,000 to US$18,750 (median price of US$10,650);
- crocodile - US$2,500 to US$6,000 (median price of US$3,500);
- leopard - US$2,500 to US$12,500 (median price of US$5,000); and
- lion - US$15,000 to US$29,500 (median price of US$25,000).

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7 A landowner may obtain a permit to fence his/her land and then apply for exemption to hunt, capture and sell wildlife in the approved fenced area (Report to Minister of Environmental Affairs and Tourism, 2005:30). Hunting on exempted properties is allowed throughout the year.
8 The daily rate for the Big 5 is US$1650 (Damm, 2005:3)
Representation of the safari hunting sector

The interests of the safari hunting sector are mainly represented by the Professional Hunters Association of South Africa (PHASA, 2005a). The Association was established in 1978 and has a membership of 1,200. Together with Nature Conservation, the Association was involved in drawing up legislation pertaining to professional hunting in the country (PHASA, 2005b). The mission of the Association is to (PHASA, 2005a):

- represent and serve the interests of its members in a pro-active and dynamic manner;
- advance and promote professionalism; and
- promote the benefits of professional hunting to the conservation of wildlife.

Its objectives are to (PHASA, 2005a):
- foster the conservation of the country’s wildlife and flora resources;
- support proper wildlife management and utilization;
- assist and promote ethical hunting in South Africa;
- promote and market hunting in South Africa; and
- promote high quality service and ethical standards among members.

The role of the professional hunter and the hunting outfitter

All trophy hunts have to be supervised by a trained and licensed professional hunter of which there are currently about 2,000 in South Africa. Professional hunters are employed and paid by hunting outfitters and are not allowed to recruit clients or offer their services directly to a client. Essentially they have to (PHASA, 2005a):

- ensure that the client is in possession of the necessary permits, licenses or other documents before allowing him/her to hunt;
- guide the client in the hunting process;
- see to the client’s welfare and safety while in the camp or hunting area;
- take charge of the camp and its personnel;
- ensure that the client does not hunt contrary to the provision of the law; and
- ensure that the client’s trophies are skinned and prepared according to the correct methods.

Hunting outfitters (of which there currently are about 1,000) also have to be trained and licensed. They need at least three years experience as a professional hunter before they may operate. The facilities offered to clients, such as hunting camps, trophy preparation facilities, vehicles and staff have to conform to set standards and must be inspected on a regular basis. Their publicity material must be submitted to a Nature Conservation official before distribution as a safeguard against misleading advertising.

The outfitter arranges and organizes the hunt from start to finish and has to provide the client with a written agreement with regard to species and sex of game offered, fees for trophies and services provided, duration of the hunt and daily rates. Once the client enters South Africa, the outfitter takes responsibility for (PHASA, 2005a):

- arrangements with landowners for hunting of game, should this be necessary;
- all licenses and permits required for hunting;
- transporting clients to and from the hunting area and while hunting;
- a licensed professional hunter;
- accommodation during the hunt;
- catering;
- hunting services such as trackers and skinners;
- skinning and trophy preparation facilities and dispatch of trophies; and
- permits required for dispatch of trophies.
Hunting outfitters are directly remunerated by the client. Although the professional hunter is actually in charge of the hunting camp and sees to the skinning and handling of the trophies, and at times provides transport on a hunting trip, it does not exempt the outfitter from his/her overall responsibility to the client. In many cases the professional hunter and the hunting outfitter are the same person and, therefore, responsible for the combined duties and functions of both.

**Marketing the safari hunt**

The outfitter is responsible for marketing the safari hunt on private properties. Poor marketing, particularly misleading advertisements and broken promises, may result in hunter disappointment with the potential to damage the industry’s image. It is generally accepted that a dissatisfied client tells at least 11 people about his experience. They, in turn will each tell six more people. This can severely damage the reputation of the outfitter or professional hunter.

