

# 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









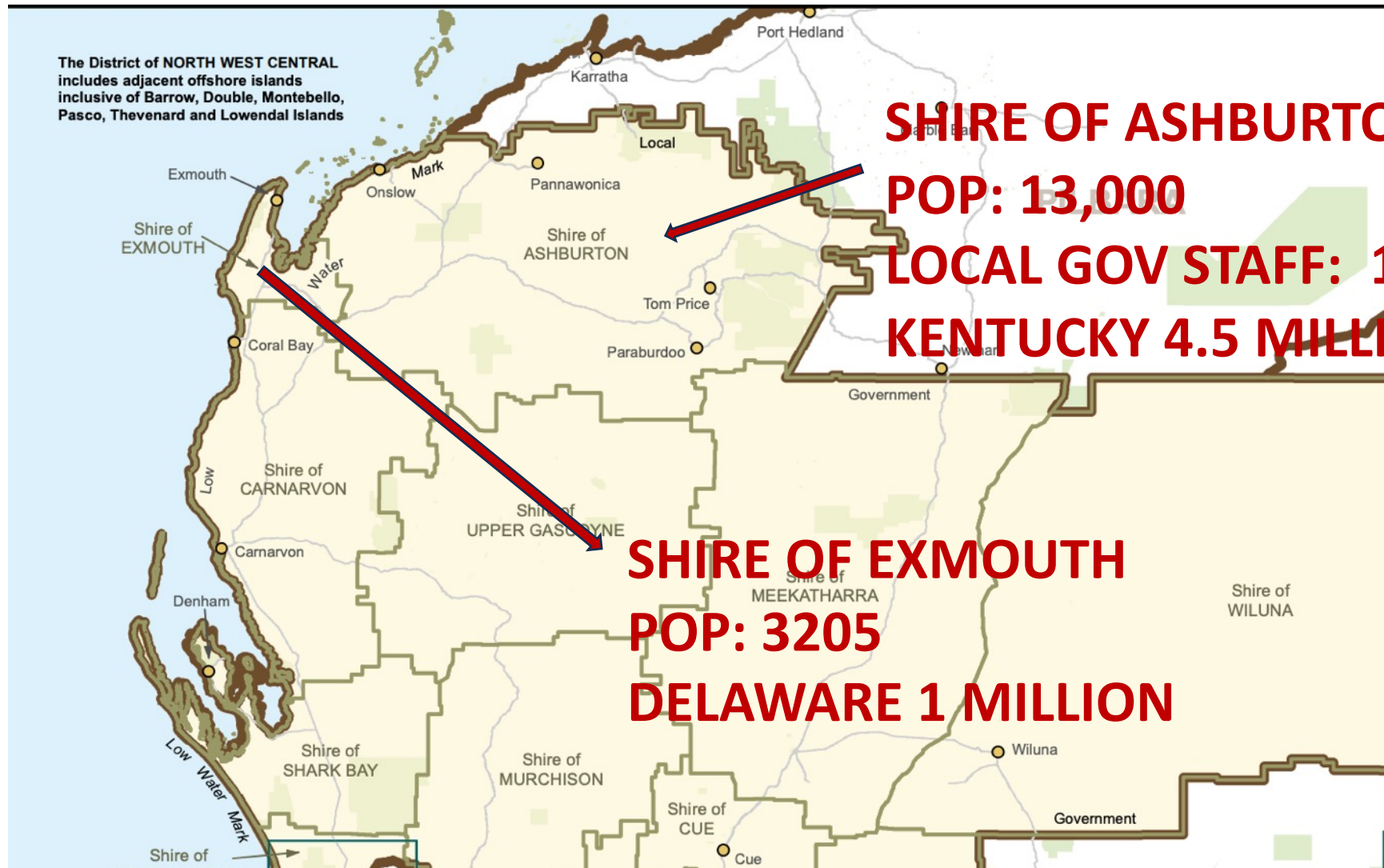
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*'Experience totality—above you, around you, within you'*



