

# OUTREACH AND EDUCATION

## THE WATERWAYS IRELAND EXPERIENCE

ORN Conference  
Killaloe  
September 2014

# WATERWAYS IRELAND



NAVIGATION &  
RECREATION  
AUTHORITY FOR  
7 NAVIGATIONS

ESTABLISHED  
UNDER STATUTE

- GOOD FRIDAY AGREEMENT
- CROSS BORDER

RESOURCES

- 1,000KM OF RIVER, LAKES & CANALS
- 300 STAFF
- €35 MILLION

FUNCTION

- MANAGE
- MAINTAIN
- DEVELOP
- RESTORE

# WATERWAYS IRELAND



## MAINTENANCE

- DREDGING
- WEED CONTROL
- INSPECTORATE
- LOCKS & BRIDGES

## DEVELOPMENT

- NEW/UPGRADED MOORINGS
- REOPENING ROYAL CANAL
- CYCLE ROUTES
- GREENWAYS

## ENGAGEMENT

- SPONSORSHIP
- DIRECT MARKETING
- PUBLIC RELATIONS
- EDUCATION OUTREACH

# INLAND WATERWAYS

## RESOURCE AND AMENITY

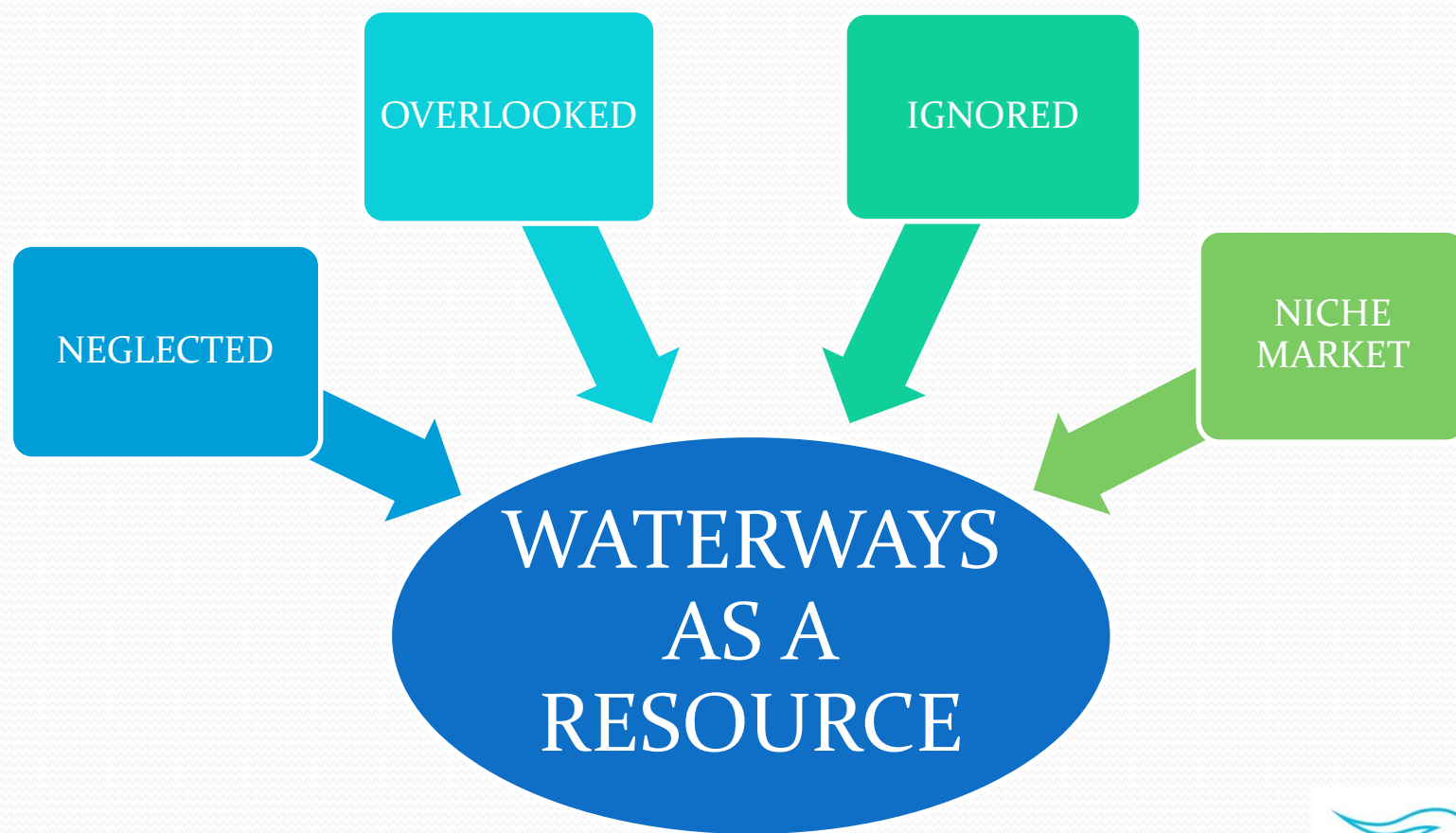
NAVIGATION

RECREATION

COMMUNITY

TOURISM

# ATTITUDES & PERCEPTIONS



# WATERWAYS IRELAND

REALISED THE POTENTIAL

VIABLE PROPOSITION

PLACE WATERWAYS AT THE CENTRE OF COMMUNITIES



# CHANGE THE MINDSET



# CHANGE THE MINDSET

INVESTMENT

COMMUNICATION

PROMOTION

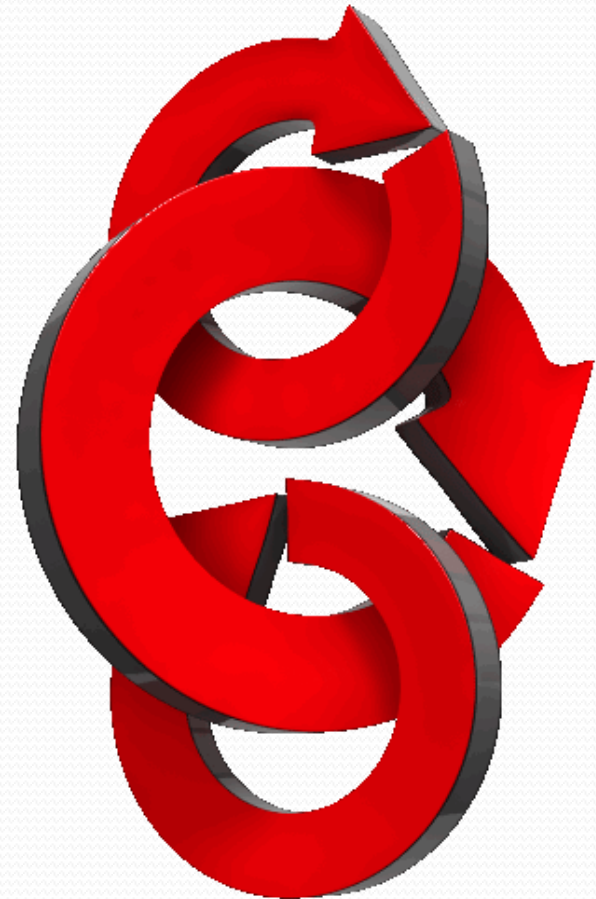
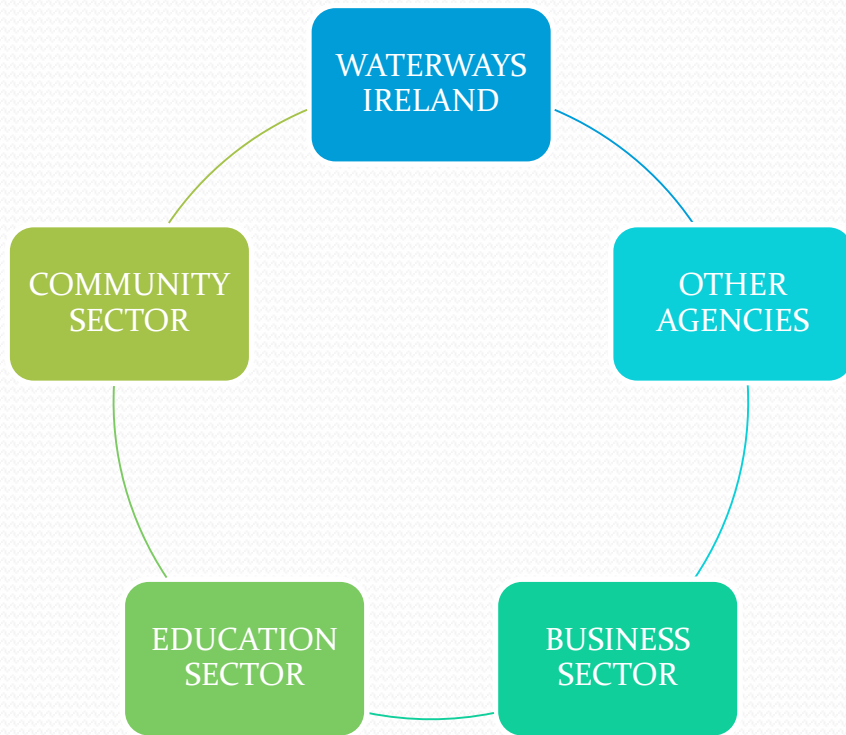
BUILDING RELATIONSHIPS