Promotion, as one form of marketing, is carried out in a number of ways, such as advertising in hunting magazines and the Internet, promotion at conventions and through travel agents and word of mouth. Trophy hunters who visited South Africa indicated that hunting magazines, word of mouth and conventions are their preferred sources of information. The most often used sources in order or importance, however, are hunting magazines, the Internet and conventions (Radder, Van Niekerk and Nagel, 2003:17).

Raffles and donations are also increasingly becoming popular forms of promotion. While these are seen as legitimate methods by some in the hunting fraternity, concerns from others have been raised as to the raffles not always stipulating hunting methods, competency levels or age restrictions of the prospective hunters (Patterson and Khosa, 2005:41). Similarly, some view donations as bribery, which is out of reach for the smaller operator (Patterson and Khosa, 2005:41).

Marketing is, however, much more than advertising. It also entails knowing and satisfying the needs of clients. Trophy hunters regard a number of factors as important to the successful hunting experience (Radder et al, 2003:23). These are listed below (Table 1).

It is clear that the services closely related to, and with a direct effect on, the trophy hunt are of most importance (all with a mean value exceeding 4). Non-essentials of lesser importance, but still important (an importance rating of 3 out of 5) are likely to contribute to a more enjoyable hunting experience. Issues of minor importance related mostly to non-hunting activities, such as accommodation, waterholes for close-up viewing of game and entertainment for companions.
Table 1. Importance ranking of factors required for a satisfactory hunting experience

<table>
<thead>
<tr>
<th>Level of importance</th>
<th>Rank</th>
<th>Factor</th>
<th>Mean value(^9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>1</td>
<td>Service from professional hunter</td>
<td>4.74</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Professional trackers and guides</td>
<td>4.62</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Caping and trophy preparation</td>
<td>4.49</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Conditions pertaining to hunt</td>
<td>4.48</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Service from hunting outfitter</td>
<td>4.36</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Abundance of game</td>
<td>4.34</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Attitude of game rancher</td>
<td>4.30</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Trophy size of the game</td>
<td>4.13</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Wilderness feel of the ranch</td>
<td>3.98</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Meals and refreshments</td>
<td>3.80</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Transport on ranch</td>
<td>3.69</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>Transport to and from ranch</td>
<td>3.55</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>Body size of game</td>
<td>3.50</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Processing facilities</td>
<td>3.48</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>Abattoir facilities</td>
<td>3.02</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Cooling facilities</td>
<td>2.94</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>Hotel type accommodation facilities</td>
<td>2.86</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>Accessibility of the ranch</td>
<td>2.81</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>Basic accommodation</td>
<td>2.76</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Waterholes for close-up viewing of game</td>
<td>2.67</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>Unique characteristics</td>
<td>2.64</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>Entertainment for companions</td>
<td>2.61</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Non-hunting activities</td>
<td>2.37</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>Hunting opportunities for children</td>
<td>2.15</td>
</tr>
</tbody>
</table>

Problems and challenges

Safari hunting is a lucrative business, but it is not without challenges. These include conservation and ethical issues and political and anti-hunting pressures.

In a bid to attract a greater share of the safari market to South Africa, some game ranchers embarked on the captive breeding of rare or high-value, high-return animals such as the African lion, buffalo, black rhinoceros and white rhinoceros, for hunting purposes only. Others offer imported animals such as Russian boar, fallow deer and Himalayan thar, or species such as impala, kudu, blue wildebeest and waterbuck translocated beyond their natural range. Another practice is deliberate or accidental crossbreeding aimed at enhancing recessive characteristics, for example rare colour variations as found in the black impala, white blesbok and red wildebeest (Hamman, Lloyd and Stadler, 2005:1-6).

\(^9\) Based on a 5-interval scale where 5 = extremely important and 1 = totally unimportant.
The time for hunting has been considerably reduced. This gave rise to undesirable practices such as canned\textsuperscript{10} or put-and-take\textsuperscript{11} hunting which seemingly serve to fast track hunting. However, this has been at the expense of good codes of conduct (Report to Minister of Environmental Affairs and Tourism, 2005:8) and at the expense of the image of the industry.

