

## Dolphin Discovery Centre

[www.dolphindiscovery.com.au](http://www.dolphindiscovery.com.au)

October 2001

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The Dolphin Discovery Centre is a tourist information and interpretive centre on the harbour at Bunbury.

The tourist attraction employs eight staff. We talked to Andrew Horan, at the centre on Koombana Drive Bunbury.

### **Who are your customers?**

Tourists. 60% international, 25% from Perth and the rest from all over Australia.

### **How do they benefit from your service?**

We offer a unique tourist experience. It's the only dolphin attraction with an interpretive centre, boat tours, swim tours and an interaction zone.

### **How have you been successful?**

The centre is environmentally friendly respecting the dolphins and their experience as much as the tourists and their experience. It's unique and operates right in the harbour of a regional city.

### **How do you use digital technology in your business?**

We have a phone network and mobile phone.

There are two PC's running standard office software and MYOB, connected to the Internet by a 56k modem.

The interpretive centre runs a multimedia projector with a VCR and amplifier. And there are three CD players to power the listening posts inside.

We have a Web site at [www.tourismbunbury.com.au](http://www.tourismbunbury.com.au).

### **How are you connected to the Internet?**

56k modem.

### **Where did you go for advice?**

Friends. Business relationships with people in the IT industry. Alpha West6 is developing the new Web site.

### **How much will the site cost?**

\$10,000.

### **What mistakes did you make that you wish you hadn't?**

Don't know yet.

### **What advice would you give someone else?**

Take advantage of the marketing potential of the Web.

### **Do you host internally or externally?**

Externally.

### **What were the barriers within your business to your project?**

No barriers. We didn't have enough good quality photographs to make the site special.

### **What are the business benefits you are hoping for?**

Awareness. And to lead to a better understanding of dolphins within the marine environment.

# case study

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### **Are customers happy with what you have done?**

The response is marvellous to the interpretive centre. The video we show is an eight minute clip of a 30 minute documentary filmed in the bay.

### **What are you planning to do next?**

We're getting a new Web site. It will cover news and activities... updated regularly with automatic e-mails to subscribers.

It will have information on the centre, volunteers, the experience we provide, plus information on individual dolphins. We'll include weather reports, visitation reports and a virtual reality. We also intend to gather the statistics into a database to give us some results and profiles about our visitors. We'll ask every tourist that comes to the door where they are from etc.

We then plan to incorporate an integrated point of sale system with three tills and four PC's. And add a DVD player to the interpretive centre and digitise all video material.

### **What is the most important thing you learned in the last year?**

How effective the Web can be for marketing. It has huge potential as a significant marketing tool. And it's impossible to run a business effectively without decent hardware and software.