ESTABLISHING JOINT INITIATIVES

COLABORATION



# OUTREACH and PARTNERSHIP



# PROGRAMMES

DIGITAL  
ENGAGEMENT

VISITOR  
SERVICES

EDUCATION

EVENT  
SUPPORT

ARCHIVE



# DIGITAL ENGAGEMENT

AUDIO GUIDE

DIGITAL MAPPING

SOCIAL MEDIA  
ENGAGEMENT

APP DEVELOPMENT



# HERITAGE TRAIL APP LOUGH REE



## Heritage Trail

- Low Set Up & Maintenance Costs
- Ability to replicate across other regions



## Good Partners

- Midlands Regional Authority
- Laois, Longford, Offaly, Roscommon & Westmeath County Councils



## Expert Input (Symposium)

- Enterprise Ireland
- Trail Kilkenny, National Trails Network



## Procurement

- Open
- Leading tech companies



# GAME

# GUIDE

## FUN & ENGAGING

- ENGAGE FAMILIES
- ENTERTAIN
- HIGHLIGHT CURIOSITIES
- INFLUENCE ITINERARIES
- INCREASE DWELL TIME

## USEFUL & INFORMATIVE

- INSPIRE
- PLAN
- ORIENT
- INFORM
- WORK OFF-LINE
- LOW MAINTENANCE

# GAME



# GUIDE



# GUIDE

DETAILED INFORMATION  
ABOUT SITE (ENGLISH)

GOOGLE MAPS

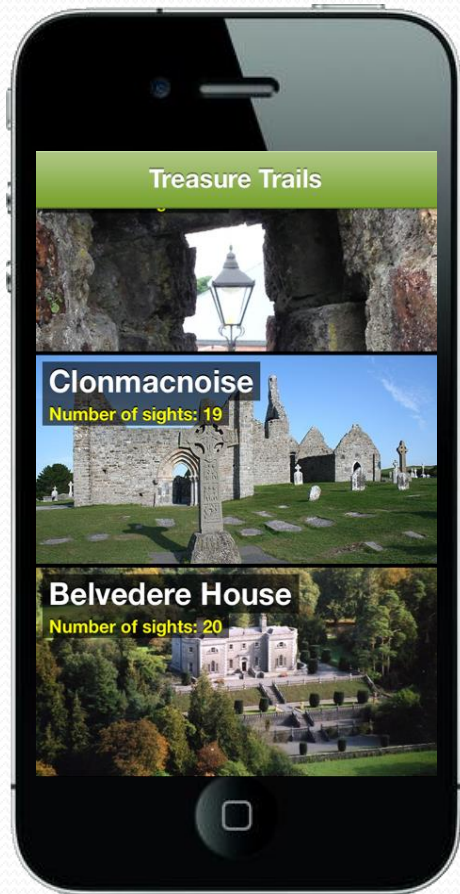
NEARBY ATTRACTIONS,  
PLACES TO EAT, DRINK, STAY

INFO UPDATED BY FÁILTE  
IRELAND





# GAME



Game

Photo hunt

Warmer / Colder

Works outside only

10-30 photos per site

90 minute duration

Requires no language skills

# PILOT SITES



The diagram consists of two blue triangles pointing upwards, each containing a vertical stack of five white rounded rectangular boxes. The left triangle has a light blue gradient, while the right triangle is a solid blue. Each box contains the name of a pilot site. The boxes on the left have colored borders (blue, cyan, green, light green, yellow-green) that correspond to the gradient, while the boxes on the right have a uniform blue border.