These practices are often widely published in the media (and sometimes blown out of proportion). One can thus understand why the anti-hunting fraternity makes the claim that “hunting should be viewed as a social problem that has moral, legal, and environmental implications for society” (Xwe African Wildlife and Justice for Mammals, 2005:4).

The anti-hunting organizations’ actions have to be taken seriously as they have the potential to strangle the industry. Rumours have been circulating that during the past five years, Austrian and German hunters have been ostracized because of their participation in the sport of trophy hunting, while other hunters are being prevented from serving on the management of large companies due to their participation in so-called blood sports (Sit up and take note!, 2006:9). Some groups are also agitating for a complete ban on all imports of hunting trophies from Africa (Sit up and take note!, 2006: 9).

Another challenge is the apparent differences in opinion between some stakeholders. Some political leaders are accusing the farmers of colluding with overseas investors; that these investments are being used to reduce the land available for agriculture and transformation; and are causing job losses among farm workers (Petzer, 2006: 9). Yet, safari hunting directly results in an estimated 5,000 to 6,000 jobs, with another 63,000 supported by wildlife production units (Report to Minister of Environmental Affairs and Tourism, 2005: 12). Seven private game reserves in the Eastern Cape, for example, increased on-site employment 3.5 times; the average wage increased 20 times; and the average wages 5.7 times. In addition, no farm workers were laid off as a consequence of the switch from grain and livestock farming to game-based ecotourism. Staff also received additional employment benefits not typically available to farm labourers, including extensive training (Sims-Castley, Kerley and Geach, 2004:3).

The way forward

It is important that mechanisms are put in place to ensure that the South African safari hunting industry remains a lucrative one. Uncertainty and fragmentation in the industry can be reduced if the current legislative framework is simplified and integrated (Patterson and Khosa, 2005: 48). National, and even international norms and standards, can help regulate practices such as the translocation or introduction of game species outside their natural distribution ranges and the breeding of rare species solely for trade purposes or tourist attractions. If associations such as the Safari Club International and the Roland Ward administration could be persuaded to recognise only trophies that came from indigenous game species hunted in their natural area of distribution and according to ethical norms, it might help bring an end to the undesirable practices that currently threaten the ethical credibility of the game industry. This in turn, might help change the perceptions of anti-hunting and animal welfare groups, as most of the negative public attitudes are directed toward stakeholder behaviour rather than toward the biological, ecological and recreational aspects of hunting. Communication and education could go a long way in rectifying misconceptions by clarifying the role hunting plays, why it is important, why it is needed and how it is controlled.

\textsuperscript{10} Canned hunting is the hunting of species that are not self-sustaining (meaning they are unable to feed themselves and produce healthy offspring), or are not able to exercise their natural escape mechanisms as reflected in the fair chase principles (Report to Minister of Environmental Affairs and Tourism, 2005:vii)

\textsuperscript{11} Put-and-take hunting is the practice of releasing an animal onto a property, irrespective of the size of the property, for the sole purpose of shooting it as soon as possible after release.
Safari hunters, however, also have a responsibility. When they see a web page offering selected animals, especially where the trophy size is guaranteed, they should know that these are possibly canned or put-and-take operations (Damm, 2005:3-4).

Cooperation, communication and preservation could help ensure the future of safari hunting.

**References**


Outcomes of the meeting

MINUTES OF A MEETING HELD TO CONSIDER THE FORMATION OF A PEAK BODY FOR THE AUSTRALIAN PROFESSIONAL SAFARI HUNTING INDUSTRY


1. Opening

1:30 pm
Chair: Assoc. Prof. Stephen Craig-Smith
Recorder: Ms. Chantal Dickson.

