

Regional Infrastructure and Product Development Plans

2001 - 2005

Summary Report



Partnership 21

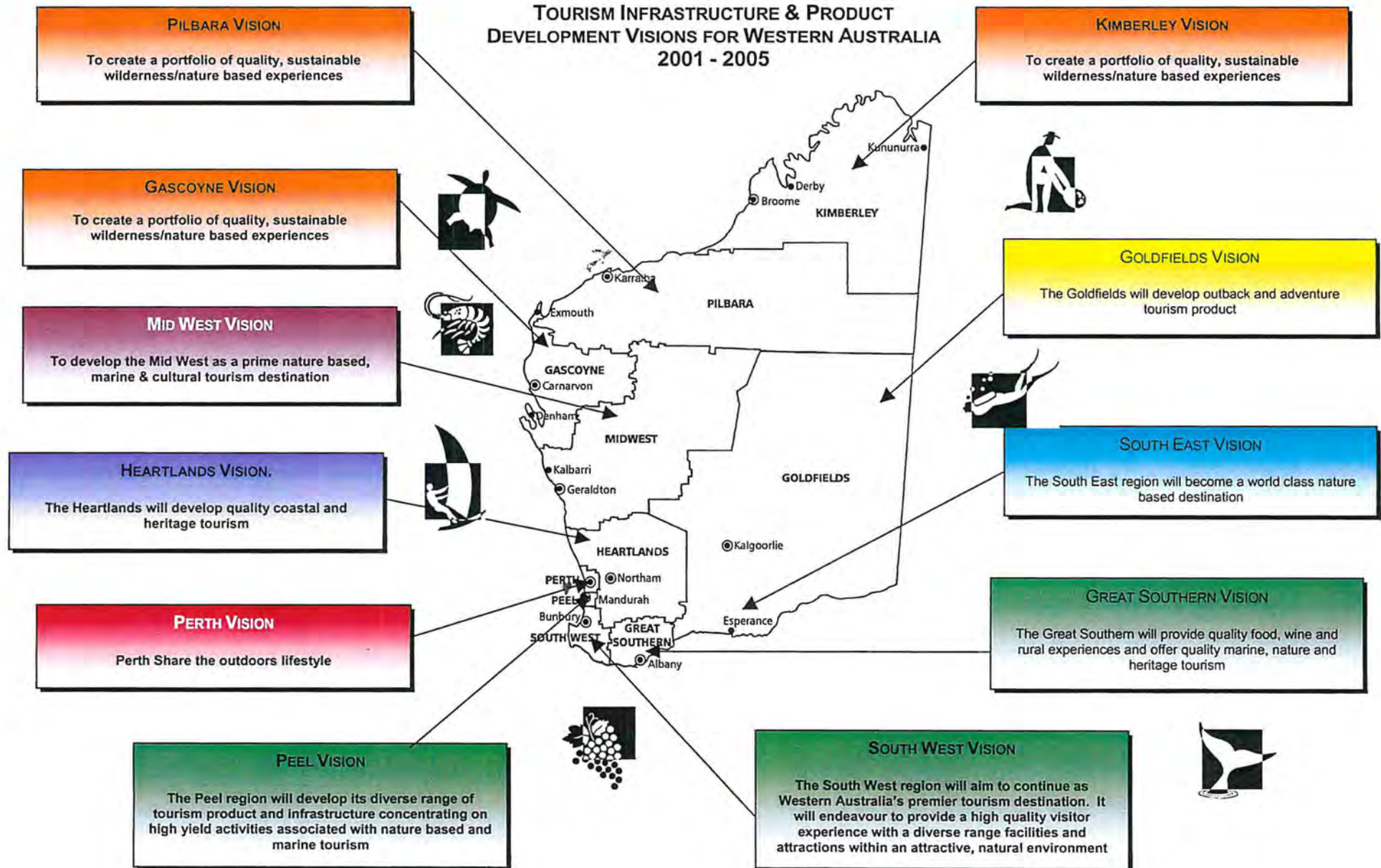
DEPARTMENT OF CONSERVATION
& LAND MANAGEMENT

09 APR 2001

KENSINGTON, W.A.

An Initiative of Partnership 21

SUMMARY REPORT



SUMMARY REPORT

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SUMMARY REPORT

INTRODUCTION

The following report gives a broad overview of the regional planning process that has been undertaken to produce the ten Regional Infrastructure and Product Development Plans. The beginning of the report outlines the process undertaken and the second section gives the Regional Action Plans. The full reports are available if required.

BACKGROUND

In May 2000 the Western Australian Tourism Commission (WATC) launched Partnership 21 a working strategy aimed at providing a direction for the development of tourism in Western Australia over the next five years (2000 – 2005). Within this Statewide plan there is a recommendation for the formulation of Regional Strategies to be developed in partnership with key stakeholders and to be reviewed annually.

PLAN AIMS

- *To provide the regions with a working document that will identify a clear direction for the future development of tourism in that region over the next five years (2001 – 2006).*
- *To facilitate the delivery of a thriving and sustainable tourism industry in accordance with consumer, industry, Government, and community needs and aspirations.*

PLAN OBJECTIVES

- *To identify the product and infrastructure development priorities for each region in line with consumer, industry, Government and community needs and aspirations.*
- *To identify the organisations that will be responsible for the delivery of specific tourism infrastructure and product.*
- *To create a thriving and sustainable tourism industry to meet the demands of consumers, industry, Government and the community.*

METHODOLOGY

Figure One gives an outline of the process that was used in the development of the Regional Infrastructure and Product Development Plans.

● STAGE ONE

Regional Managers developed a background paper that gave a brief thumbnail sketch of the importance of tourism within their region. This report aimed to set out an overview of tourism for the region including visitor numbers, the economic value of tourism in relation to other industries within the region and an inventory of the current supply of tourism infrastructure and product in the region. This was accomplished using the five A's: Attractions, Accommodation, Activities, Access and Amenities.

SUMMARY REPORT

● STAGE TWO

The Tourism Development Managers released the background plans for comment by the public and key stakeholders. The aim of this stage was to solicit input that would be used as the basis for the Key Stakeholders Workshop.

● STAGE THREE

A workshop was convened in each of the regions with representatives from the tourism industry and various government departments to identify the priorities and time lines for the projects that resulted from the public consultation process. In addition agencies were identified to bring these projects to fruition.

● STAGE FOUR

Following the workshop the action plans were completed and a draft plan prepared.

● STAGE FIVE

The Draft Plan was released for public comment and input. Some of the plans are still out for public comment and as such are marked as being "Draft".

● STAGE SIX

Once the plans have gone through the approval process the Tourism Development Managers in the regions will bring together a core Steering Committee that will assist them in the implementation of these plans.

● STAGE SEVEN

The plans will be monitored during the year by the Steering Committee and there will be a review carried out every twelve months.

SUMMARY REPORT

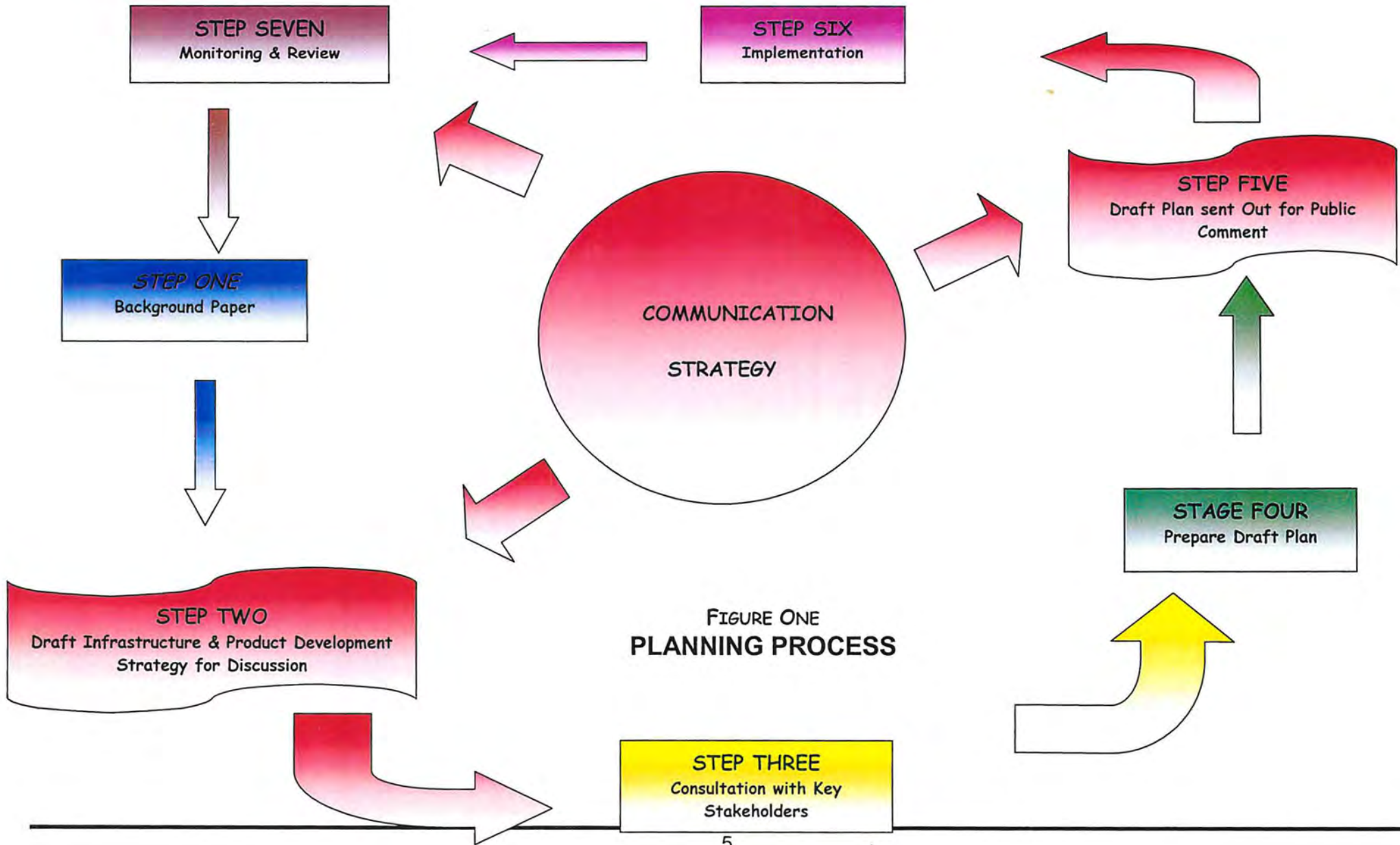


FIGURE ONE
PLANNING PROCESS

SUMMARY REPORT

WORKSHOPS

Workshops were held in most of the regional capitals to canvas the opinion of groups of key stakeholders. These meetings were used to provide a forum for assigning priorities, time lines and responsibility to a wide range of projects that were identified during the initial public consultation phase.

The Action Plans that resulted were circulated for further public comment following the production of the draft plan. The attached Action Plans are the result of this final consultation phase.

DEFINITIONS

A number of terms have been used as part of the prioritisation process that should be explained.

- ◆ **PRIORITIES** were set on the following basis:

HIGH

will provide an **immediate impact** on tourism growth

MEDIUM

will provide tourism growth but **less urgently required**

LOW

will provide tourism growth but **not seen as catalytic**

- ◆ **TIME LINES** were defined as:

Immediate

Short 0 – 1½ Years

Medium 1½ – 3 Years

Long 3 Years Plus

- ◆ **ACTION BY**

This refers to the organisation that is going to drive the project to fruition. It does not necessarily refer to the agency with the statutory responsibility for delivery of the project nor to the organisation that will fund the project. This is the organisation that will chair the meetings and will bring together the necessary partners to make the project happen.

- ◆ **SUPPORT AGENCIES**

Most projects will have a range of support agencies that will work with the agency charged with the overall action of the project to ensure that it is delivered. Often this will include those agencies that have statutory responsibility for the delivery of the project.

SUMMARY REPORT

IMPLEMENTATION

The implementation of the projects will be undertaken the by the WATC's Tourism Development Managers based in the regions. They will call together a Steering Committee drawn from the Key Stakeholders Group that will meet twice a year and will ensure that the projects are delivered.

LINKAGE TO STATEWIDE PLAN

Following the acceptance of the regional plans a process will be undertaken to develop a Statewide plan. This plan will use the Regional Plans as a starting point.