# 1. SHIRE OF ASHBURTON





# 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.

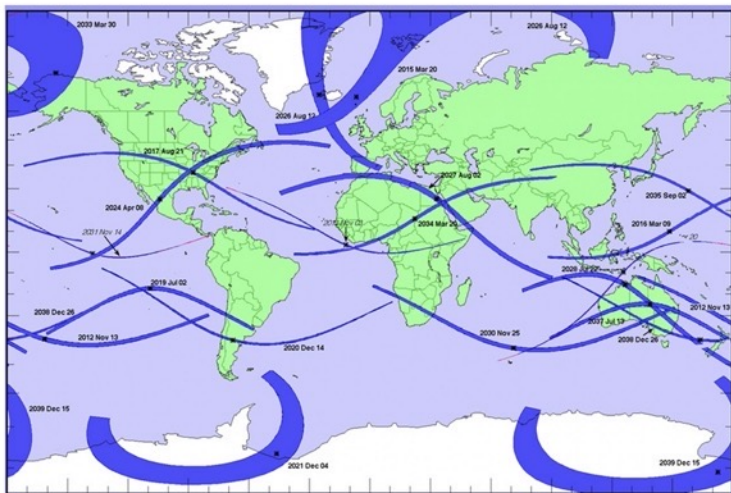
*"The 2023 solar eclipse is not a stand-alone event for the Shire of Ashburton, but the start of a dark sky tourism strategy and series of solar eclipse opportunities that will culminate with the 2038 TSE. By planning and investing now, the Shire of Ashburton is leading the way in community eclipse planning—starting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

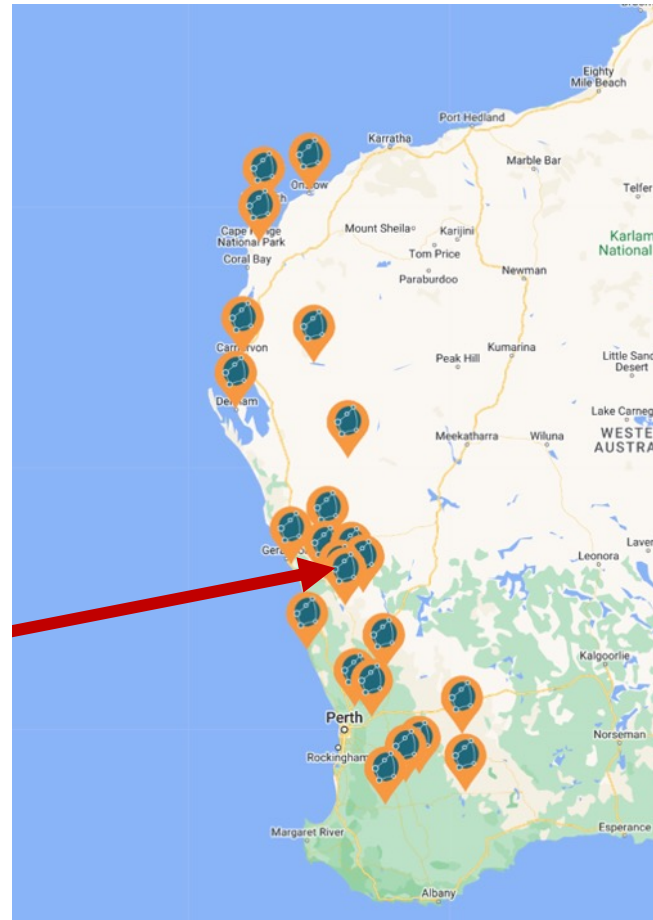


# 2. ASTROTOURISM WA

- 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



CSIRO & ICRAR speakers, Murchison Settlement Eclipse Discovery Tour event. Image: Ancient Land Under Brilliant Skies Festival



