

LEVERAGING MULTIPLE TOTAL ECLIPSE OPPORTUNITIES IN AUSTRALIA



An Eclipse & Dark Sky Strategy for the Shire of Ashburton, Western Australia

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shire of Ashburton

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

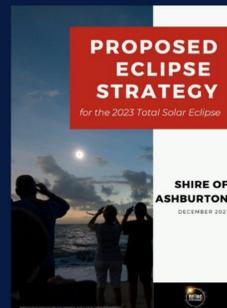
Onslow is on the centerline of this path, and will be the first place the Moon's shadow makes landfall before crossing the Australian continent

Two decades of total eclipses within Australia

Australia will be the focal point for total eclipses in 2023, 2028, 2030, 2037 and 2038, each with repeated opportunities for Shire promotion

Untapped dark sky tourism opportunities

Unique opportunity to build on existing natural assets and underdeveloped outback dark sky locations to rebrand as a Dark Sky Tourism destination, leading the way for WA



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.



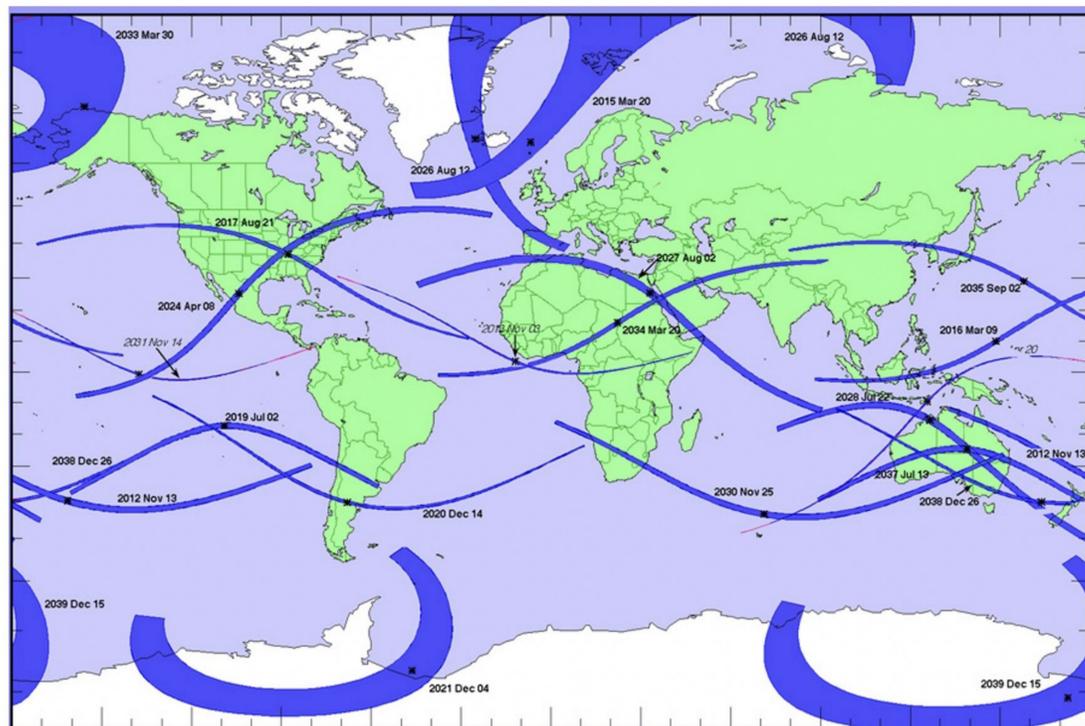
"The 2023 solar eclipse is not a stand-alone event for the Shire of Ashburton, but the start of a dark sky tourism strategy and series of solar eclipse opportunities that will culminate with the 2038 TSE. By planning and investing now, the Shire of Ashburton is leading the way in community eclipse planning—starting 16 years in advance."

Dr. Kate Russo, Founder Being in the Shadow



"With investment to develop dark sky tourism experiences, Aboriginal astronomical heritage and protection of the night sky asset by reducing light pollution, 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



TOTAL SOLAR ECLIPSE PATHS 2012-2040. Note the frequency of total eclipses visible from Australia. Credit: Fred Espenak, NASA/GSFC - 2002 July



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

COMMUNITY ENGAGEMENT

BUSINESS ENGAGEMENT

MEDIA ENGAGEMENT