**REGIONAL INFRASTRUCTURE AND PRODUCT
DEVELOPMENT PLANS**

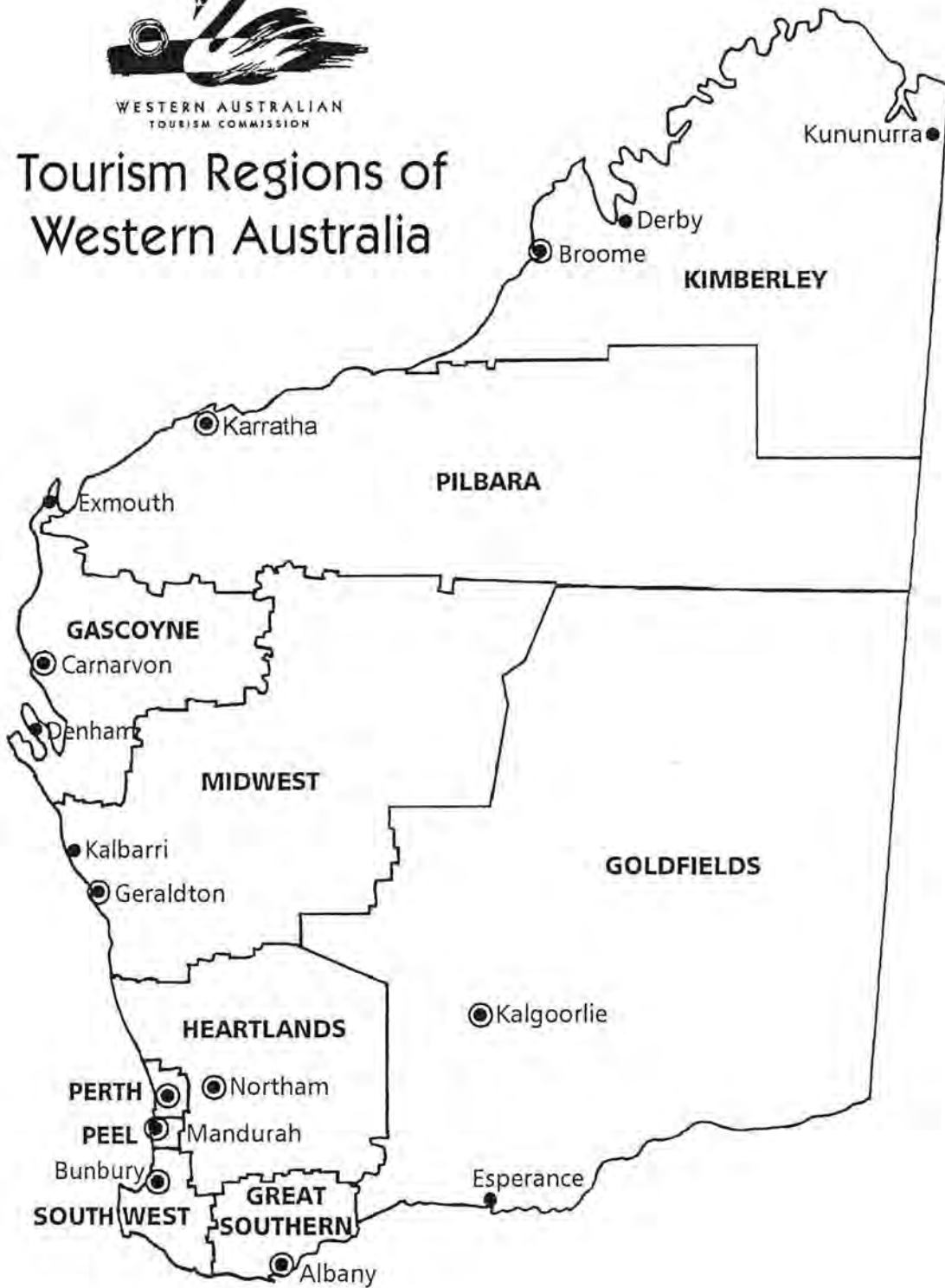
ACTION PLANS

SUMMARY REPORT



WESTERN AUSTRALIAN
TOURISM COMMISSION

Tourism Regions of Western Australia

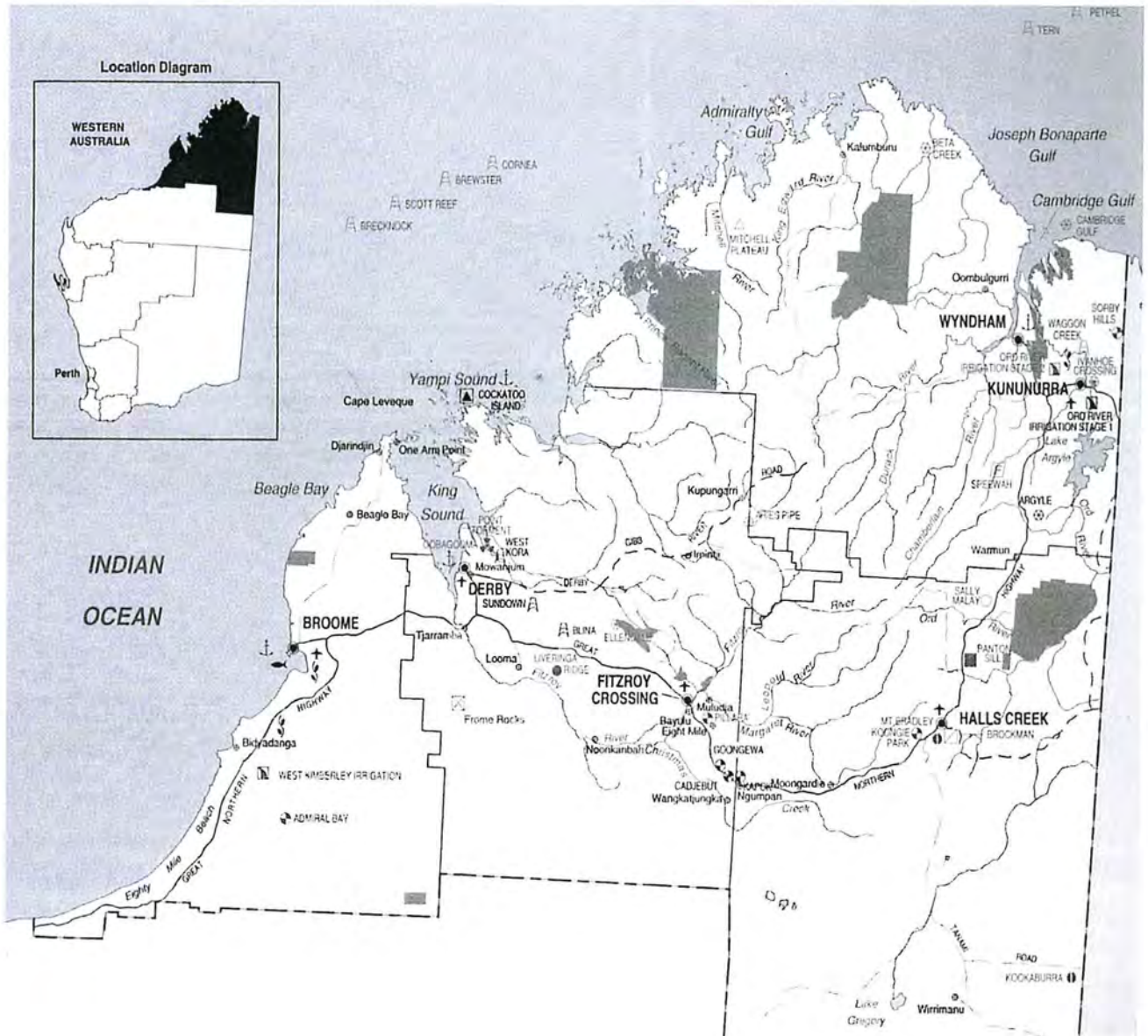


● Town where a Western Australian Tourism Commission regional Tourism Development Manager is based

KIMBERLEY DRAFT ACTION PLAN

KIMBERLEY VISION

To create a portfolio of quality, sustainable & interactive nature based experiences.



KIMBERLEY DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Kimberley/Derby Station Life Experience	Develop Station Experience Centre within Derby Shire, an opportunity for visitors to see different cattle breeds, horses, branding, roping, and aspects of Station Life.		Local Government	WATC, Private Developers, Agriculture WA	H	M
Kimberley Interpretive Centre	A group of Interpretive Centres, which are linked with regard to management and marketing yet specifically, interpret the area in which they are located. Eg. Fitzroy Crossing/Go Go Fish Fossils. Based on Living Windows initiative in South West		*Kimberley Culture & Natural History Centre Committee	WA Museum, Kimberley Land Council, Local Government	M	L
Mimbi Caves	Creation of a major tourism attraction and activity base		CALM	Kimberley Land Council, Pastoralists	H	L
Kimberley Walk Trails Strategy	Prepare a Strategy to identify walk-trail areas and examine the feasibility of such trails within the Kimberley, around and linking major attractions		CALM	Tourist Bureaus, Trailswest, Local Government, Pastoral Board, AGWA, Kimberley Land Council, Department of Transport, Traditional Owners	H	M

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Station/Home Stay	Encourage Further Development of Station/Home Stay Lodges in the Kimberley Region		*Private Developers	WA Tourism, Kimberley Tourism Association, AGWA, Pastoralists.	L	M
Feature Based Accommodation Strategy	Strategy Planning to further develop appropriate and sustainable Accommodation near Kimberley Icons		WA Tourism Commission	KDC, DOLA, CALM, KTA, KLC, Local Government, Ministry of Planning	H	S
Broome - Resort Facilities	Develop Further Resort Facilities in Broome		*Private Developers	Local Government, DOLA	L	M
Halls Creek Shire Caravan Park	Develop additional Caravan Park Facilities in Halls Creek Shire Area		*Local Government, Private	Aboriginal Communities, KLC, DOLA	H	M
Wyndham - Accommodation	Develop appropriate Accommodation Facilities in Wyndham		WA Tourism Commission	Local Government, Private, DOLA, Wyndham Tourism Committee.	M	M
Derby self-contained Accommodation	Develop self-contained Accommodation in Derby		*Private Developers	WA Tourism Commission, Local Government, KDC	H	M

KIMBERLEY DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Aboriginal Cultural Experiences	Assist the Development of sustainable and appropriate visitor activities and accommodation		*Office of Aboriginal Economic Development	Community, WATC, KDC	H	S

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
4WD Thematic Trails	Identify 4WD Access Routes throughout the Kimberley and where appropriate theme these by sign posting, advertised and indicated on maps.		WA Tourism Commission	Local Government authorities, Department of Transport, Main Roads, Kimberley Tourism Association, Kimberley Land Council.	H	S
Broome Airport Relocation	Relocate Broome Airport		*Broome International Airport owners, BART Committee	Local Government, KDC, Department of Transport	H	M
Broome Boat Harbour	Safe Haven and Access facilities for tourist and leisure craft need to be provided		Department of Transport	Steering/Community Committees	H	M
Tanami Road Upgrade	Upgrade and maintain Tanami Road as an access road into Western Australia and review impacts of this improved access across the Region.		*Tanami Road Working Group	Department of Transport, Main Roads, Local Government, KDC	H	L
Air Access Strategy	Develop a Strategy; identifying current national and international air access impediments (including regularity of service, equipment used and scheduling) which are creating financial and development constraints on the tourism industry.		Department of Transport	WA Tourism Commission, KDC, Kimberley Tourism Association, Airport Owners, Chamber of Commerce.	H	S
Isolated Regional Air Access	Upgrade tourism services and isolated airstrips.		WA Tourism Commission/KDC	Kimberley Tourism Association, Department of Transport, CALM, Kimberley Land Council, Private	H	M
Marine Access Strategy	Develop a Strategy including usage of both inland waterways and open seas to identify issues effecting or limiting tourism development. Recommend the best usage principles and management of this type of access.		KDC	CALM, KLC, Waters and Rivers Commission, Fisheries, Local Government Authorities, Department of Transport, WA Tourism Commission, Ports	H	M
Lake Kununurra Boating Facilities	A site has been identified in the Lake Kununurra Foreshore Plan		Ord River Management Group			