2. Attendance

Mr. Lance Abbey (Australian Hunting Safaris)
Dr. Ed Ashby
Dr. Charles Arcodia (UQ School of Tourism and Leisure Management)
Mr. Geoffrey Bontoft (Stony Creek Safaris),
Mr. Brian Boyle (NSW Game Council, Acting CEO)
Mr. Neil Brown (Safari Clubs International, Downunder Chapter)
Mr. Mark Daddow (Severn River Safaris)
Assoc Prof Stephen Craig-Smith (UQ School of Tourism and Leisure Management)
Ms. Chantal Dickson (UQ School of Tourism and Leisure Management)
Dr. Gordon Dryden (UQ School of Animal Studies)
Mr. Kevin Gleeson (Mary River Australian Safaris)
Mr. Craig Henderson (NSW Game Council, North East NSW)
Mr. Johan Jansen (Sentosa Game Farm)
Ms. Cher Lacey (Archery Action, Australian Bowhunters Association)
Mr. Peter Luhrs (Australian Deer Association)
Mr. Robert Lynn (NSW Game Council, New England/North West NSW)
Mr. Cameron MacLean (Merluna Station)
Mrs. Michelle MacLean (Merluna Station)
Mr. Bernie Mascord Severn River Safaris)
Mr. Errol Mason (Sambar Shikars)
Mr. Markus Michalowitz (Downunder Taxidermy)
Mr. Barry Nelis (Multigame Safaris)
Prof. Laetitia Radder (Nelson Mandela Metropolitan University Dept of Marketing)
Mr. Allan Smith (Safari Clubs International)
3. **Formation of a peak body**

16.02.06 1:30pm. **Moved** (Barry Nelis/Allan Smith) that an association be formed, to be called “The Professional Safari Hunters’ Association of Australia”. The purpose of the association will be to support and represent the professional safari hunting industry of Australia.

16.02.06 1:46pm **The motion to form the association was carried with acclamation.**

16.02.06 1:47pm **Moved** (Geoff Bontoft/Barry Nelis) that the Professional Hunters’ Association of South Africa constitution be used as a model for the Australian Association’s constitution.

16.02.06 1:50pm The motion was carried.

16.02.06 1:52pm Discussion followed on the aims and objectives, membership and incorporation of the association. The following points were made:

- that the vision of the association should include conservation hunting (Brian Boyle)

- that the following would be desired by potential members:
  1. assistance with liability insurance
  2. political representation of the safari hunting industry
  3. quality assurance (an industry code of practice)
  4. a registered trade mark/logo
  5. disciplinary procedures
  6. assistance with access to public land (e.g. state forests, national parks), including an achievable permit process for public land
  7. uniformity and clarification of national firearms legislation
  8. advocacy
  9. marketing
  10. accreditation of the professional hunter nationally/internationally
  11. recognition by the tourism industry.

- membership: it was suggested that members must hold a valid firearms licence and a valid first aid certificate

- incorporation: it was suggested that the steering committee check with the Sporting Shooters’ Association of Australia or a solicitor for advice and guidance.

4. **Establishment of a steering committee**

The following people expressed interest in joining a steering committee:

Geoff Bontoft
Mark Daddow
Kevin Gleeson
Johan Jansen
Bernie Mascord
Errol Mason
Markus Michalowitz
Barry Nelis
Allan Smith
16.02.06 3:30pm Allan Smith nominated Errol Mason as convenor of the steering committee

The motion was carried.

Members of the steering committee undertook the following duties:

1. preparation and circulation for discussion of a draft constitution (Errol Mason)
2. collation of a list of professional safari hunters in Australia (the people in this list will receive a copy of the minutes from this meeting) (Geoff Bontoft)
3. collation of information on ways of incorporating the Association (UQ staff)
4. media support to steering committee (Cher Lacey)

It was resolved that the minutes from this meeting and a draft constitution be circulated to all meeting attendees.

5. Closure

The meeting closed at approximately 4:30 pm.

