

**LESSONS LEARNED AND LESSONS IGNORED:
Missed opportunities from the Australian
TSE of April 20, 2023**

Kate Russo
AAS Eclipse Planning Workshop
ALBUQUERQUE, June 9-10 2023



ISSUE 1 – RISK FRAMEWORK



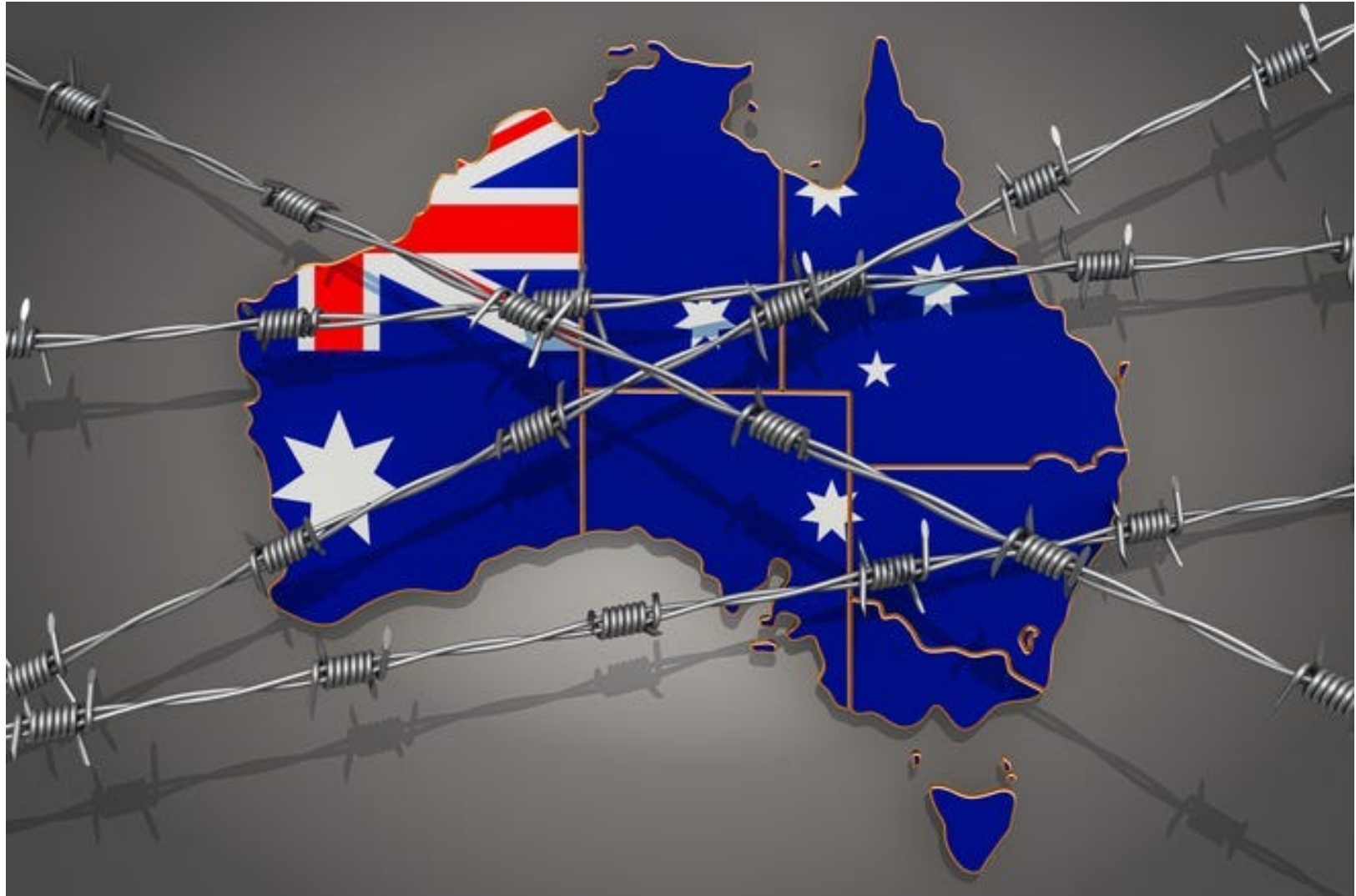
A safety-first event

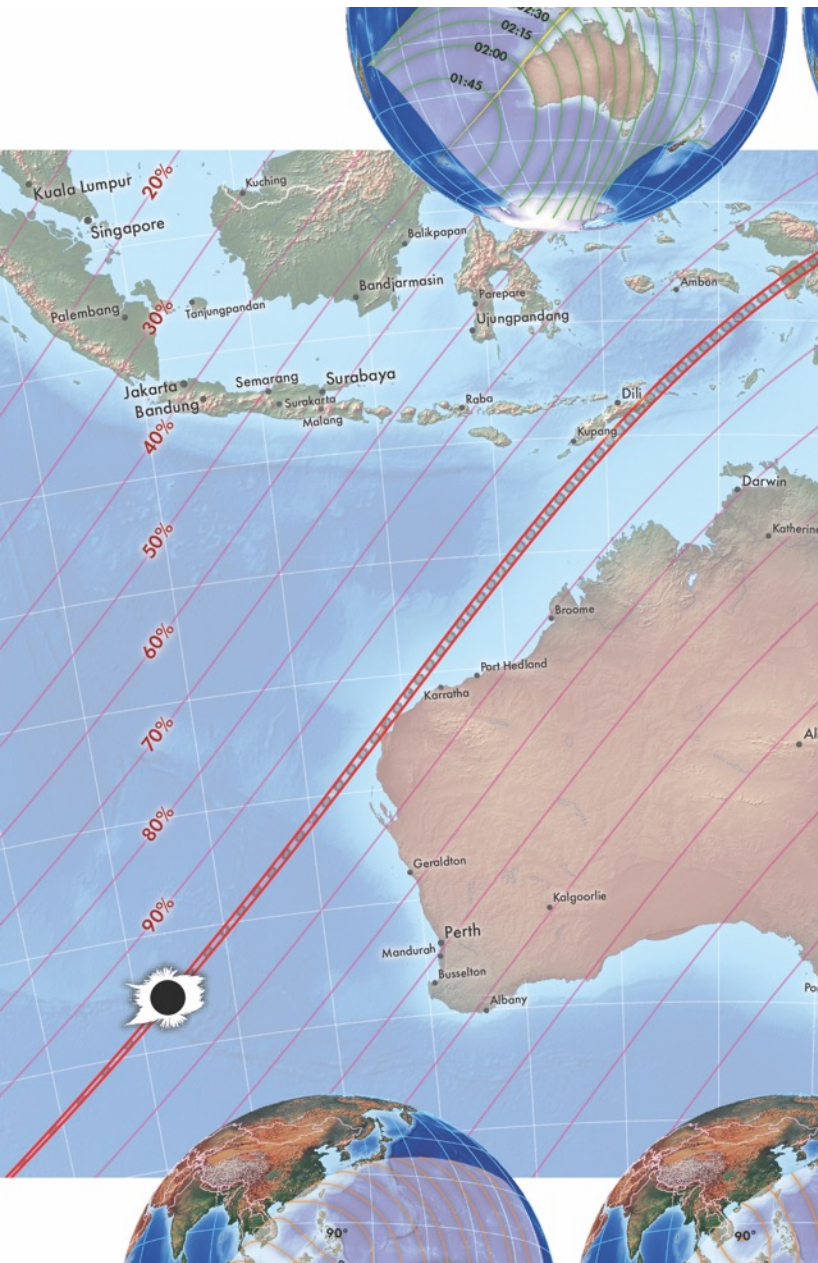
DR KATE RUSSO
AUTHOR • PSYCHOLOGIST • ECLIPSE CHASER