KIMBERLEY DRAFT ACTION PLAN

AMENITIES

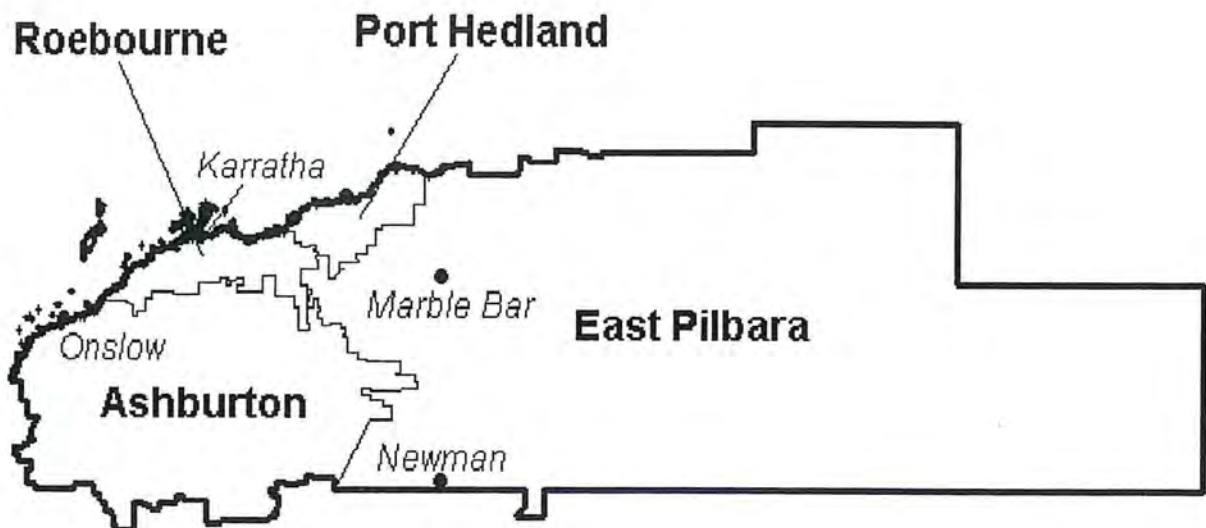
Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Management Strategy for Camping	Develop a Management Strategy for areas under high pressure from free-camping		Kimberley Development Commission	Land Care Groups, AGWA, WA Tourism, Pastoralists, Local Government Authorities, and OAED.	H	S
Lake Argyle Tourist Amenities	Develop visitor infrastructure based on visitor needs within the site of the Lake Argyle Tourist Village		WA Tourism Commission	Town Planning Steering Group	H	M
Broome Visitors Centre	Develop a visitor's centre in Broome to accommodate the Tourist Bureau, Tourism Association offices and WATC representation as a one-stop shop for tourism information within Broome Shire.		Broome Tourist Bureau Committee	KTA, WATC, Local Government, KDC	H	M

OTHER

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Kimberley Travellers Educational Code of Conduct	Create Kimberley Visitor's Code of Conduct. This may be facilitated by inclusion in brochures, websites, signage, etc.		Tourist Bureau's Managers Group	KTA, CALM, Local Government Authorities, Aboriginal Groups, Pastoralists	H	S
Future Tourism Land Use Plan	Prepare a plan to project future land releases for tourism related developments which identify future areas, service requirements and times for release		WA Tourism Commission	Ministry of Planning, DOLA, Local Government, CALM, KDC, KLC, Pastoralists	H	M
Tourism Information Resource List	Develop a database of research documents to enable immediate access to information relating to tourism development issues.		KDC	WA Tourism, Department of Transport, CALM, AGWA, DOLA, Local Government Authorities	M	S
Remote Area Developer's Guide	Produce a document to assist new developers and interest groups to understand issues specific to isolated areas when looking at planning and developing tourism infrastructure/activities.		WA Tourism Commission	Local Government Authorities, DOLA, AGWA, Pastoralists, Community, Waters and Rivers Commission.	H	S
Kimberley Tourism Research Strategy	Identify statistics required, assess available statistics and determine additional requirements and how to access the information.		KDC	WA Tourism, Tourist Bureau's, KTA	H	S
Events Strategy	Access Eventscorp to progress opportunities for events in the Kimberley		WA Tourism Commission	Local Government, KTA, Private Sector	H	S

PILBARA VISION

To create a portfolio of quality, sustainable & interactive nature based experiences



PILBARA DRAFT ACTION PLAN

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Backpacker Facilities – Tom Price	To facilitate backpacker needs in visiting Karijini and surrounding area		Private Sector	SOA, WATC, TPTB	H	S
Four Star Hotel – Tom Price	To provide a more established hotel facility for business and leisure visitors		Private Sector	SOA, WATC	M	L

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Redevelopment of Onslow Aerodrome	To provide better landing surface, with a main runway, and to install landing lights. Sealing of runway – Stage 2.		SOA	PDC, DOT, DRD	L	S
Tom Price – Karratha Road	Construction and sealing of existing road. \$100 million already committed by Govt. for Stage 1.		Taskforce	PDC, KTB, SOA, SOR	H	L
Tom Price/Karijini Airport	Identify sites for a proposed airport in the Tom Price/Karijini area		PDC	SOA, CALM, WATC, DOT	L	S
Dampier Archipelago Recreation Terminal (DART) Project	To develop a facility to enable recreation and commercial vessels ready access for the embarkation/ disembarkation of passengers		Taskforce	PDC, DOT, WATC, KTB, Community & Tourism Industry Groups	H	M
Inland Gascoyne/Pilbara Road	To establish more direct connection between Central Gascoyne and Pilbara		Transport Area Group	DOT, GDC	L	L
Karijini Road Network Upgrade	To upgrade and seal existing roads within the Karijini National Park area. Stage 1: Sealing of road to Dales Gorge		CALM	DOT, WATC, SOA, PDC	H	M
Burrup Peninsula Access	To upgrade access to the Burrup Peninsula, including 4WD access to the "Jump Up".		SOR	KTB, CALM, WATC	H	S

PILBARA DRAFT ACTION PLAN

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Marine Craft Safe Haven – Burrup Peninsula	Identify the need and location for a multi-purpose facility for the servicing of recreational and commercial vessels of the Burrup Peninsula		PDC	DOT, MOP, KTB, SOR, DRD, CALM, WATC, Industry	L	S
Point Samson Fishing Platform	Construct a new platform.		SOR	DOT, PDC, RTB	M	M

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Indigenous Cultural Centre – Port Hedland	Develop and construct a centre for indigenous product and interpretation.		Bloodwood Tree Assoc.	TOPH, PDC, WATC	M	L
Cossack Townsite Development Project	The establishment of a self-sustaining, self-managed operation at Cossack based on encouraging tourism development with the potential to increase residential population		Taskforce	WATC, SOR, Heritage Council, National Trust, LandCorp	H	S
Aboriginal Interpretive Centre – Burrup Peninsula	Construction of an Aboriginal cultural and environment interpretation centre		DRD	PDC, CALM, SOR, WATC, KTB, Ngarluma & Yindjibarndi Foundation	H	L

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Jarman Island Trail	To provide a trail to wheelchair standard around the island		SOR	WATC, CALM, RTB	M	S
Artificial Reef – dive & snorkeling, Dampier Archipelago	Implement a feasibility study for the viability of an artificial reef that provides ready access to diving/snorkeling visitors.		CALM	Charter Boat Assoc, WATC, PRFAC	L	M
Island Cruising – Dampier Archipelago	To develop tourism facilities on islands in the Dampier Archipelago, including identifying locations and providing appropriate amenities.		WATC	CALM, SOR, KTB	H	S
Aboriginal Cultural Tourism	Develop and enhance indigenous cultural tourism within the Pilbara Region		OAED	Tourist Bureaux, Shires, PDC, CALM, WATC, Dept. of Training	H	S

PILBARA DRAFT ACTION PLAN

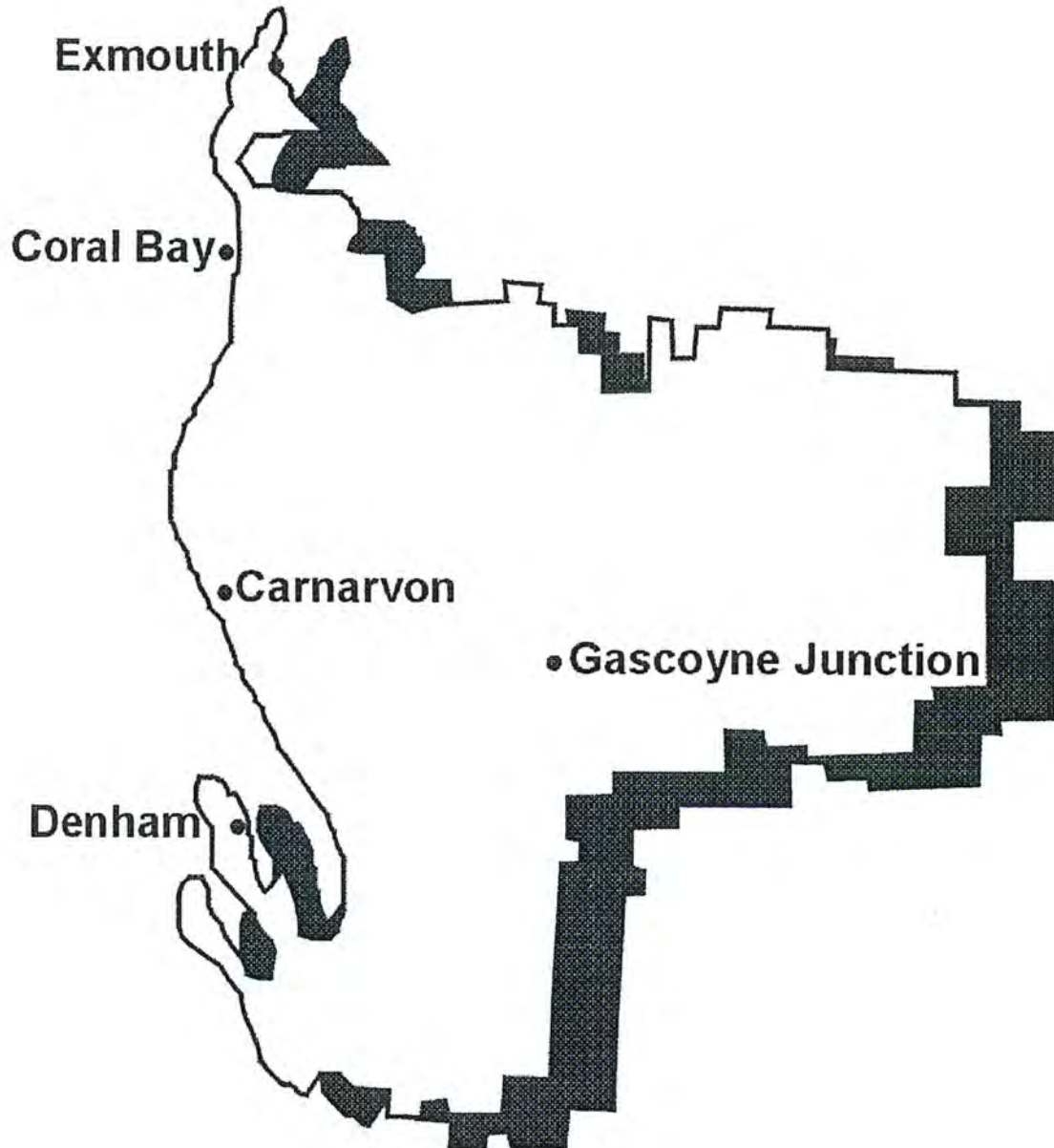
ABBREVIATIONS

CALM	Department of Conservation and Land Management
DOT	Department of Transport
DRD	Department of Resources Development
GDC	Gascoyne Development Commission
Inbound Tourism	International visitor
KTB	Karratha Tourist Bureau
NTB	Newman Tourist Bureau
OTA	Onslow Tourist Association
PDC	Pilbara Development Commission
PHTB	Port Hedland Tourist Bureau
PRFAC	Pilbara Recreational Fishing Advisory Council
RTB	Roebourne Tourist Bureau
SOA	Shire of Ashburton
SOEP	Shire of East Pilbara
SOR	Shire of Roebourne
TOPH	Town of Port Hedland
TPTB	Tom Price Tourist Bureau
WATC	Western Australian Tourism Commission

GASCOYNE DRAFT ACTION PLAN

GASCOYNE VISION

To create a portfolio of quality, sustainable, interactive nature-based experiences



GASCOYNE DRAFT ACTION PLAN

SHIRE OF SHARK BAY

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Shark Bay World Heritage Interpretive Centre	Construction of visitor centre for interpretation of world heritage values and as a base for world heritage experiences	\$7.5 mil	GDC	CALM, Environment Australia, Fisheries WA, Shire of Shark Bay, WATC	H	M
Peron Homestead Tourist Precinct	Further development of tourist site for Project Eden including nocturnal viewing facility	\$3.6 mil	CALM	Main Roads	H	M
Cape Peron Redevelopment	Upgrade 4WD access to coastal sites including safe lookouts, paths and interpretation	\$190,000	CALM	Shire of Shark Bay	M	S
Red Cliff Facilities	To provide day visitor facilities including rehabilitation, parking and pedestrian access	\$300,000	CALM	Shire of Shark Bay	M	M
Cape Inscription Site	Includes safe beach access, airstrip and site restoration	\$1 mil	Shire of Shark Bay	Private Sector	M	L
Olde Shark Bay	To recreate Freshwater Camp in a functional village setting	\$2 mil	Shire of Shark Bay		L	L

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Tamala - Carrarang Campsite Project	Campsite rationalisation for protection of environmental integrity and wilderness aspects	\$40,000	WATC	CALM, Private Sector	H	S
Cape Peron	Campsite rationalisation at Bottle Bay and Gregories for protection of environmental integrity and wilderness aspects	\$150,000	CALM		H	M
Hamelin Pool Station	Shearers quarters and wilderness accommodation development	\$500,000	Private Sector		H	M
Monkey Mia Dolphin Resort Extensions	Extensions to resort to cater for higher demands levels including 100 additional motel units and 100 bed backpackers (Staged over 10 years)	\$38 mil	Private Sector	Shire of Shark Bay	H	M

