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WORLD PARKS
CONGRESS
SYDNEY 2014

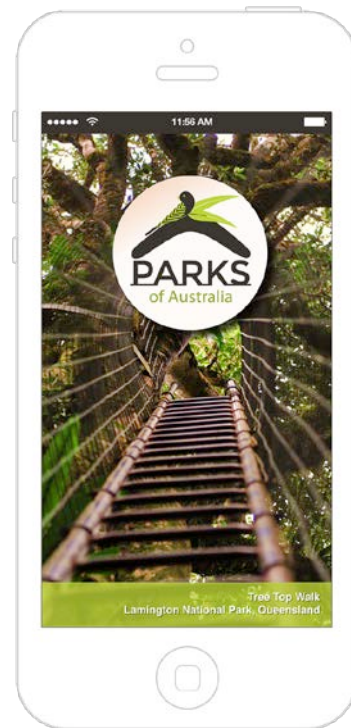
*Parks, people, planet:
inspiring solutions*

Parks of Australia – A New Mobile App.

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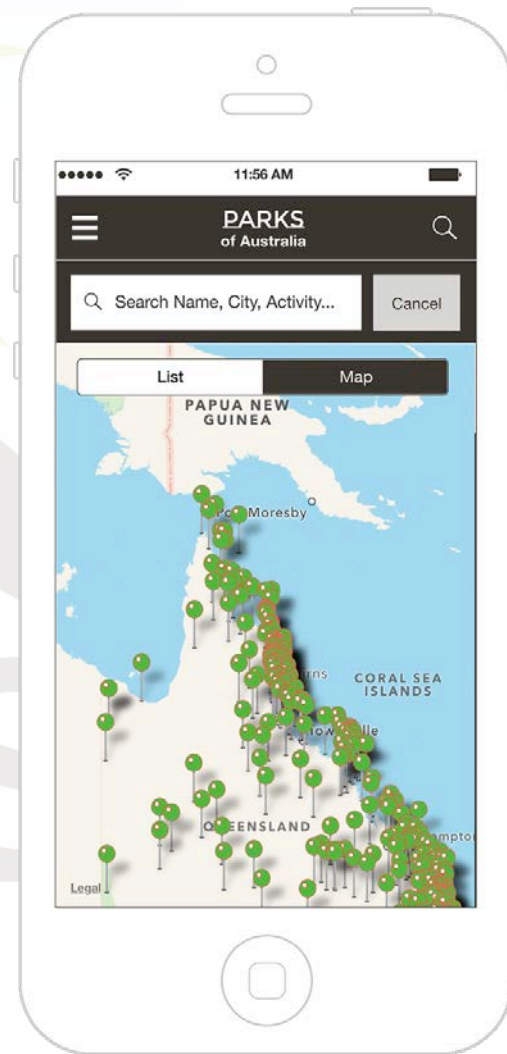
 @Craigielan



Identify the Need

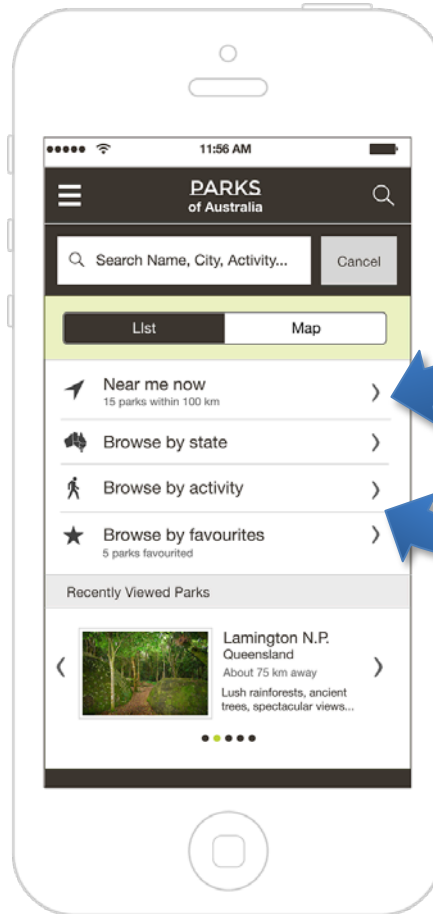
- People increasingly get information through mobile devices
- Under 35's disconnected from parks and nature
- Park information is notably difficult to access in Australia away from a desktop PC
- Can add value and engagement to the visitor experience

PARKS
of Australia



Identify the solution

- Data available offline
- High quality photos of key features
- Links to campsite booking
- Attractive easy navigation - creates the desire to get out there



- GPS mapping with directions
 - Information on features within parks i.e. trails
- Easy search and browse via
 - text box
 - maps
 - sorted lists

Start simple and build an ecosystem

- Develop core functions first
- Make it possible to access the data in different ways
- Develop advanced features as and when needed
- Keen to collaborate and develop app further

