PLENARY 2. Making the most of your location outside of the path of totality

Kate Russo
AAS Eclipse Planning Workshop
ALBUQUERQUE, June 9-10 2023
‘Experience totality—above you, around you, within you’
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1. SHIRE OF ASHBURTON

SHIRE OF ASHBURTON
POP: 13,000
LOCAL GOV STAFF: 190
KENTUCKY 4.5 MILLION

SHIRE OF EXMOUTH
POP: 3205
DELAWARE 1 MILLION

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LEVERAGING MULTIPLE TOTAL ECLIPSE OPPORTUNITIES IN AUSTRALIA
An Eclipse & Dark Sky Strategy for the Shire of Ashburton, Western Australia
Dr. Kate Russo, Being in the Shadow & Carol Redford, Astrotourism WA Email: kate@beingintheshadow.com

JUST OUTSIDE OF THE 2023 PATH OF TOTALITY
The Shire of Ashburton lies outside of the path of totality for the 2023 Total Solar Eclipse, with the coastal areas around Onslow experiencing a deep partial eclipse. Through a period of planning and consultation, the following three unique circumstances were identified. Recommendations regarding how to harness these unique opportunities were put forward to align with the Shire’s current long-term community strategic goals.

Path of totality for 2038 TSE goes right across the Shire of Ashburton
Onslow is on the centerline of this path, and will be the first place the Moon’s shadow makes landfall before crossing the Australian continent.

Two decades of total eclipses within Australia
Australia will see the “focal point” for total eclipses in 2023, 2038, 2053, 2087 and 2088, each with repeated opportunities for Shire promotion.

Untapped dark sky tourism opportunities
Unique opportunity to build on existing natural assets and on dedicated dark sky locations to brand Ashburton as a Dark Sky Tourism destination, putting the region on the map.

ASHBURTON ECLIPSE & DARK SKY (AEDS) STEERING GROUP
Key members of staff from the Shire of Ashburton, along with Being in the Shadow and Astrotourism WA, are meeting weekly via Zoom to support the implementation of the 2023 Eclipse Strategy, embedding the eclipse within a longer-term dark sky strategy.

“With investment to develop dark sky tourism opportunities, the Shire of Ashburton will grow its tourism economy, build new businesses and leave a lasting social and environmental legacy for decades to come.”
Carol Redford, Founder & CEO Astrotourism WA

FIRST STEPS: APRIL 2022 PROGRAM OF EVENTS
To coincide with Global Astronomy Month and the one year countdown to the 2023 TSE, Kate and Carol are delivering a program of events across the Shire of Ashburton in April 2022 to increase awareness, engage the community, develop business opportunities, and support planning efforts for the 2023 solar eclipse and beyond.

- 7 community engagement events
- 6 business engagement activities
- Numerous media opportunities
2. ASTROTOURISM WA

- 27 events across 4 regions, 22 financial sponsors
- Delivered by 55 stargazing volunteers and space science communicators
- Events reached 3,000 people
- 1,500 were non-local
- 150 international visitors

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ASTROTOURISM WA:  DO’S

• Build on grassroots programming from ground-up
• Extra funding should cover for workload support and marketing
• 2 year lead in time to market to tour groups

• Need to pitch the science at basic level, PA system for large groups
• Aboriginal astronomy was of high interest and should be expanded
• ‘product bags’ to ensure longevity logistic support.

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3. BULLARA STATION

- Outback cattle station, ¼ million acres
- Unique Aussie station stay
- Important hub for eclipse OUTSIDE the path
- ‘Driver Reviver’ official stop
- Staging for emergency services staff
- 4 night min, exclusive evening entertainment
- Expect an older demographic
- Higher rates result in less spend in café and on merchandise
- Surplus supplies, spent more than necessary but better that way
- Pricing difficult, but lock in early
- Don’t go too large
- Don’t arrange competing events

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QUESTIONS???

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# ECLIPSE PLANNING STRATEGY

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<th>DIFFERENTIATION</th>
<th>BRANDING</th>
<th>LEGACY</th>
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<tr>
<td><strong>What is our eclipse unique selling point</strong></td>
<td><strong>How should we best brand and market the eclipse</strong></td>
<td><strong>What is our desired eclipse legacy</strong></td>
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<td>• What is unique about our community</td>
<td>• What is our long-term community brand</td>
<td>• What are our long term goals</td>
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<td>• What are we best known for</td>
<td>• How shall we brand the eclipse</td>
<td>• How can the eclipse help meet our goals</td>
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<td>• What is unique about our situation along the path of totality</td>
<td>• How shall we brand our eclipse events</td>
<td>• What tourist assets can we develop for the long term</td>
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<td>• How can we stand out amongst others along the path</td>
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<td>• How can we use the eclipse to increase community engagement</td>
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DR. KATE RUSSO – BEING IN THE SHADOW

“Totality is the dramatic moments of awe, beauty and wonder we experience within the Moon’s shadow. It happens above you, around you, and within you.”

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