GASCOYNE DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Monkey Mia Walk-trails	Upgrade 1.5km walk-trail	\$25,000	CALM		M	S

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Denham Maritime Facilities Improvements	Improvement of maritime facilities on the Denham foreshore to satisfy recreational and commercial boating and associated industry needs	\$8 mil	Shire of Shark Bay	DoT	M	S
Monkey Mia Carpark and New Entry Station	Seal carpark and construct entry station in new location	\$300,000	CALM	Main Roads, Private Sector, Shire of Shark Bay,	M	S
Peron Homestead Access Road	Realign and seal section from Monkey Mia Road to Peron Tourist Precinct	\$1.4 mil	Shire of Shark Bay		M	M
Eagle Bluff Road	Realign and seal access road to Eagle Bluff	\$300,000	Shire of Shark Bay	CALM	M	M
Hamelin Pool Carpark	Relocation of carpark and upgrade of amenities	\$90,000	CALM	Shire of Shark Bay	M	M
Useless Loop Road	Road upgrade to improve safety and access	\$1.33 mil	Shire of Shark Bay	CALM, Main Roads, Private Sector	M	M
Kalbarri to Shark bay Road	Provide a formed, unsealed road	\$38 mil	Shire of Shark Bay	Main Roads (and other mid west shires)	L	L

GASCOYNE DRAFT ACTION PLAN

SHIRE OF CARNARVON

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Carnarvon Aboriginal Heritage and Cultural Centre	Construction of heritage and cultural centre for the aboriginal communities of the Gascoyne	\$4.7 mil	GDC	Shire of Carnarvon	H	M
Carnarvon World Heritage Shelter	To provide world heritage information at the northern extreme of the Shark Bay World Heritage Property	\$25,000	CALM	Fisheries WA, Shire of Carnarvon	M	S
Carnarvon Heritage Precinct	Further development of existing heritage attractions at the precinct	\$3.5 mil	Carnarvon Heritage Group	Shire of Carnarvon, WATC	M	L
OTC Satellite Earth Station	Further development of interpretation and visitor facilities at OTC site	\$700,000	Gascoyne Historical Society	Shire of Carnarvon	M	L
Murlanda Cultural Centre	Cultural Centre component of Coral Coast Marina Development	\$415,000	Private Sector	WATC	M	L

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Murlanda Enterprises	Campsite rationalisation to protect site integrity and wilderness aspects, plus accommodation development complete with cultural theme	Undetermined	Private Sector	GDC, OAED, WATC	H	M
Gnaraloo Station	Completion of semi-constructed cabins	Undetermined	Private Sector		H	L
Gladstone / Bush Bay	Campsite rationalisation to protect site integrity and wilderness aspects	\$15,000	Shire of Carnarvon	CALM	H	L

GASCOYNE DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Heritage Precinct Walk-trails	Mangrove and river interpretive trails around Carnarvon Heritage Precinct	\$500,000	Carnarvon Heritage Group	GDC, Shire of Carnarvon, WATC	M	M
Murlanda Enterprise Tours	Cultural and environmental tours at Cardabia Station	Undetermined	Private Sector	GDC, OAED, WATC	M	L
Gascoyne River Tramway Tour	To incorporate horticultural, cultural and environmental attractions of Carnarvon into a unique river tour	\$100,000	Private Sector		L	L

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Gascoyne River Bridge	Replace existing single lane bridge with new 2 lane bridge	\$7.9 mil	Main Roads		H	S
Coral Bay Airstrip	Assessment of future aviation infrastructure needs at Coral Bay	Undetermined	DoT	GDC, Shire of Carnarvon	H	M
Coral Bay Boating Facility	Boat launching ramps and boarding jetty	\$2.6 mil	DoT	CALM, CBPA, GDC, Shire of Carnarvon	H	M
Lyndon River Bridge	Replace floodway with 2 lane bridge	\$5.48 mil	Main Roads		H	L
Quobba - Gnaraloo Road	Seal from Blowholes to Korean Star, gravel remainder to Gnaraloo	\$5.5 mil	Shire of Carnarvon	Main Roads	M	M

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Coral Bay Infrastructure	Provision of public water and sewerage services	Undetermined	Water Corporation	CBPA, DOLA, GDC, Shire of Carnarvon	B	M
Coral Bay Ticketing Office	Construction of ticketing / information facility at Coral Bay	Undetermined	Shire of Carnarvon	CALM, WATC	B	M
Carnarvon Entry Statement and HMAS Sydney Memorial Drive	To create an attractive new entry statement and upgrade access road into Carnarvon using the HMAS Sydney as a focus	\$400,000	Shire of Carnarvon		M	M

GASCOYNE DRAFT ACTION PLAN

SHIRE OF UPPER GASCOYNE

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Kennedy Range Pristine Campsite Project	Campsite rationalisation for protection of environmental integrity and wilderness aspects	\$13,200	Shire of Upper Gascoyne	CALM, WATC	H	S

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Mount Augustus National Park	Installation of visitor risk signs, new interpretive signs and repairs to rain damaged trails	\$15,000	CALM		M	S

GASCOYNE DRAFT ACTION PLAN

SHIRE OF EXMOUTH

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Turquoise Bay Shelter	To provide interpretive and safety information plus shade at Turquoise Bay	\$40,000	CALM		H	S
Jurabi Turtle Interpretive Centre	Turtle interpretive facility allowing for disabled access	\$130,000	Exmouth Visitor Centre	CALM, Shire of Exmouth, WATC	M	S
Marine Viewing Development	Underwater marine viewing facility at the Navy Pier	\$1 mil	Shire of Exmouth		L	L

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Ningaloo Caravan & Holiday Resort	Upgrade to existing park including the addition of 40 self contained cabins	\$2 mil	Private Sector	Shire of Exmouth	H	S
Giralia Station	Station stay and wilderness accommodation development	\$500,000	Private Sector		H	S
Ningaloo Reef Retreat	Wilderness camp accommodation	\$120,000	Private Sector	CALM	H	S
Coral Coast Marina Development	Up to 4* tourist accommodation and facilities based on inland marina concept at Mauds Landing	\$180 mil	Private Sector	CALM, DoT, Fisheries WA, Shire of Carnarvon, WATC	H	M
Exmouth Marina Resort Superlot C	Up to 4* tourist accommodation and facilities based on inland marina concept at Exmouth Marina	Undetermined	Private Sector	Landcorp, Shire of Exmouth, WATC	H	M
Exmouth Reef Resort	Construction of 3½* strata accommodation units and associated facilities	\$14 mil	Private Sector		H	M
Exmouth marina Resort Superlot B	Up to 3½* tourist accommodation and facilities based on inland marina concept at Exmouth Marina	Undetermined	Private Sector	Landcorp, Shire of Exmouth, WATC	H	L
Osprey Holiday Village	Completion of 3½* strata accommodation units	\$4.3 mil	Private Sector		H	L

GASCOYNE DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Green Turtle Touch Tourism Project	To provide quality, sustainable, interactive experiences resulting in positive environmental outcomes	\$5000	WATC	CALM, Exmouth Visitor Centre, Private Sector, Shire of Exmouth	M	S

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Mildura Wreck Road	Provide a sealed road	\$300,000	Shire of Exmouth		M	S

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Exmouth Signage Program	Includes new entry statement, signage shelters for Town, Bundegi and Tantabiddi Beaches, Exmouth Visitor Centre and information bay at North West Coastal Highway / Burkett Road corner	\$200,000	Shire of Exmouth	CALM, Fisheries WA, Exmouth Visitor Centre, Main Roads, WATC	H	S
Burkett Road Roadhouse	Construction of roadhouse on northern side of Minilya / Exmouth Road and Burkett Road	Undetermined	Private Sector		L	L

GASCOYNE DRAFT ACTION PLAN

GASCOYNE REGION

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Assist Private Sector Tourism Accommodation Developments	Assist the private sector so that tourism accommodation developments meet the needs of the visitor and complement the existing tourism industry	Undetermined	WATC		H	S
Wilderness Lodge Development	Development of wilderness eco-lodge accommodation	Undetermined	Private Sector	CALM, DOLA, All Shires, WATC	H	L

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Gascoyne Murchison Tourism Pathways	To create and provide basic infrastructure for a series of pathways throughout the Gascoyne-Murchison outback, as well as providing for initial marketing and positioning the of the area	\$190,000	GDC	MWDC, Private Sector, WATC	M	M

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Carnarvon - Mullawa Road	Seal road	\$20 mil	Shires of Carnarvon and Upper Gascoyne	Main Roads	M	M
Coral Bay to Yardie Creek Road	Provide a formed, unsealed road	\$12 mil	Main Roads	Shires of Carnarvon and Exmouth	M	M

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Gascoyne (Outback Coast) Entry Signage	Welcome BrandWA signage at three key entry points to the region	\$20,000	OCTL	All Shires, Main Roads, WATC	H	S

GASCOYNE DRAFT ACTION PLAN

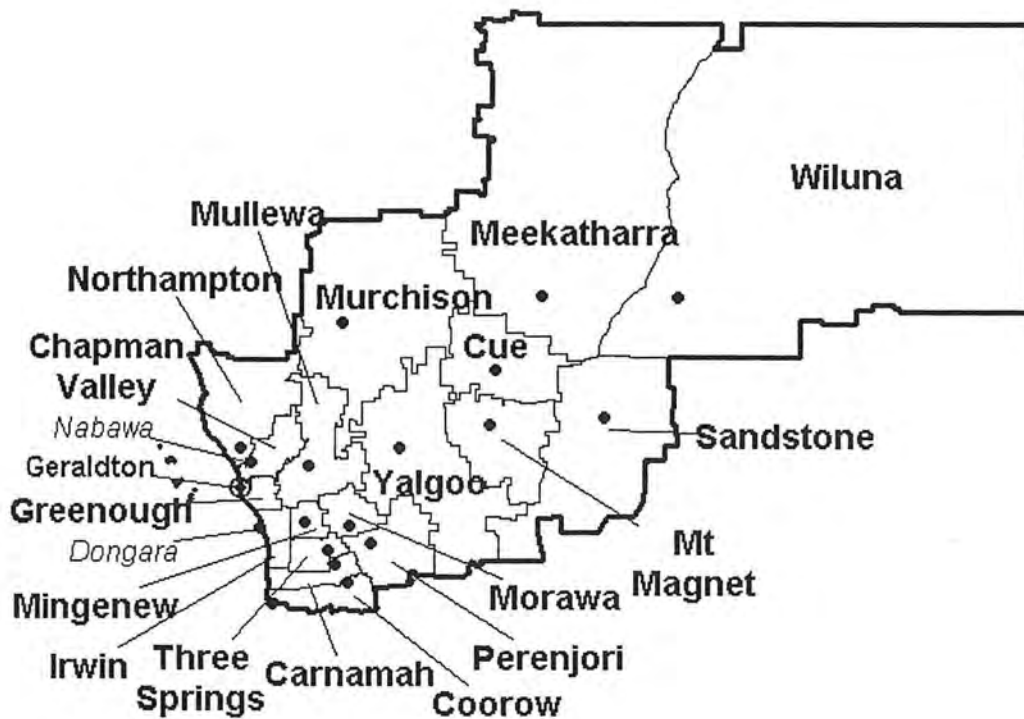
ABBREVIATIONS

BTR	Bureau of Tourism Research
CALM	Department of Conservation and Land Management
DOLA	Department of Land Administration
DoT	Department of Transport
GDC	Gascoyne Development Commission
MWDC	Midwest Development Commission
OCTL	Outback Coast Tourism Limited
WATC	Western Australian Tourism Commission

MID WEST DRAFT ACTION PLAN

MID WEST VISION

To develop the Mid West as a prime nature based, marine & cultural tourism destination



MID WEST DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Geraldton Foreshore & CBD Revitalisation Project	Redevelopment of Geraldton Foreshore and CBD to recreate the City's connection to the ocean and its marine environment.	Undetermined	City of Geraldton	Project Steering Committee, MWGACC	H	M
Kalbarri Interpretive Centre	Develop an Interpretive Centre in Kalbarri	Undetermined	Project Steering Committee	LGA, MWDC, WATC, CALM, MWGACC, Private Sector	H	M
Marine Interpretation Facility	Develop a Marine Interpretation facility in Geraldton as stage 2 of Marine Education, Training and Industry Research Centre	Undetermined	MWDC	TAFE, DCT, Geraldton Museum, FWA, MWGACC, Private Sector	H	M
Greenough Hamlet Visitor Centre	Develop a Visitor & Interpretive Centre at the Greenough Hamlet	\$1m	Shire of Greenough	National Trust, Lotteries WA, MWGACC	H	S
Develop Additional Tourist Drives	Develop tourist drives throughout the region linking attractions such as wineries and olive farms	Undetermined	MWTP	MRWA, LGAs, WATC	H	S
Painted Road Project	Develop a series of Murals on the main road through the smaller regional towns to create a marketable tourism product	\$200,000	Project Steering Committee	LGAs, Private Sector	H	M
Mt Magnet Interpretation Centre	TDF Project to assist development of an interpretation centre at Mt Magnet - as part of the Gascoyne-Murchison Tourism Pathways Strategy.	\$85,000	Shire of Mt Magnet	WATC, MWDC, CSCA,	H	M
Dongara Town Precinct Enhancement	TDF Project to develop a people & visitor oriented town precinct in Dongara	\$203,000	Shire of Irwin	WATC	H	S
Aboriginal Sites Inventory & Protocols	Investigate development of an inventory and protocols on the Aboriginal Sites in the region that can be accessed by visitors. * There is a need to undertake further consultation with key stakeholders to progress the concept further	Undetermined	MWDC, AAD, ATSIC	OAED, Aboriginal Communities, Pastoralists	M	S
Great Fingal Mine Office	Relocate the Great Fingal Mine Office Building as tourist attraction	\$1.5 m	Shire of Cue	Shire of Cue Project Steering Group	H	L