Footnote: Mr. Mason resigned as Convenor on 23 May, 2006. During his time in office, Mr. Mason began the task of developing a constitution. The role of Convenor has now been accepted by Mr. Mark Daddow.
Appendix D
Publicity brochure and registration form for the Coffs Harbour meeting

Conference Sponsorship

The conference is sponsored by Rural Research & Development Corporation (RIRDC).

The sponsorship has allowed us to bring Prof. Radder to Australia and to cover all costs of the venue.

The steering committee which has organised the meeting consists of interested commercial safari hunters, members of the Game Council of NSW and staff of the University of Queensland.

The project Chief Investigators are:
- Gordon Dryden
- Stephen Craig-Smith
- Charles Arcodia

Dear Professional Hunter

The Australian commercial safari industry is run by people who are experts in hunting.

However, in a recent survey we found that commercial safari hunting operators share common concerns including the lack of effective communication with government, tourist organisations, animal conservation groups, finance organisations and insurance companies.

The independence of hunters is understood and respected.

Nevertheless, we believe that each safari company, and the industry as a whole, will benefit from a cooperative action leading to the formation of an industry peak body.

An Australian Professional Hunters’ Association will strengthen the hunting industry’s place in Australia’s tourism sector as well as forge stronger links between the community, government, and the industry’s own members.

Opal Cove Resort
Coffs Harbour
NSW
16 February, 2006
An Invitation to You

Australian Commercial Safari Hunters are invited to a conference where those who are interested in the industry’s future will have an opportunity to talk about issues of common interest.

We hope that one outcome is the formation of an Australian Professional Hunters’ Association.

Prof. Laetitia Radder is our keynote speaker. She is a marketing expert who has great knowledge of the South African safari hunting industry.

Her University is the centre for the South African government’s research and development in professional hunting and game farming.

She has connections with both the hunting and tourism industries.

Prof Radder knows how the South African industry is organised and the expectations and requirements of professional hunters and their clients.

Join us on Thursday 16th February 2006 at the Opal Cove Resort, Coffs Harbour.

Thursday, 16 February, 2006

PROGRAM
8.00-9.00 Registration
10.00 Introduction
10.30 Prof. Laetitia Radder, Professor of Marketing, NMMU, South Africa
11.30 Brian Boyle, CEO, Game Council of NSW
12.30 Lunch
2.00 Workshop Formation of Australian Professional Hunters’ Association
7.00 Dinner (Opal Cove Resort)

The Workshop secretariat will develop a draft report for circulation to members.

Please arrange your own accommodation

Opal Cove Resort (02-66 510 554; http://www.opalcove.com.au/)

Other accommodation available in Coffs Harbour can be found via:
http://www.coffs.tv/welcome.htm

COMMERCIAL SAFARI HUNTING

Registration – Free
Limited to 30
Bookings are essential

Yes I will attend

No I will not attend but I am interested in the conference outcomes

Name
Organisation
Postal Address
Suburb Postcode
Phone Mobile
E-mail

Please tear off and send to
Dr Gordon Dryden
Commercial Safari Meeting
School of Animal Studies
University of Queensland, Gatton, Qld 4343.

RSVP by 10 January, 2006
Appendix E
Meeting agenda

Commercial Safari Hunting Meeting

PROGRAM
WEDNESDAY, FEBRUARY 15
Registration 4.00pm-6.00pm
Welcome Cocktails 6.30pm

THURSDAY, FEBRUARY 16
8.30am Registration
9.00am Introduction
9.15am Keynote Address
   Professor Leslie Rekder,
   Nelson Mandela Metropolitan University
10.30am Morning Tea
11.00am Presentation
   Mr Kevin Bleeson President,
   Northern Territory Professional Hunters Association
12.00pm Presentation
   Mr Brian Boyle
   CEO NSW Game Council
1.00pm Lunch
2.00pm Workshop
4.00pm Afternoon Tea
7.00pm Conference Dinner