ROSCOMMON  
CASTLE

ARDAGH HERITAGE  
VILLAGE

CISTERCIAN ABBEY,  
ABBEYSHRULE

CLONMACNOISE

BELVEDERE HOUSE,  
GARDENS & PARK

BIRR CASTLE GARDENS  
& DEMENSE

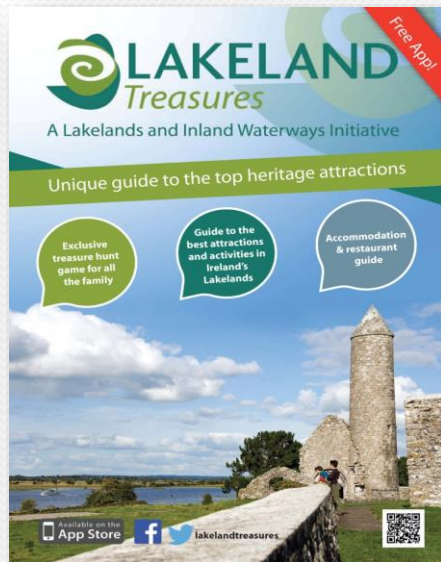
ATHLONE CASTLE

EMO COURT HOUSE

TIMAHOE

STROKESTOWN  
HOUSE

# MARKETING MATERIALS



POSTERS

TABLE TOPS

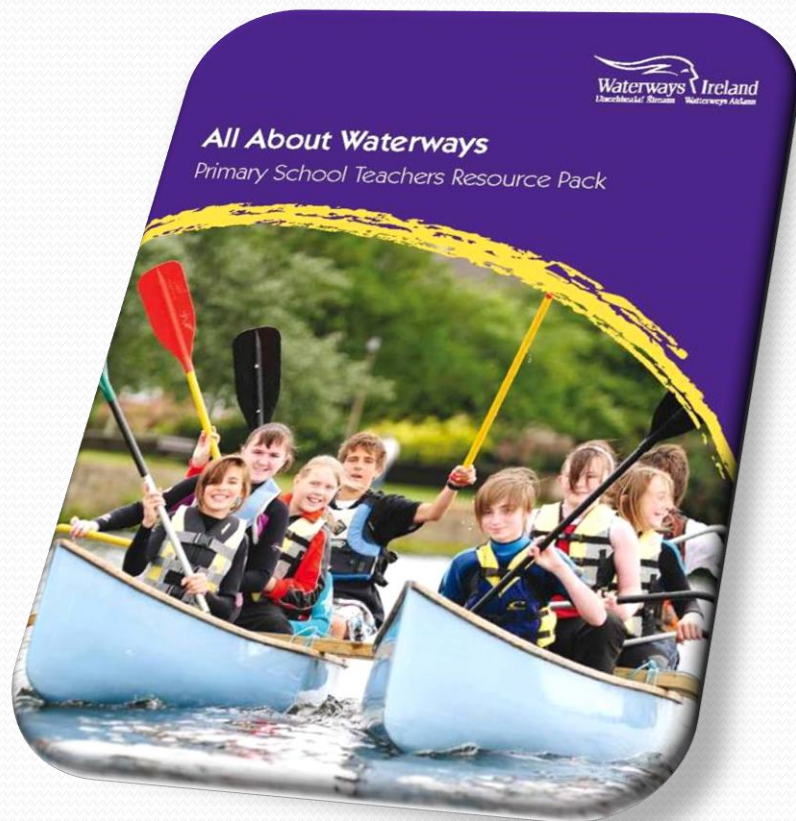
BUSINESS CARDS

ONLINE PROMOTIONAL  
CAMPAIGN UNDERWAY

VIDEO PROMO



# EDUCATION OUTREACH



DEDICATED EDUCATION  
OFFICER

DEDICATED FINANCIAL  
RESOURCES

FORMULATED AND  
ADOPTED AN EDUCATION  
PROGRAMME

# EDUCATION PROGRAMME

TARGETED AT PRIMARY SECTOR

SENIOR CYCLE (10 AND 11 YR OLDS)