MID WEST DRAFT ACTION PLAN

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Integrated Resort at Kalbarri	Develop an integrated resort at Kalbarri	\$8-\$10m	Private Sector		M	L
Accommodation Facilities	Develop a range of accommodation facilities in the south Batavia Coast area to meet the needs generated by the Indian Ocean Drive	Undetermined	Private Sector	LGA's	M	M
Accommodation	Develop range of accommodation facilities in identified outback towns to meet future needs generated by sealing of new east west road link	Undetermined	Private Sector	LGA's	M	M

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Dive Product	Identify and develop dive product throughout the area. To include the development of marketing collateral and investigating the sinking of a dive wreck.	Undetermined	MWDC	LGAs, WATC, Dive Industry, Charter Boat Operators, MSR, MWTP	H	M
Gascoyne Murchison Tourism Pathways	Create and provide basic infrastructure for a series of pathways throughout the Gascoyne-Murchison outback and provide for initial marketing and positioning of the area.	1 st stage \$250,000	Project Steering Committee	MWDC, WATC, CALM, GDC, MWGACC, LGAs, Private Sector, Aboriginal Groups, MWTP, OCTL	H	M
Indian Ocean Drive Project	Develop a tourism concept into a marketable product designed to promote the coastal strip from Cervantes to Exmouth	Undetermined	GRTA, Project Steering Group	GRTA, MWGACC	H	M
Batavia Coast Windsurfing Circuit	Develop a world class windsurfing event in the region including linking into existing events, marketing and infrastructure – E.G. "He Man Run" * There is a need to undertake further consultation with key stakeholders to progress the concept further	"	WATC	Windsurfing Associations, Private Enterprise, MWTP	H	M
International Year of Ecotourism	Identify a regional Event in August/September 2002 for inclusion in the state calendar	"	MWDC	MWTP, LGA's, Tourism Organisations, WATC, Private Sector	H	S
Sporting Events Programme	Develop a year round sporting events programme for the region	"	MSR	Sporting Associations, MidWest Events.com.au	M	M
Geraldton Race Round	Develop an integrated regional race meeting * There is a need to undertake further consultation with key stakeholders to progress the concept further	"	Geraldton Turf Club	Geraldton Trotting Club	M	L

MID WEST DRAFT ACTION PLAN

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Meekathara Wiluna	Seal the Meekathara to Wiluna Road	\$67m	MRWA		M	<u>L</u>
Kalbarri – Shark Bay	Construct road links between Kalbarri and Shark Bay – Possibly called HMAS Sydney Drive	Undetermined	MRWA	Project Steering Group	H	L
Airstrip at Kalbarri	Sealing the proposed airstrip at Kalbarri	\$300,000	Shire of Greenough and Northampton	DoT (Chair), WATC, MWDC	H	S
Sealed access to river gorges Kalbarri National Park	Construction of sealed access to hawks Head & Ross Graham Lookouts	\$1m	MRWA	CALM	H	S
Boat Launching Facilities	Develop boat launching facilities along the Batavia Coast	Undetermined	LGAs	DoT, RECFISHWEST	H	S
Charter Boat Berthing Facilities	Developing berthing facilities for charter boats as part of the Batavia Coast Marina	\$300,000	MWDC	Landcorp, DoT, Private Sector, WATC	<u>H</u>	M
Coronation Beach Road	Sealing the road to Coronation Beach	\$1m	Shire of Chapman Valley	MRWA	M	M
Access to attractions	Improve access to attractions and amenities along the Central Coast – Indian Ocean Drive * There is a need to undertake further consultation with key stakeholders to progress the concept further		Central Coast Planning Co-ordinating Committee	CALM, LGAs, WATC, DOLA	H	M

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Conference Facilities	Develop conference facilities in Geraldton	Undetermined	Private Sector	Accommodation Industry, PCB, City of Geraldton	M	M
Facilities at Coalseam NP	Upgrade camping and day use facilities at Coalseam National Park	"	CALM	LGAs	H	M
Regional Trails	Develop regional walk trails (e.g. Geraldton to Northampton walk trail), cycleways, bridle paths & wildlife trails	"	Mid West Trails Group, MWDC	Trailswest, LGAs, CALM, MWDC	M	M

MID WEST DRAFT ACTION PLAN

OTHER

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Kalbarri National Park	Develop & Implement the Kalbarri National Park Management Plan	Undetermined	CALM	Project Committee, Aboriginal Groups, Tourism Organisations	H	M
Abrolhos Islands	Make representations to have the Abrolhos Islands Tourism Plan Released to enable implementation to commence	"	WATC FWA	City of Geraldton, MWDC, CALM, WATC, Tourism Organisations	H	I
Coronation Beach	Develop and implement planning study for Coronation Beach	\$25,000 (Study)	Shire of Chapman Valley	Geraldton Windsurfing Club, Government Agencies	H	S
Cue Indigenous Tourism Sites	Identify and develop Aboriginal sites suitable for tourism. Employ Cultural Heritage Tourism Officer	Undetermined	Shire of Cue	OAED, Aboriginal Groups, WATC	H	S
Indigenous Tourism	Develop an indigenous tourism development strategy * There is a need to undertake further consultation with key stakeholders to progress the concept further	"	MWDC	Museums WA, LGAs, CALM, AAD, ATSIC, WATC, OAED Aboriginal Groups	H	S
Sandstone Heritage Plan	Develop a management plan for the heritage and historical facilities at Sandstone	"	Shire of Sandstone	Heritage Council of WA	M	M
Recreational Fishing Plan	Develop a sustainable recreational fishing management plan	"	RECFISHWEST	FWA, Fishing Associations, MWDC	L	M

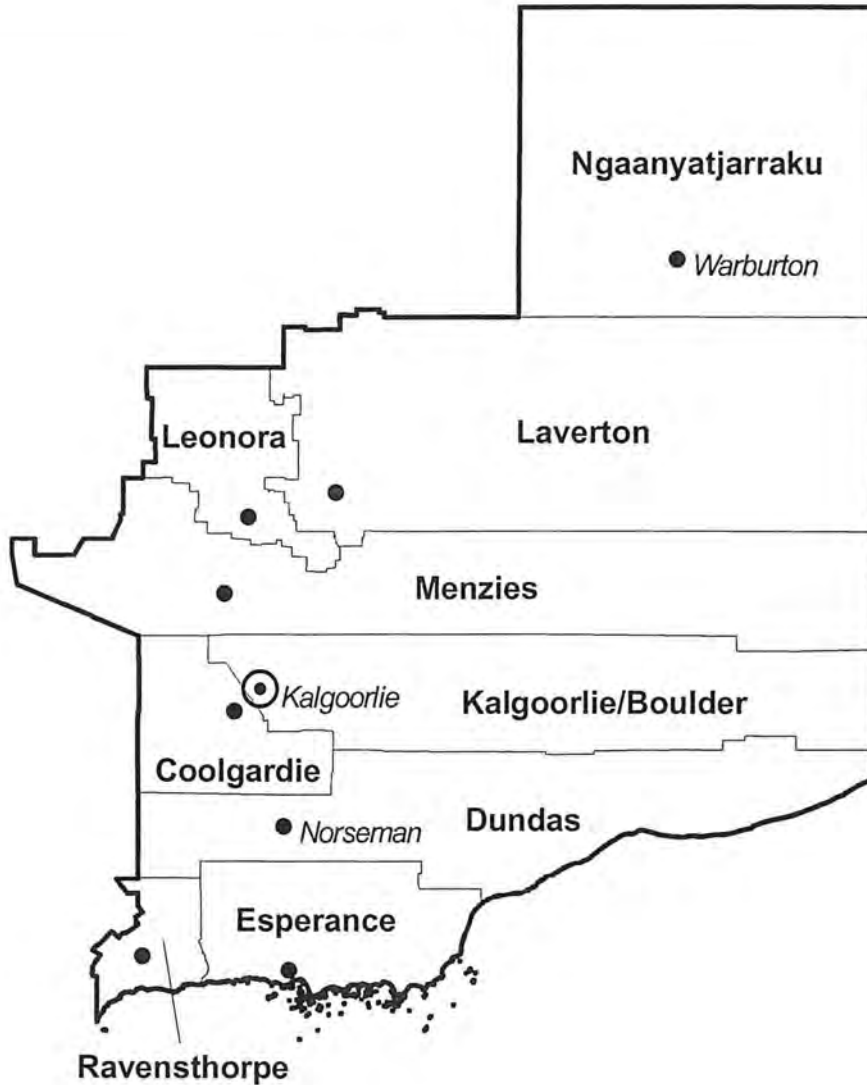
MID WEST DRAFT ACTION PLAN

ABBREVIATIONS

ATSIC	Aboriginal & Torres Strait Islander Commission
AAD	Aboriginal Affairs Department
PCB	Perth Convention Bureau
BTR	Bureau of Tourism Research
CALM	Department of Conservation & Land Management
CSCA	Country Shire Councils Association
DOLA	Department of Land Administration
DoT	Department of Transport
FWA	Fisheries WA
GDC	Gascoyne Development Commission
GRTA	Geraldton Region Tourism Association
HDWA	Health Department of Western Australia
LGA's	Local Government Authorities
MWDC	Mid West Development Commission
MWGACC	Mid West Gascoyne Area Consultative Committee
MWTP	Mid West Tourism Promotions
MRWA	Main Roads WA
OAED	Office of Aboriginal Economic Development, Commerce & Trade
OCTL	Outback Coast Tourism Limited
S&RWA	Sport & Recreation WA
WATC	Western Australian Tourism Commission

GOLDFIELDS VISION

The Goldfields Region will develop Outback and adventure tourism product.



GOLDFIELDS DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Australian Prospectors & Miners Hall of Fame	To finalise the content & fit-out of the Hall of Fame in preparation for the opening on 24 October 2001		APMHOF Ltd (Private)	KBCC, Chamber of Mines, GTA, KBTC, WATC	H	S
Golden Mile Superpit observation facility	As a means of visitor service and generating revenue, establish a refreshment facility at the Superpit. Redevelop the facility to a first class attraction with improved visitor comfort & interpretation		KCGM	KBCC, WATC, GTA, KBTC, Private	H	S
Golden Pipeline - water feature head Hannan St	Symbolic of water arrival into the City erect fountain		National Trust	KBCC, GTA, KBTC, WATC	M	L
Kalgoorlie Miner printing museum & archives	Owners of Kalgoorlie Miner have agreed to investigate this idea. This would involve the dedication of the printing room & other areas to display old newspapers and printing memorabilia		WATC	Kalgoorlie Miner, KBCC, GEDC, KBTC, GTA, Private	H	S
Restoration of Hoover's House in Gwalia	Full restoration of Mine Manager's residence at Gwalia		LGA	Sons of Gwalia Mines, Leonora Historical Society, National Trust, Heritage Council, WATC, GTA	H	L

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Accommodation development Leonora	The present inadequacy of the volume & standard of accommodation in Leonara is retarding the development of tourism, & Leonora is losing tourism income & employment opportunities as a result	Leonora	LGA	DOLA, WATC, GEDC, GTA, Private	H	S
Accommodation development Laverton	The present inadequacy of the volume & standard of accommodation in Leonara is retarding the development of tourism, & Laverton is losing tourism income & employment opportunities as a result	Laverton	LGA	DOLA, WATC, GEDC, GTA, Private	H	S
Accommodation development Coolgardie	The present inadequacy of the volume & standard of accommodation in Leonara is retarding the development of tourism, & Coolgardie is losing tourism income & employment opportunities as a result	Coolgardie	LGA	DOLA, WATC, GEDC, GTA, Private	H	S
Anaconda Mining Camp development	Anaconda is exploring feasibility of operations at the Cawse site. Management are considering making the facilities viable for tourism - could include Ora Banda & could become a catalyst for restoration of the damaged heritage townsite	Kalgoorlie-Boulder	Anaconda Nickel Ltd	KBCC, GEDC, KBTC, GTA, WATC	M	L