kate@beingintheshadow.com
www.beingintheshadow.com

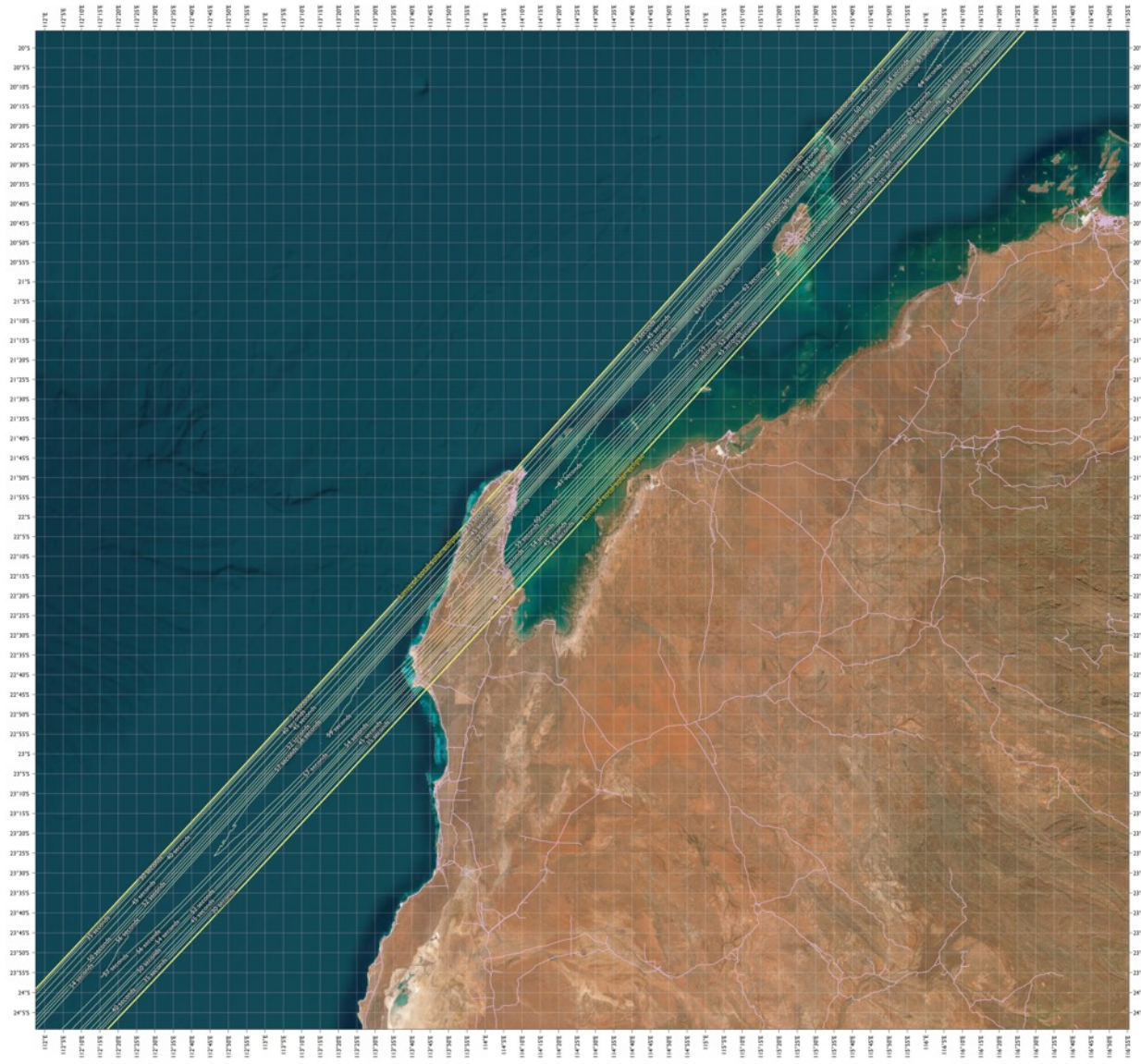
‘Experience totality—above you, around you, within you’







Total Solar Eclipse of 2023 April 20 Western Australia



This navigation map shows the duration of total solar eclipse with a latitude and longitude grid for location with a GPS receiver. Note that some roads shown may not be suitable for all vehicles, consult local sources for suitability. Eclipse computations with corrections for the precise lunar profile by Kevin Jahn, updated from the eclipse predictions by Fred Espenak, eclipse.gsfc.nasa.gov. Map data is from openstreetmap.org. Map by Michael Zeiler, www.gpsinformation.com, January 2023.