PILOT IN 7 SCHOOLS

REVIEWED AND AMENDED

ROLLED OUT TO ALL SCHOOLS

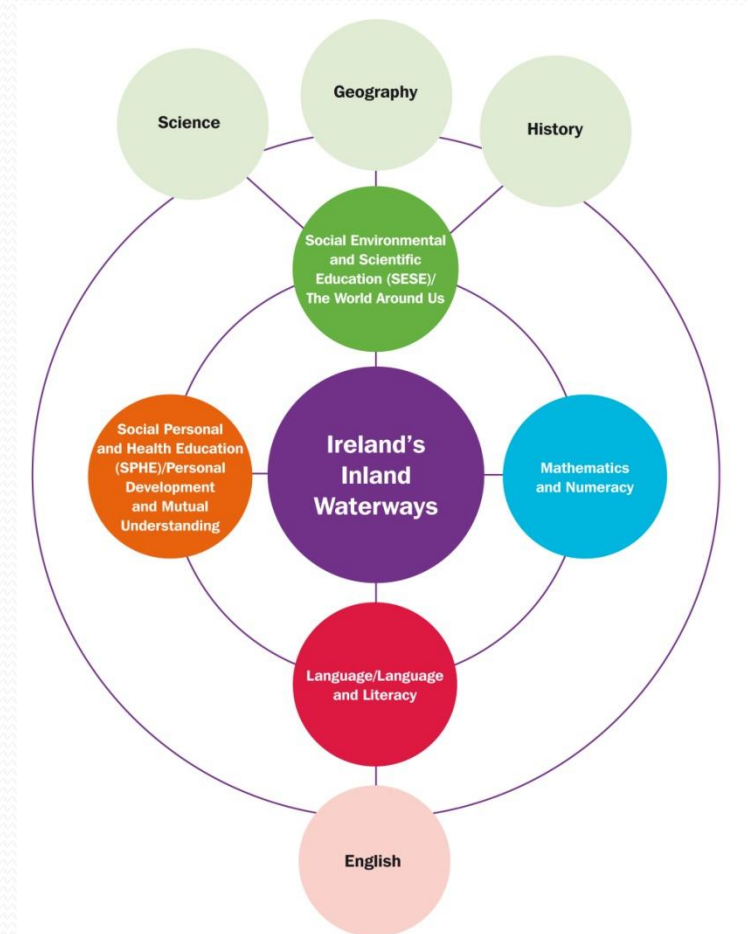


# CORE PRINCIPALS

'All About  
Waterways' cross  
curricular  
Primary Teachers  
Resource Pack

Integrating the  
inland waterways  
with the learning  
environment

Increased awareness  
and promote greater  
use of Ireland's  
Inland Waterways





# CORE COMPONENTS

Online Resource



Visitor Centre and  
Archive



Ongoing School  
Engagement



# HOW DO WE ENGAGE



## PROGRAMMES

ENGINEERS WEEK  
BIODIVERSITY DAY  
CELEBRATING CITY CANALS  
HERITAGE WEEK



## TOURS

FREE SCHOOL TOURS OF  
WATERWAYS IRELAND  
VISITOR CENTRE  
TAILORED WALKING TOURS  
ARCHIVE TOURS



## COMPETITIONS

EXPERIENCES COMPETITION  
20<sup>TH</sup> ANNIVERSARY OF THE  
SHANNON-ERNE WATERWAY  
ORAL HISTORY PROJECT  
ART COMPETITIONS

# PROMOTION

ACTIVE ENGAGEMENT

INTERACTIVE WEBSITE

PARTICIPATION IN INITIATIVES

MULTI MEDIA CAMPAIGNS

SOCIAL MEDIA



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**Free School Tours**

**Waterways Ireland**  
Uiscebhail Éireann Waterways Aitkann

# NEXT STEPS IN OUTREACH AND EDUCATION



CONTINUE TO  
DEVELOPMENT  
PRODUCT

EXPAND  
PROGRAMMES

CONTINUE TO  
BUILD AND  
ESTABLISH  
PARTNERSHIPS

DEEPER AND  
BRAODER  
ENGAGEMENT

# NOT WITHOUT CHALLENGES

SIGNIFICANT PRESSURE ON RESOURCES

MASS COMMUNICATION

IMPAITENT MARKETPLACE

CROWDED SPACE

# MEET THE CHALLENGE



THINK CREATIVELY

STRATEGIC

PRO-ACTIVE

LEAD



# THANK YOU

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