GOLDFIELDS DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Goldfields Esperance heritage trail feasibility	Establishment of heritage trails		GEDC	LGAs, RTAs, WATC, Heritage Council, MRWA, Trailswest, CALM, National Trust, Historical Societies	M	L
Development of an arts cultural tourism centre	Various opportunities including cultural tourism areas, bushlore, ecotourism, survival tours		Wongutha Birni Aboriginal Group	LGAs, MfCA, Curtin, OAED, CALM, WATC, GTA	H	S
Development of Aboriginal cultural tourism experiences	Consult with Aboriginal communities along the Outback Highway to determine level of visitor activity wanted by Aboriginal communities produce a communication plan for Outback Highway, & a strategic plan for tourism		LGAs	Aboriginal groups, WATC, GEDC, GTA	H	M
Tjulyuru cultural & civic centre Waburton	Develop Aboriginal tour products		Ngaanyatjarraku	Aboriginal groups, WATC, GEDC, GTA, Private	H	S
Prospecting & fossicking areas for visitors near towns & cities in the Goldfields	To meet market demand for such product		Kalgoorlie-Boulder tourist centre	KCGM, WATC, KBCC, GEDC, KBTC, GTA	H	S
Karkula Park touch tourism project	To involve the visitors to take part in a task or making a financial contribution to a dedicated environmental project		WATC	KBCC, GEDC, KBTC, GTA, KBULG, CALM	H	S

GOLDFIELDS DRAFT ACTION PLAN

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Outback Highway upgrade	The "Outback Highway" between Laverton in WA & Winton in QLD to be upgraded to an all weather surface	Laverton, Ngaanyatjaraku	Outback Highway Development Committee	MRWA, LGA's, WATC, RTA's	H	L
Increased air services to Kalgoorlie-Boulder feasibility study	The withdrawal of Airlink from daily services between Adelaide & Kalgoorlie-Boulder has increased awareness of the requirement to diversify the sources of visitors by air from other centres within WA & interstate	Kalgoorlie-Boulder	WATC	KBCC, GEDC, DOT, KBTC, GTA, Operators	H	S
Passenger Rail roll on/off facility at Kalgoorlie-Boulder	Enable interstate and intrastate rail passengers to detrain and entrain vehicles at Kalgoorlie-Boulder - Facility exists at Parkeston	Kalgoorlie-Boulder	WATC	Great Southern Rail, KBCC, GTA, KBTC	H	S
Kalgoorlie-Boulder Transport Strategy	The development of a tourist transport system, either supporting the development of the Loop-line Railway, developing the "Perth Tram Concept" or both	Kalgoorlie-Boulder	KBCC	WATC, GTA, KBTC, Gold Rush Tours, AMPHOF (Tram), KCGM, WATV, GTA, Westrail, KBTC, Loop-line Society, AMPHOF (Rail)	H	L
Brand WA regional & city entry statements	The WATC has made available via the TDF program support funding for regional and local Brand WA signage & entry statements. Following the successful Northern Goldfields signage project, it is proposed that all main centres in the Goldfields be included in the program. Tourism Associations & LGAs are encouraged to adopt Brand WA signage. Information & assistance are available.	Various	WATC	LGAs, GEDC, KBTC, GTA, WATC	H	S

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Kalgoorlie Boulder Golf Course Resort/Country Club	36 hole grass golf course & facilities		Argenta Management Group	Landcorp, KBCC, Hannans, Kalgoorlie Golf Clubs	M	S
Kalgoorlie Boulder Transport Centre	The development of a centralised Bus Station terminus for the convenience of passengers & tour operators. Should be central, air conditioned, shops & provide shelter		KBCC	GEDC, KBTC, GTA, WATC, tour/transport operators	H	S

GOLDFIELDS DRAFT ACTION PLAN

OTHER

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Shire of Ngaanyatjarraku tourism plan	The Shire should assume responsibility for the development of an area tourism plan so that tourism impact can be designed & controlled within a composite, ordered & logical process		LGAs	Aboriginal groups, WATC, GEDC, GTA	H	S

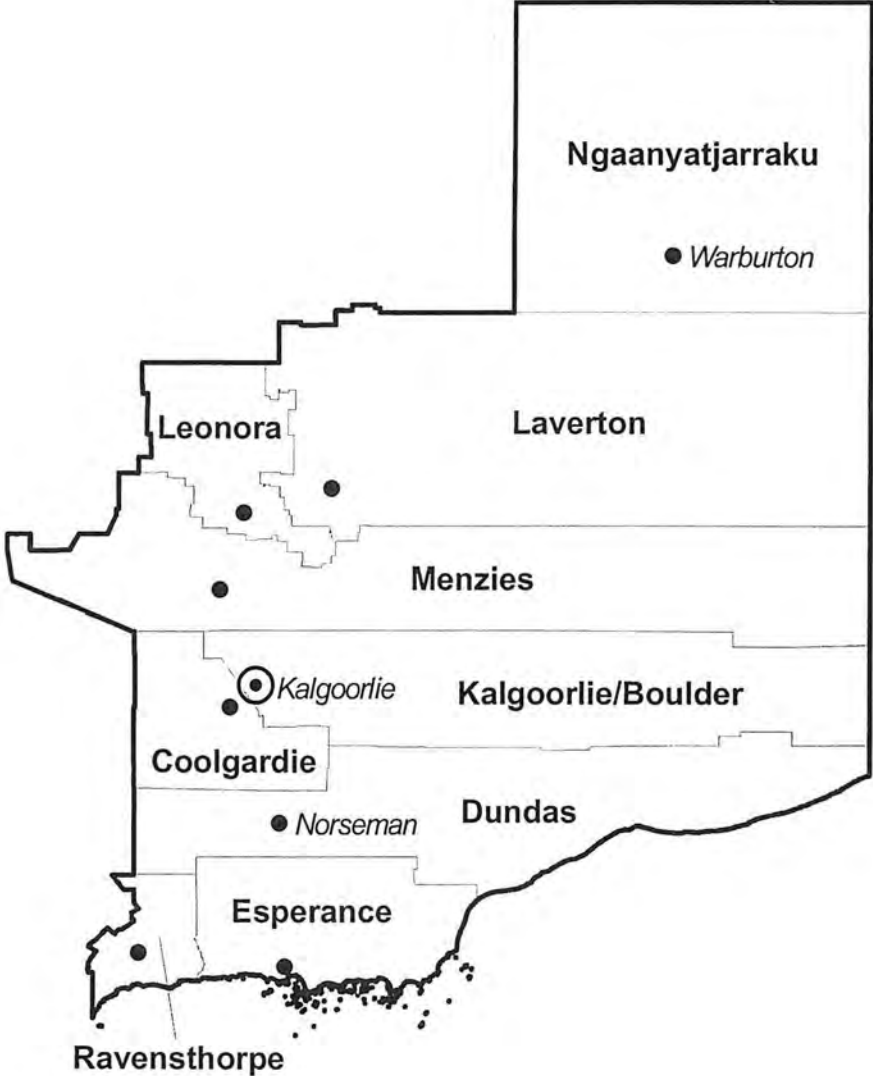
GOLDFIELDS DRAFT ACTION PLAN

ABBREVIATIONS

ACC	Area Consultative Committee
BEC	Business Enterprise Centre
CALM	Department of Conservation & Land Management
CME	Chamber of Minerals and Energy
GTA	Goldfields Tourist Association
GEDC	Goldfields Esperance Development Commission
K-B CC	Kalgoorlie-Boulder City Council
KBCCI	Kalgoorlie-Boulder Chamber of Commerce and Industry
KBTC	Kalgoorlie-Boulder Tourist Centre
KBULG	Kalgoorlie-Boulder Urban Land-care Group
LGA	Local Government Authority
MfP	Ministry for Planning
MICE	Meetings, Incentives, Conventions & Exhibitions
MRWA	Main Roads WA
OAED	Office of Aboriginal Economic Development
EGACC	Eastern Goldfields Area Consultative Committee
TCA (WA)	Tourism Council Australia (WA)
WATC	Western Australian Tourism Commission

SOUTH EAST DRAFT ACTION PLAN

SOUTH EAST VISION
The South East Region will become a world class nature based destination.



SOUTH EAST DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Kepa Kurl Discovery Centre	The establishment & construction of an interpretive centre for the South East region. To have educational & interpretive information of value.		Esperance Kepa Kurl Discovery Centre Inc	ERTA, LGA, CALM, WATC, Esperance tourism forum	H	M
Coordination for Dempster Head walk trails	Interest has been shown in developing walk trails on Dempster Head. A coordinated plan needs to be developed and actioned. Current uncontrolled use is having an adverse affect on the fragile natural growth & un authorised paths are being developed.		LGA	Port Liasion Group	H	S
Esperance artificial reef diving facility	The acquisition of a suitable vessel for recreational diving to be located in an accessible distance from the shore as to promote high utilisation & satisfaction for the dive market		WATC	Port of Esperance, Marine & Harbours, CALM, LGA, ERTA, Esperance tourist bureau, Esperance artificial reef association inc.	L	L
Ravensthorpe Hopetoun railway heritage trail stages 2 & 3	Continuation of construction of the heritage trail along the old railway route between Ravensthorpe & Hopetoun. Stage 1 (9km of 50km) complete		RHAPS	LGA, Trailswest, National Trust, WATC	H	L

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Upgrade of accommodation Ravensthorpe/Hopetoun	New mining developments in the Ravensthorpe area will put pressure on existing accommodation		LGA	GEDC, ERTA, WATC, private, mining companies	H	S
Cape Arid wilderness lodge	The establishment of a wilderness lodge adjacent to Cape Arid to follow best practice in eco-tourism and offer world class eco-tourism experiences		WATC	CALM, ERTA, LGA, Esperance tourism forum	M	L
Cabin/Hut style accommodation adjacent to national parks	Near Fitzgerald River national park & other national parks, opportunities exist for the provision of basic accommodation for bushwalkers etc		CALM	ERTA, LGA, DOLA, private	M	L
Major resort style development	The growth of tourism in the region, responding to the promotion of nature based tourism by government agencies will require the development of a large resort style development for approximately 400 guests		WATC	ERTA, LGA, DOLA, private	M	L

SOUTH EAST DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Touch tourism project	Tourism involvement in a conservation project with hands on involvement		WATC	CALM, ERTA, LGA	M	S

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Parmango Road upgrade (Esperance to Balladonia)	Develop to all weather standard to allow Eyre Highway traffic to proceed directly to Esperance bypassing Norseman	Esperance Dundas	LGAs	MRWA	H	M
Springdale Road upgrade	Coastal route via springvale Road offers a safer tourist route than the Southern Highway. Road is currently unsealed and vulnerable to wet weather. 100km in length	Ravensthorpe Esperance	LGAs	MRWA	H	M
Ravensthorpe Airstrip Construction	In conjunction with mining developments construct an airstrip for long term industry & general aviation use	Ravensthorpe	LGAs	DoT, GEDC, Mining companies, private	H	M
Scheduled inter-regional air services connecting Esperance, Albany & Kalgoorlie	Development of regional air access to centres connecting Albany, Esperance, Kalgoorlie & Perth as well as the establishment of services to link all major southern & northern centres. A feasibility study needs to be undertaken	Various	GEDC	LGAs, KBCC, DoT, WATC, airline operators	H	L
Construction of airstrip adjacent to Cape Arid national park	To facilitate tourism in Cape Arid national park & the surrounding areas of the Recherche Archipelago. The construction of a light aircraft landing strip would encourage private & commercial flights to the park.	Esperance	WATC	CALM, LGA, DoT	M	L
Access to selected islands of the Recherche Archipelago	Certain islands of the Archipelago offer tourism potential & within prescribed uses protecting the environment can be developed for eco-tourism use	Esperance	CALM	ERTA, WATC, LGA, private	M	L
Esperance regional signage & entry statement project - Brand WA	Undertake a regional signage audit, and assessment of new signage throughout the region to more adequately service the visitor. Audit will be used to identify needs and costs of upgrading the signage system.	Esperance Ravensthorpe	WATC	ERTA, RHAPS, LGAs, MRWA	H	M

SOUTH EAST DRAFT ACTION PLAN

Project Title	Project Description	LGA Area	Action By	Supporting Organisations	Priority	Timeline
Cinema, Dedicated Art Gallery, Conference Centre in Esperance	A centre of excellence & community activity incorporating a multi-use precinct offers the opportunity for a development incorporating the 3 uses.	Esperance	LGA	Community Arts group, Private, ERTA, GEDC, WATC	H	L
Esperance Visitor Centre, Museum Development	There is a need to consolidate the attractions of the museum with the servicing of visitor needs due to the staffing requirements of the museum, and the capacity of the visitor centre to attract more visitors and provide a greater service	Esperance	ERTA	LGA, WAM, WATC, Esperance historical society	M	L
Taylor Street precinct master plan & design	The Jetty precinct at Taylor street offers a multi-use facility appealing to tourists and offering operators opportunities to capitalise on an already popular spot. A new plan should be drawn up to capitalise on the areas appeals	Esperance	GEDC	LGA, Port of Esperance, ERTA, WATC	H	S
Master plan integrated facilities Ravensthorpe - Esperance	Develop & share infrastructure & amenities (trails, lodges, etc)	Esperance Ravensthorpe	GEDC	LGAs, ERTA, CALM, WATC	H	S
South East coast whalewatching facilities	The most advantageous points for whalewatching to be identified & the development of viewing platforms, access & interpretive information at these points	Esperance Ravensthorpe	CALM	WATC, ERTA, LGAs	M	L

SOUTH EAST DRAFT ACTION PLAN

ABBREVIATIONS

ACC	Area Consultative Committee
BEC	Business Enterprise Centre
CALM	Department of Conservation & Land Management
CME	Chamber of Minerals and Energy
DOT	Department of Transport
GEDC	Goldfields Esperance Development Commission
ERTA	Esperance Regional Tourism Association Inc.
ESC	Esperance Shire Council
ETB	Esperance Tourist Bureau Inc
ECCI	Esperance Chamber of Commerce and Industry
EPA	Esperance Port Authority
ETF	Esperance Tourism Forum Inc
EHS	Esperance Historical society
LGA	Local Government Authority
M&H	Department of Marine and Harbours
MfP	Ministry for Planning
MICE	Meetings, Incentives, Conventions & Exhibitions
MRWA	Main Roads WA
OAED	Office of Aboriginal Economic Development
RHAPS	Ravensthorpe Hopetoun Area Promotions Society Inc.
RSC	Ravensthorpe Shire Council
SEACC	South East Area Consultative Committee
TCA (WA)	Tourism Council Australia (WA)
WATC	Western Australian Tourism Commission

HEARTLANDS DRAFT ACTION PLAN

HEARTLANDS VISION

The Heartlands will develop quality coastal and heritage tourism.