DR KATE RUSSO
AUTHOR • PSYCHOLOGIST • ECLIPSE CHASER

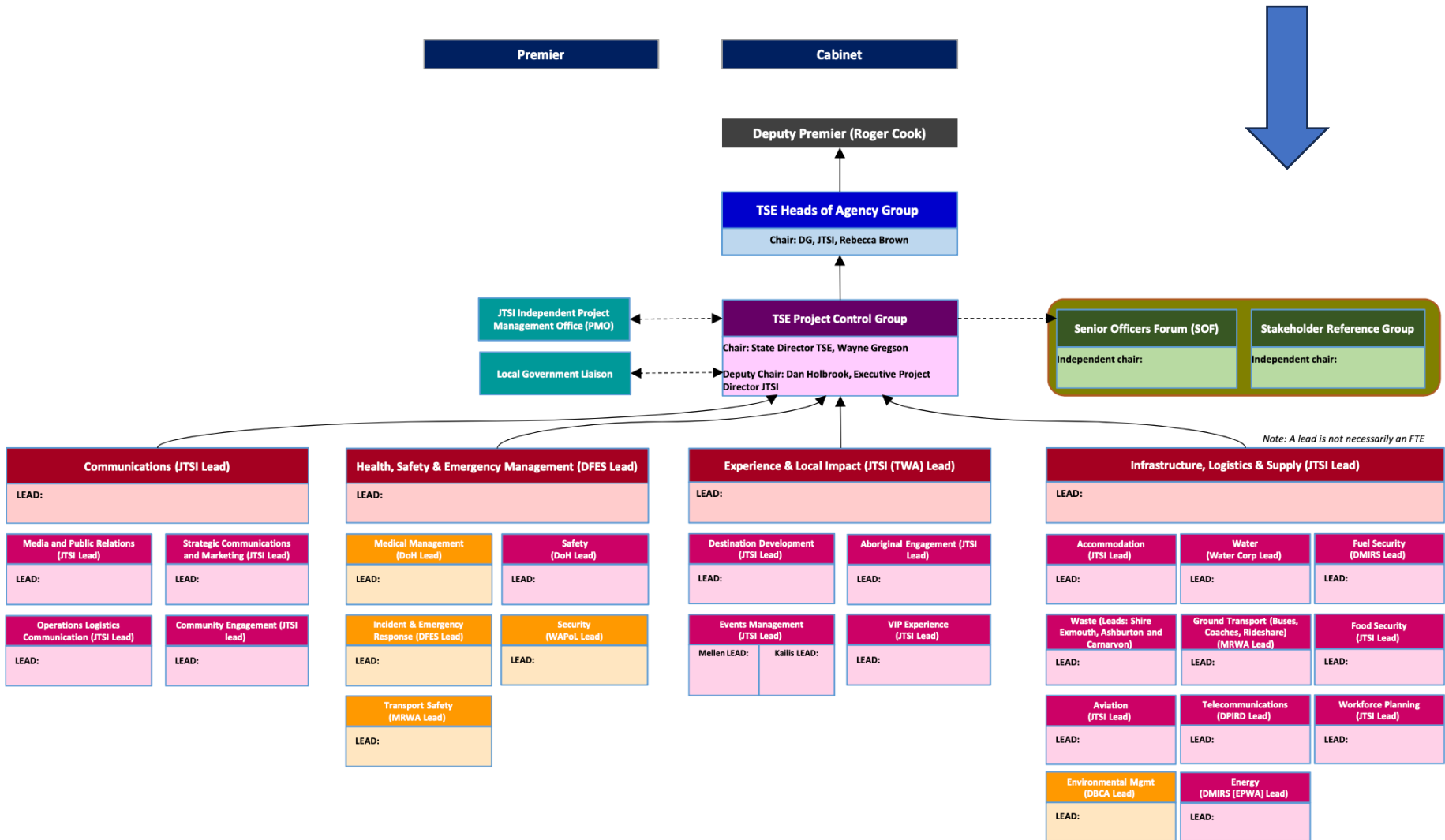
kate@beinginthesadown.com
www.beinginthesadown.com

'Experience totality—above you, around you, within you'



BEING
IN THE SHADOW

WHO'S IN CHARGE



MESSAGING



THE DEPARTMENT OF HEALTH
DOES NOT RECOMMEND DIRECT
VIEWING OF THE SOLAR ECLIPSE.
LEARN MORE HERE:



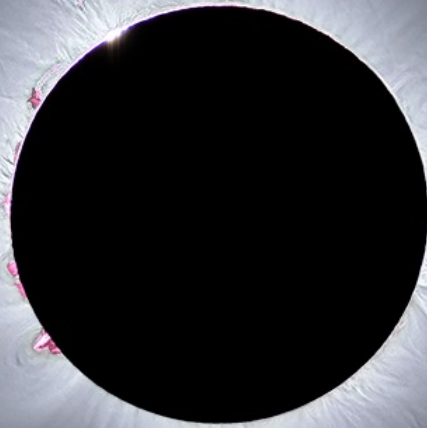
*Coral Bay and Onslow will both experience a **99% total eclipse** and Carnarvon will experience **95% totality***





ISSUE 2: FAILING TO PIVOT

DARIUS FOROUX



15,700 in town from 19-23 April
3,000 day trippers

- **Many empty hotel rooms**
- **Visitor numbers LOWER than normal season**
- **Whole school holiday period figures down**
- **REPUTATIONAL DAMAGE**
- **MISSED OPPORTUNITIES**

'Experience totality—above you, around you, within you'