Presentations on the Onslow foreshore before stargazing. Image: Michael Goh



Stargazing at the Carnarvon Space Museum. Image: Michael Goh

# ASTROTOURISM WA: DO'S



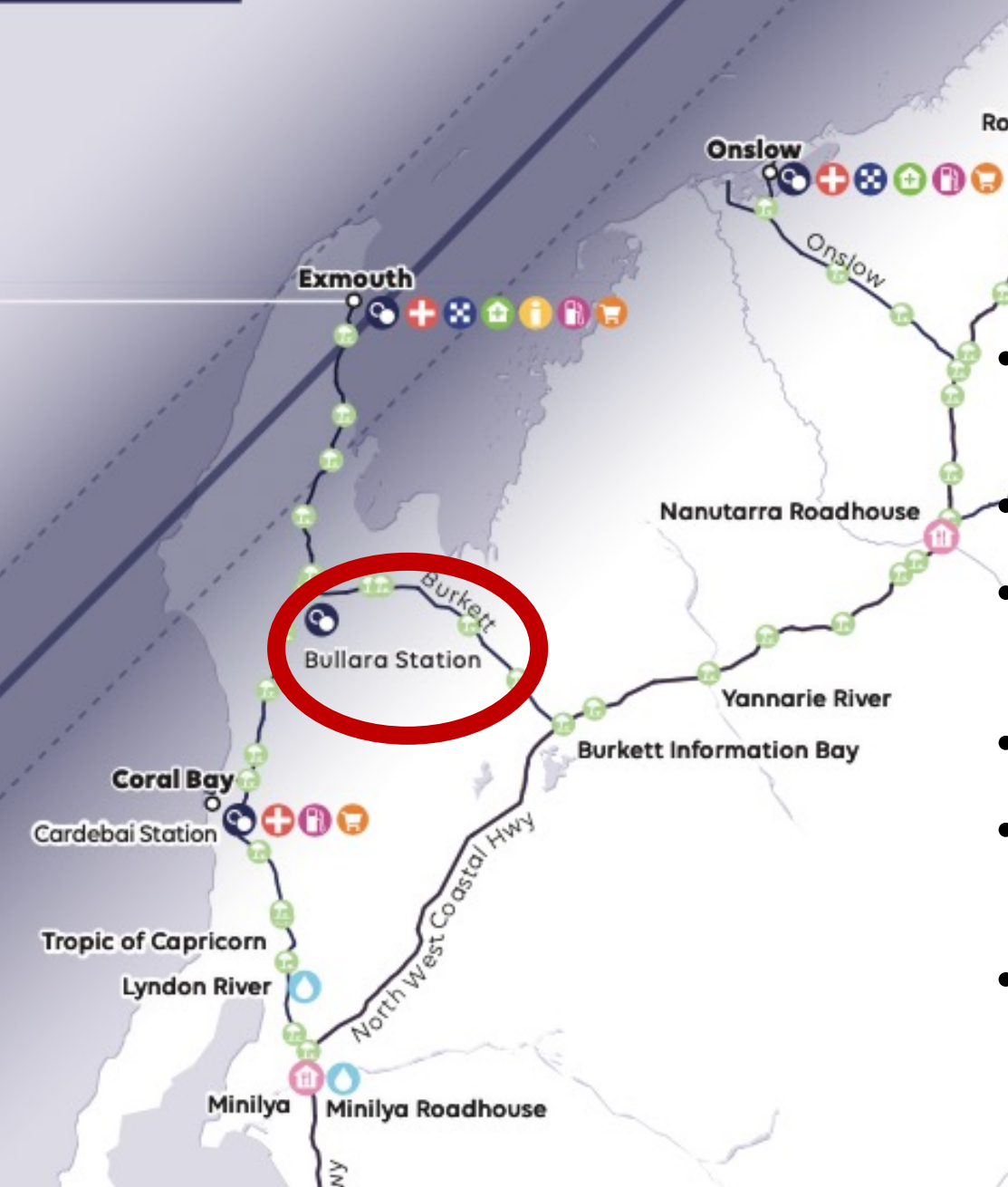
*Eclipse Discovery Tour team at Bullara Station. Image: Michael Goh*

- 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.

# 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



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





Date	Total Pax
17/04/2023	278
18/04/2023	490
19/04/2023	523
20/04/2023	519
21/04/2023	357
22/04/2023	199
23/04/2023	179
24/04/2023	95