HEARTLANDS DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Gravity Discovery Centre	A visitor interpretive centre presenting the big questions in science, technology and cosmology		UWA	WATC, LGA, BEC	M	L
Viticulture Interpretation Centre	Development of a facility that tells the story of viticulture in the Avon Arc. Facility to incorporate history and interpretation of grapes, wine and dried fruits		Private Sector	LGA, WATC, WDC	M	L
Regional Trails	A series of walk trails in natural areas throughout the region.			LGA's, CALM,	H	S
Dryandra Woodlands	Implement Management Plan and facilitate animal viewing enclosure.		CALM		H	M
Holland Track	Pioneering trail from Broomehill-Coolgardie		LGA	CALM,	M	M
Agri-tourism Circuit	Linking of agriculture themed attractions including wineries		AGWA	HTA, WDC, HTA	H	M
Self Drive Product Trails	Develop self-drive product trails, themed on the regions food, wines, culture and the arts		Peel Region Tourism Association	Peel Trails Group, Peel Sustain	H	S
Golden Pipeline	Provide interpretation, activities and attractions along the 550 km pipeline from Mundaring-Kalgoorlie	\$20m	National Trust	LGA, WDC, WATC, WaterCorp, Federal/State Govt	H	M
Food Markets	Provide roadside and local food outlets selling local produce		MRWA/LGA	HTA, WATC, Private	H	L
Aboriginal Tourism	Indigenous product, interpretation, activities		OAED	Wheatbelt Aboriginal Corporation, WATC	H	S
Natural Environment	Protection of natural environment at major tourism destinations		WATC	CALM, W&R, MfP, DEP	H	M
Town Revitalisation	Delegation of York representatives to other successful small towns		WATC	BEC, LGA, Chamber	H	S

HEARTLANDS DRAFT ACTION PLAN

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Caravan/Camping -	Need to develop tourist orientated camping areas in natural areas throughout the region.		Private sector	CALM, LGA's	H	S
Coastal Accommodation	Development of a quality coastal accommodation and conference facility		Private sector	PCB, Government	M	M
Accommodation - Wedge and Grey	Develop a range of affordable and sustainable coastal accommodation facilities at Wedge and Grey		Private Sector	CALM, LGA's; WATC, WDC	H	S
3 Star Accommodation - Avon Arc	Develop a 3 star accommodation facility in the Avon Valley - Northam.		Private Sector	Town of Northam	H	S

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Avon Valley Events	The Avon Valley to position itself as the Events Valley		AVTA	TBX, LGA	H	S

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Regional Signage	Standardised regional entry signage incorporating Brand WA	\$30,000	HTA	WATC	H	S
Indian Ocean Drive	Access from CBD to Geraldton along the coast		MRWA	LGA, WDC, DOT, WATC	H	S
East-West Access	Provide vehicle access from Norseman- region		MRWA	LGA's,WDC, CALM	H	M
Avon Link Rail	Dedicated passenger rail service from CBD - Avon Valley		Westrail		H	M
Ocean Access	Provide boat launching facilities along Central West Coast area		DOT	LGA, CALM,WDC	M	M
Northam By-Pass			MRWA	LGA	H	S
Self-Drive Tours	Develop promotional material for regional self drive tours		HTA	WATC, Industry	H	S
Regional Map	Develop a comprehensive map of the region		HTA	DOLA, RAC, WATC	H	M

HEARTLANDS DRAFT ACTION PLAN

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Potable Water/Sewerage	Provide water and sewerage to key tourism destinations		Water Corporation	LGA, WDC	H	S
I.T. Infrastructure	Improve facilities and awareness of Telecentres		WDC			
Tourist Information	Provide tourist information at key locations.		LGA	HTA	H	S
Nambung Visitors Centre	Interpretation and Visitor Centre located close to the Pinnacles in Nambung National Park.		CALM	Mandurah Performing Arts Centre, Fairbridge and other industry partners	H	S

HEARTLANDS DRAFT ACTION PLAN

ABBREVIATIONS

CALM	Department of Conservation & Land Management
DOT	Department of Transport
LGA's	Local Government Authorities
MRWA	Main Roads WA
PCB	Perth Convention Bureau
WDC	Wheatbelt Development Commission
OEDA	Office of Aboriginal Economic Development
HTA	Heartlands Tourism Association
WAPC	Western Australian Planning Commission
W&R	Waters & Rivers
WATC	Western Australian Tourism Commission
Short Term	12 - 18 months
Medium Term	18 months - 3 years
Long Term	3 years +
Immediate	Now

PERTH VISION

Perth – Share the Outdoors Lifestyle



PERTH DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Home Port Facility - Duyfken	Utilise the Endeavour Shed in Fremantle to permanently house the Duyfken on its return to Perth in xxxx. Potential to create different environments inside the building		Duyfken Foundation	WAMM, Fremantle First, WA Dutch Community, VOC	H	M
Fremantle Underwater Sculpture Park - Bather's Beach	Use existing artefacts to create an underwater sculpture park. Potential to establish similar parks along other parts of the Western Australian coast		Fremantle First	WAMM, MfCA, dive industry, FPA	M	S
Zig-Zag Railway - Gooseberry Hill	Re-establish original railway that offers scenic views of Perth and travels through natural bush areas		Private, LGA	CALM, Midland Redevelopment Authority	H	L
State Wine Centre	To be located in a CBD location. Potential use for unused heritage building. Could incorporate Wine Industry Association		WATC	Wine Industry Association, City of Perth	M	S
Develop Water Activity Theme Park at Scarborough	Provide an additional focus at Scarborough Beach - family, water - oriented activity centre		City of Stirling	WATC, ATEC, Tourism industry	M	L
Develop Fremantle Prison Tunnel Tours	Open up the tunnel network under Fremantle Prison for public tours. Market research has been undertaken		CAMS	WATC, Fremantle First, City of Fremantle	H	S

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Nature Based Accommodation	The need for a nature based accommodation facility was identified for the Perth area. The first stage is to identify a suitable location following consultation with industry		Private	WATC, CALM	H	M
Accommodation on northern end of Garden Island	A low impact accommodation facility is required to capitalise on the nature based activities in the area		City of Rockingham	Commonwealth Government, City of Fremantle	L	L
Increase commercial accommodation on Rottnest Island	Nature based, low impact accommodation that can be booked by the tourism industry independent of the Rottnest Island Authority system		WATC	RIA, Private	H	M

PERTH DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Establish dive wreck(s) off Perth coast	Linked to other wrecks around the State		WATC	LGA's, Dive industry	M	M
Food & Wine Trail - Swan Valley			WATC	City of Swan, MMAC, SVTC	M	S
Develop whitewater canoeing facility	Site adjacent to Challenge Stadium is a possible venue		Private	UWA, Water Authority, Sports Stadium Trust	L	M
Hardwood Mountain Bike Trail	To follow Bibbulmun Track		CALM	Trailwest, Bikewest, LGA's	L	L
Develop Touch Tourism Packages	Environmentally based interactive packages		WATC	LGA's, Private	M	I
Redevelop Hills Forest Activity Centre & Program	Nature based focus		CALM	WATC, LGA's, Private	M	M
Develop self-drive itineraries & collateral	To provide FIT market with more touring opportunities		MMAC	WATC, ATEC	H	S

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Perth beach shuttle	Introduce a clearly identified and well promoted bus service from the city centre to Perth's major beaches		ATEC	Private Sector, WATC,	H	S
Entice third airline to Perth	Initiate discussions with potential carriers to identify what inducements and support are required to introduce a third domestic carrier to Perth		WATC	WAC, ATEC, MMAC	H	S
Develop transport, access and facilities on the Swan River	Initiate the potential for developing a transport system utilising the Swan River		WATC	MFP, DoT, LGA's	H	M
Beautify and upgrade Great Eastern Highway - Airport to City			WATC	LGA's	H	M
Brand Signage in tourism precincts	Develop different themes based on Brand WA for key tourism precincts ie. Fremantle, Sunset Coast etc		MMAC	WATC, LGA's, MRWA	H	M

PERTH DRAFT ACTION PLAN

AMENITIES

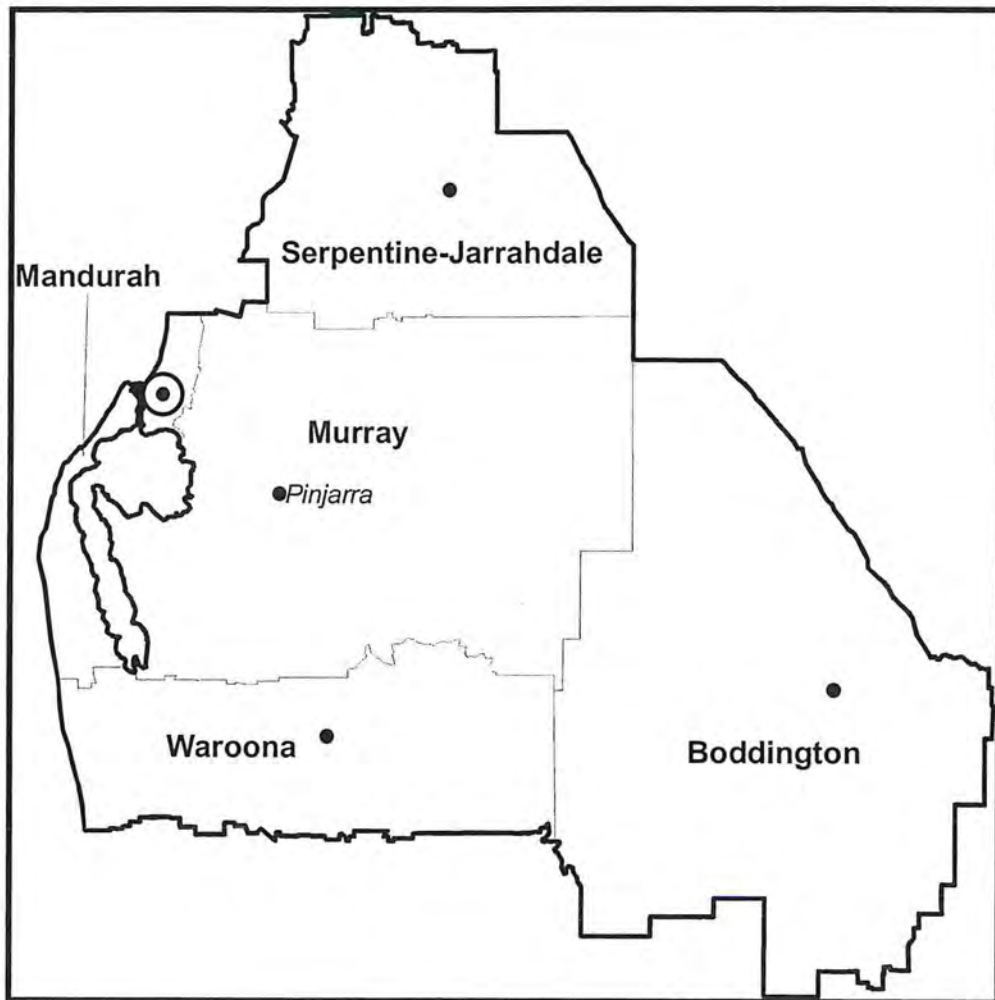
Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Identify and develop off-site function venues - 800 to 2,000 people	Additional facilities will be required to provide alternative function options for conference groups using the proposed new Convention Centre		PCB	WATC, FPA, Sports Stadium Trust	H	L
Refurbishment of Perth City Malls	Inject more life into city areas, ie outside eating areas, facilities		City of Perth	State Government, Private	H	M
Develop new infrastructure at Lake Monger	Transfer key facilities to north eastern corner to include car park and café		Town of Cambridge	WATC, ATEC	H	M
Swan Valley Discovery/Interpretive Centre	Develop a regional interpretive centre to provide information and interpretation for visitors to the Swan Valley and surrounding areas		City of Swan	WATC, SVTC, EMRC	H	M
Develop facilities along the Swan River foreshore	Increase public amenities and facilities to the public along foreshore areas		City of Perth		H	M
Relocate old Fremantle Police Station & Develop Visitor Centre	Relocate Fremantle Police Station to the railway station precinct area and convert to visitor centre		Fremantle First	FPA, Fremantle Society, City of Fremantle	H	M
Pilot Volunteer Guide Program - Fremantle	Introduce volunteer guides in Fremantle to provide assistance to visitors - to be used as a prototype for other areas of Perth/the State		Fremantle First	City of Fremantle, WATC	H	S