15 years of Total Solar Eclipses over Australia

2023 April 20

2028 July 22

2037 July 13

2038 December 26

2030 November 25



GREAT AMERICAN ECLIPSE.COM

Map © 2023 Michael Zeiler, GreatAmericanEclipse.com
Eclipse calculations by Xavier Jubier, xjubier.free.fr
Eclipse predictions by Fred Espenak, eclipsewings.com

DR KATE RUSSO
AUTHOR • PSYCHOLOGIST • ECLIPSE CHASER

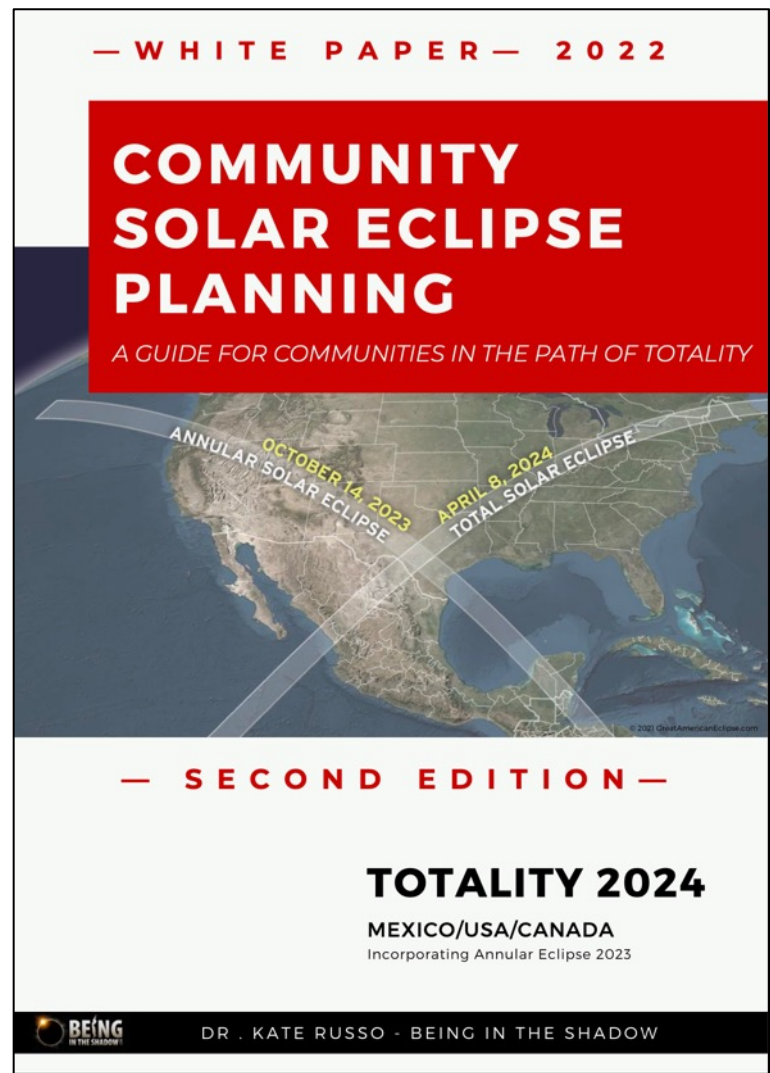
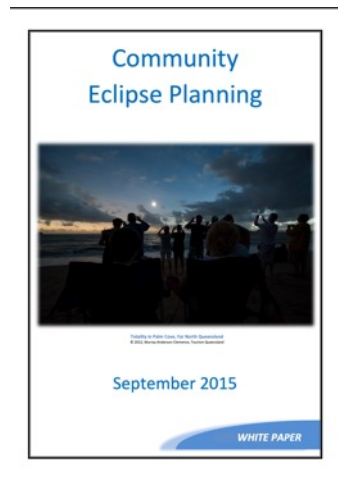
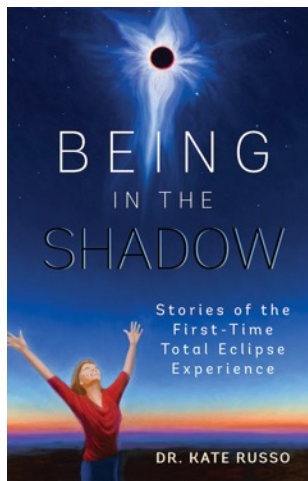
kate@beingintheshadow.com
www.beinginthesadow.com

'Experience totality—above you, around you, within you'



BEING
IN THE SHADOW

LESSONS LEARNED – IGNORE AT YOUR PERIL



kate@beingintheshadow.com

Zoom workshops soon – online form

www.beinginthesadow.com

FB: @Beingintheshadow

'Experience totality—above you, around you, within you'