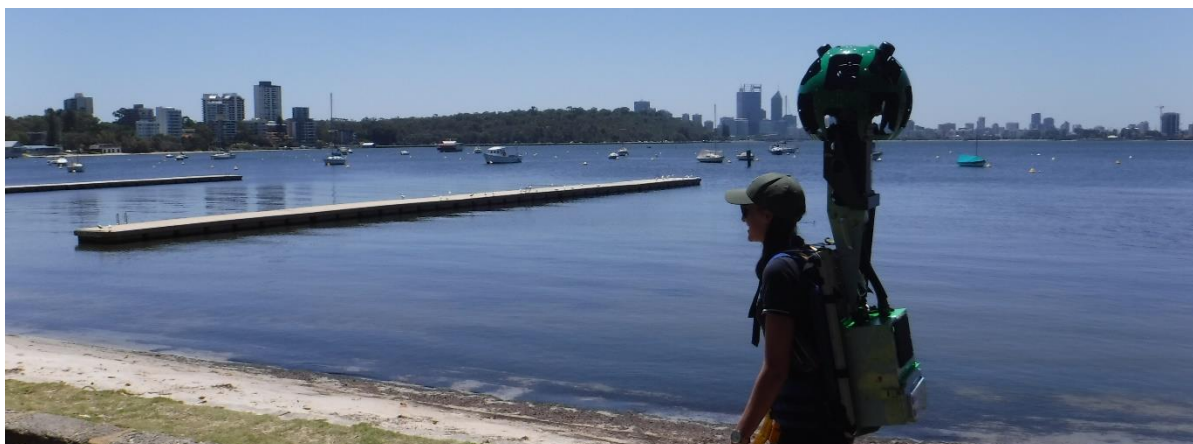


Google Street View Trekker Fact Sheet



What are we doing?

The Department of Biodiversity, Conservation and Attractions (the department) are partnering with Google to capture imagery on key tourist trails and attractions for inclusion on Google Street View. This is the first time the Google Street View Trekker will be applied at this scale to Western Australian parks.

What is Google Street View?

Using Google Maps, the [Street View gallery](#), or the [Street View app](#), Street View provides panoramic views from positions along streets and trails and anywhere else that can be captured. Users navigate through 360 degree horizontal and 290 degree vertical panoramic images that are collected by Google and other contributors.

How will you do this?

Google has loaned the department a Street View Trekker which captures 360-degree images of trails and other areas not accessible by the normal Street View vehicle. The wearable backpack is outfitted with a camera system on top and its portability enables us to gather images on locations accessible on foot or by bike.

The department will undertake the 'foot-work' to capture the imagery and send to Google, who will process and publish the collected imagery to Google Maps. Volunteers may assist where possible.

Why are you doing this?

This project will –

- Provide visitors with the ability to navigate to key trails using Google Maps, experience those trails and use the information for pre-trip planning
- Increase exposure of WA's trails across the world for people online strengthening nature-based tourism for WA and local communities
- Provide an extensive record of trail experience, condition, access, infrastructure and maintenance needs
- Give more information and the opportunity to experience our landscapes, parks and trails to people with disability and others with access limitations
- Have the ability to repurpose Street View images through other Google products including Story Spheres, expeditions and into Virtual Reality applications

What are the benefits?

This project will –

- Promote Western Australia's attractions as key tourism and community assets and as a nature-based tourism destination
- Create appropriate opportunities for private sector investments and partnerships
- Promote environmental values and biodiversity conservation through the delivery of targeted community engagement programs
- Collaborate across government and with the community, industry and other stakeholders to build long term, mutually beneficial partnerships
- Promote creativity and enable appropriate innovative commercial opportunities
- Deliver better services through digital transformation
- Educate, inspire and welcome the community including local people and visitors
- Provide experiences that build understanding and support for our natural environment and inspire action for conservation
- Embrace a customer focus aligned to strategic priorities

How will my privacy be protected if I'm on the trail?

Google takes several steps to protect the privacy of individuals when images are published to Google Maps. Cutting-edge face and license plate blurring technology will be applied to all Google Street View images so you can not be identified if you are on the trail. If you would like more blurring of your person, you can contact Google.

The images are not 'real time' and are taken at the time the Trekker is on the trail. It takes months to process them therefore it is not 'tracking' your whereabouts.¹

What publicity and promotion will occur?

The department will provide media releases and announcements as the Trekker moves through the State and work with local tourism organisations, associations and media. All media, interviews and promotions and events about the project require Google approval.

When is this happening?

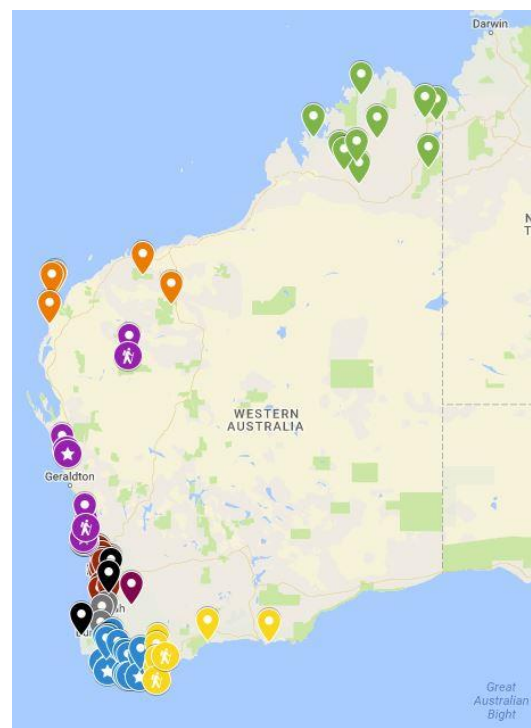
The Trekker arrived in early February 2018 and staff have been trained to operate the equipment. From March to May, the Trekker will work around Perth and south then move north in June to September. In spring and early summer, the Trekker will take on the challenge of the long trails.

Where are the trails?

Over 100 trails have been identified so far covering over 3,000kms.

The list will cover many iconic and scenic trails across the State from north to south, including Bibbulmun Track, Munda Biddi Trail and Cape to Cape Track. Rottneet Island captured most of their roads and trails in 2015 and the remainder will be done this year.

The department is also working with Google to identify key WA roads that link to the trails that could be included on Street View.



¹ <https://www.google.com/streetview/privacy/#service-use>