- 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



# QUESTIONS???

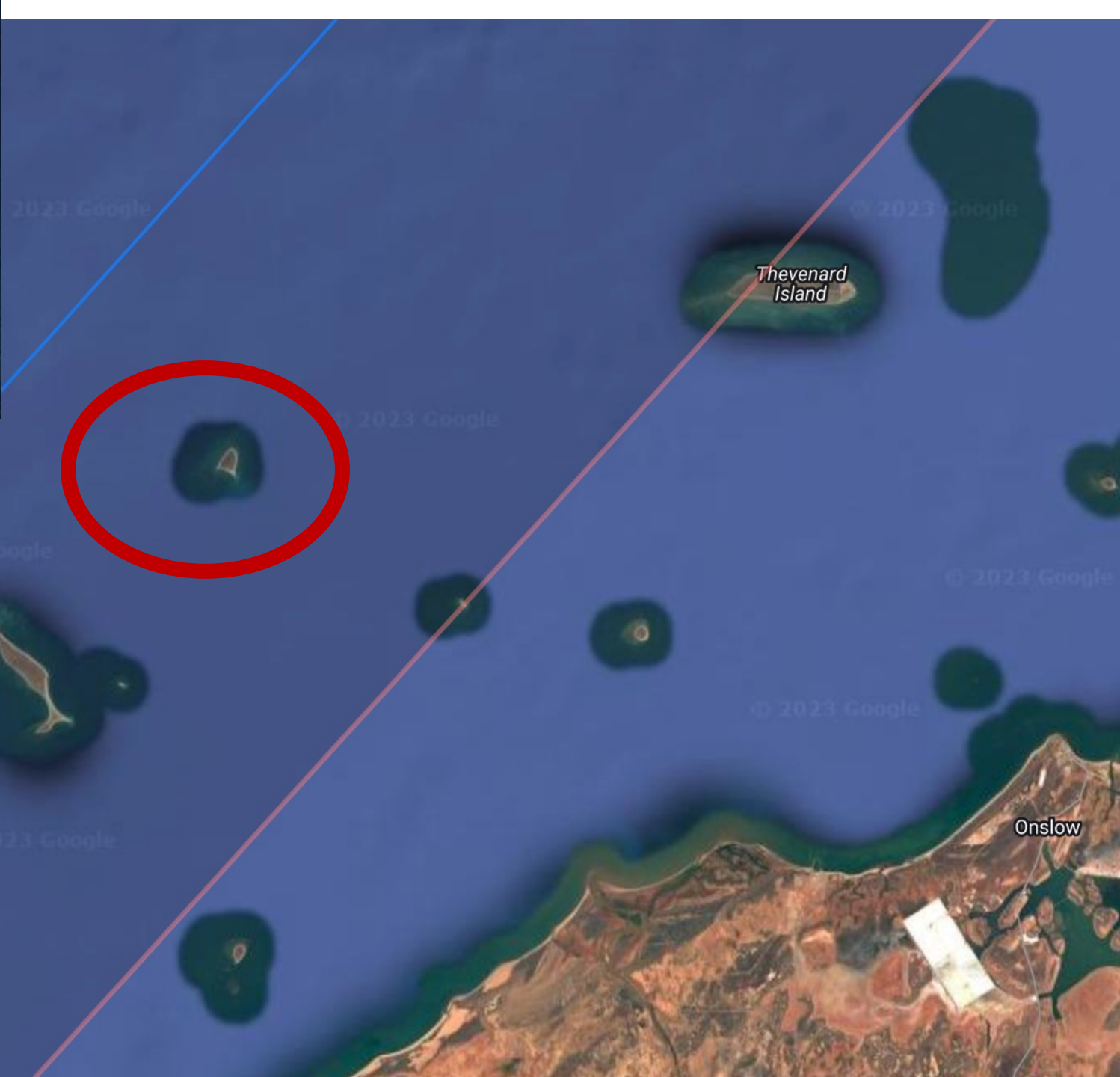


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MICHAEL HALUWANA **AEROTURE**

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# ECLIPSE PLANNING STRATEGY

## DIFFERENTIATION

*What is our eclipse unique selling point*

- What is unique about our community
- What are we best known for
- What is unique about our situation along the path of totality
- How can we stand out amongst others along the path

## BRANDING

*How should we best brand and market the eclipse*

- What is our long-term community brand
- How shall we brand the eclipse
- How shall we brand our eclipse events

## LEGACY

*What is our desired eclipse legacy*

- What are our long term goals
- How can the eclipse help meet our goals
- What tourist assets can we develop for the long term
- How can we use the eclipse to increase community engagement

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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’*