ABBREVIATIONS

ATEC	Australian Tourism Export Council
CANWA	Community Arts Network of WA
CALM	Department of Conservation and Land Management
CAMS	Contract and Management Services
CoF	City of Fremantle
CoC	Chamber of Commerce
DCT	Department of Commerce and Trade
DoT	Department of Transport
EMRC	East Metropolitan Regional Council
FoBT	Friends of the Bibbulmun Track
FPA	Fremantle Port Authority
LGAs	Local Government Authorities
MfCA	Ministry for Culture & the Arts
MfP	Ministry for Planning
MMAC	Metropolitan Marketing Advisory Council
MRA	Midland Redevelopment Authority
MRWA	Main Roads WA
NT	National Trust
PHTA	Perth Hills Tourism Association
RIA	Rottneest Island Authority
SRT	Swan River Trust
SVDC	Swan Valley Discovery Centre
TA	Tourism Association
WADTE	WA Department of Employment and Training
WAMM	WA Maritime Museum

PEEL VISION

The Peel Region will develop its diverse range of tourism product and infrastructure concentrating on high yield activities, nature based and marine tourism.



PEEL DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Mandurah Ocean Marina Project	Develop a range of attractions built around the marina precinct		Landcorp	City of Mandurah, PDC, Private Sector	H	M
Boddington Open Range Zoo	Development of an open range zoo that will assist in the conservation of endangered species of wildlife. Public interaction will be encouraged through the provision of short stay accommodation and supporting infrastructure	\$30m	Shire of Boddington	PDC, Perth Zoo, WATC, CALM	H	L
Abingdon Village	Development of a replica miniature model display of heritage buildings and scenes from Australia and the United Kingdom in extensively landscaped garden setting	0.765m	Private Sector	WATC, PDC	H	M
Crab Interpretation Centre	Development of a facility that tells the story of Mandurah's icon - the Blue Manna crab. Facility to incorporate crabmeat tasting - possible associated Marina attraction.		Private Sector	Waters & Rivers, Fisheries, WATC, PDC, Landcorp	M	M
Regional Trails Network	Implement Master Plan	\$50,000	Peel Trails Group	LGA's, PDC	H	S
Yalgorup National Park	Continue to Implement Management Plan		CALM		H	M
Lane Pool Reserve	Implement Lane Pool Reserve Master Plan over the next 5- 10 years	\$1m	CALM		H	L
Wulyinup Lakes Aboriginal Project, Barragup	Interpretive and educational facility, retail facility, guided tours		Nannagup Corporation		H	L
Self Drive Product Trails	Develop self-drive product trails, themed on the regions food, wines, culture and the arts		Peel Region Tourism Assoc	Peel Trails Group, Peel Sustain	H	S
Bilyidar Baldja Project (River People Strongly United)	Stage 1 - Pinjarra Massacre Site - Aboriginal Memorial	\$40,000	MDAA)	Shire of Murray, PDC, WATC	H	S
	Stage 2 - Interpretive Centre. There are opportunities for related activities such as site interpretation, workshops, sale of Aboriginal craft etc.		MDAA)	Shire of Murray, PDC, WATC	H	M
Peel Region Tourist Railway.	Historic Rail Museum and Interpretive Centre - Hotham Valley Tourist Railway (HVTR) linking Pinjarra with Dwellingup and eventually Boddington.	\$15m	PDC	HVTR, WATC, Heritage Council, National Trust, Shire of Murray, Shire of Boddington	H	L
Heritage Park, Bushman Hall of Fame	Interpretive Centre for timber industry - a tribute to the early pioneers and their way of life.	\$500,000	S of S-J	PDC, National Trust, State & Federal Gov	H	L
Jarrahdale Railway Project	Develop small tourist railway utilising old rail reserve.		S of S-J	Westrail	H	L
Boddington Mining Tours	History of mining in the Boddington area including gold mine viewing platform with interpretive signage.		Worsley Alumina		H	L
Oakley Dam	Redevelopment to include trails network, infrastructure and low key visitors facilities	\$50,000 - \$100,000	CALM		M	M
Develop Edenvale Homestead at Pinjarra into a Living Museum	Restore the Edenvale Homestead and provide interpretive information and additional activities to educate visitors about the life of the early settlers in the area.		Shire of Murray	National Trust	M	L
Boddington Cultural Centre	Develop a cultural heritage precinct involving the old school, Roads Board Office, Town Hall, Old Police Station, cultural focus area, and river foreshore area.		S of B		L	L

PEEL DRAFT ACTION PLAN

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Backpackers Accommodation - Mandurah	Establishment of a Backpackers accommodation facility, centrally located near major transport	\$1m	Private Sector	WATC, City of Mandurah	H	I
Caravan/Camping - <i>The Scarp</i>	Need to develop tourist orientated caravan and camping in the scarp area - Shires of Serpentine - Jarrahdale, Waroona, Murray and Boddington		Private sector	LGA's	H	M
Caravan/Camping facility - Mandurah	Increase the capacity for tourist accommodation in caravan parks, for caravanning and camping		Private Sector	City of Mandurah	H	M
4 - 5 Star Accommodation Mandurah	Development of a quality 200 room accommodation facility in close proximity to the Mandurah Performing Arts Centre	\$50m	Private sector	PEDU, PCB, City of Mandurah	H	L
Accommodation - Darling Scarp	Develop a range of accommodation facilities in the region's eastern sector		Private Sector	LGA's; PEDU; local business development units	M	M
Backpacker Accommodation - Jarrahdale	Develop a variety of tourist accommodation, including backpacker and short stay accommodation to complement proposed Heritage Park	\$250,000	Private Sector	Shire of Serpentine Jarrahdale	M	M
3 Star Accommodation - Shire of Murray	Develop a 3 star accommodation facility in the Shire of Murray		Private Sector	Shire of Murray	M	L

PEEL DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Bibbulmun Track Product	Develop product linking the Bibbulmun Track with nearby accommodation facilities. In order for some economic benefit to flow on to the local communities it is desirable to offer accommodation other than that currently provided on the track (basic huts).		Friends of the Bibbulmun Track	CALM, WATC, PRTA, Private Sector	H	S
The Hardwood Trail	A long distance mountain bike trail stretching from Mundaring to Albany that will traverse the Peel Region. The aim is to provide a similar experience for cyclists that the new Bibbulmun Track provides for walkers.	\$1m	CALM	WATC, Sport & Recreation, Bikewest, Lotteries, LGA'S	H	M
Waroona - Hamel Pathway	Development of a walk and cycle trail to Hamel townsite and CALM Arboretum/nursery. Identified as a key project in the Peel Trails Masterplan	\$10,000	Shire of Waroona	Waroona Tourist Committee, CALM, Westrail.	H	S
Heritage Walk Trails - Pinjarra	Continuation interpretive signage, plaques and interpretive signs and a brochure on heritage buildings in the town		Shire of Murray		H	M
Bibbulmun Loop - Jarrahdale	Establish a loop walk trail from the Bibbulmun Track to Jarrahdale		Shire of Serpentine - Jarrahdale	CALM	H	M
Lake Moyanup Boardwalk	Develop picnic area, car parking, walk trail/interpretive signage centred on the rare noisy scrub bird and the history of the Drakesbrook Weir	\$25,000	Shire of Waroona	Lions Community Group	H	M
Coastal Pathway	Development of a dual use coastal pathway linking Mandurah with Yalgorup	\$5m	City of Mandurah	Coast Care, Private Sector	M	L
Waroona Lakes Dual Use Path	Development of a dual-use walk trail and interpretive signage linking Lake Moyanup to Lake Navarino. This project was identified as a priority in the Peel Trails Masterplan	\$6,000	Shire of Waroona	Trailswest	H	S
Wine and Food Festival - Peel Region	Promote the region as a destination that offers a variety of cuisines and interesting menus that can be enjoyed with local wines.		City of Mandurah	Participating vineyards, restaurants and other LGA's	H	S
Seasonal Festivals	Develop a series of festival developed around the four seasons of the year		City of Mandurah		H	S
Peel Equestrian Extravaganza			MEDU /Steering Committee	Equestrian organisations	H	S

PEEL DRAFT ACTION PLAN

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Regional Signage	Standardised regional entry signage incorporating Brand WA	\$30,000	PEDU	WATC	H	S
Mandurah Entry Statement	Develop "Gateway" signage on Gordon Road directing visitors to Mandurah's CBD. Attractive, interpretive entry to the City		City of Mandurah		H	L
Intra-regional Public Transport	Develop public transport system linking key regional areas.		DOT	LGA's	H	M
Freeway Extension	Kwinana freeway extended to the Peel Region		Main Roads WA		H	M
Rail Extension	Perth to Mandurah		Department of Transport		H	M
Lane Pool Reserve	Upgrade entry road to Lane Pool Reserve	\$100,000	CALM	MRWA	H	M
Upgrade South West Highway	Section between Waroona and Harvey	\$8m	MRWA		M	M
Peel Deviation		\$150m	MRWA	LGA's	L	L
Self-Drive Tours	Develop itineraries around regional product for self drive market		PRTA	WATC, Industry	H	S
Boddington Tourist Loop	Self drive tours linking the inland shires with the Armadale (Hills) area		LGA's		H	M

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Develop the Peel region as a Country Convention Centre	Convention Centres in Mandurah, Waroona and Pinjarra should work together to jointly promote the benefits of conventions within the area. Consideration should also be given to locating convention centres close to rail links to enable effective transportation of delegates by Westrail or Hotham Valley tourist Railway		LGA's	Mandurah Performing Arts Centre, Fairbridge and other industry partners	H	S
Waroona Tourist Information Centre	Relocate existing Visitor Centre to a more suitable premises	\$100,000	Shire of Waroona		H	S

PEEL DRAFT ACTION PLAN

OTHERS

Project Title	Project Description	Estimated Cost	Lead Agency	Other Agencies Involved	Priority	Time Frame
Shire Tourism Policies	Encourage all shires to introduce tourism policies. Considerable advantages can be generated from LGA's having included in their statutes a policy that clearly outlines their views and commitments to tourism and tourism development		LGA's	WATC	H	S
Implementation of Tourism Strategy	This tourism development plan for the Peel region should be used as a basis for updating present and future tourism development opportunities for the region		WATC	PDC, other key stakeholders	H	S

PEEL DRAFT ACTION PLAN

ABBREVIATIONS

CALM	Department of Conservation & Land Management
DOT	Department of Transport
HVTR	Hotham Valley Tourist Railway
LGA's	Local Government Authorities
MDAA	Murray Districts Aboriginal Association
MEDU	Murray Economic Development Unit
MRWA	Main Roads WA
MSR	Ministry of Sport & Recreation
PCB	Perth Convention Bureau
PDC	Peel Development Commission
PEDU	Peel Economic Development Unit
PRTA	Peel Region Tourism Association
WAPC	Western Australian Planning Commission
W&R	Waters & Rivers
WATC	Western Australian Tourism Commission
Short	12 - 18 months
Medium	18 months - 3 years
Long	3 years +
Immediate	Now

SOUTH WEST VISION

The South West region will aim to continue as Western Australia's premier tourism destination. It will endeavour to provide a high quality visitor experience with a diverse range of facilities and attractions within an attractive natural environment



SOUTH WEST DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Busselton Underwater Observatory	To construct an underwater observatory located approximately 1.6kms from shore and positioned within the Busselton jetty superstructure. This project will deliver a unique tourist attraction to Western Australia and increase employment due to increased spending. Components include: 1. Underwater Observatory 2. Marine Environment – Protection, Management, Interpretation & Research 3. Heritage – Protection, Management and Interpretation.	\$3.5 million *	CNTA	Shire of Busselton, WATC, Busselton Jetty Management Committee, SWDC (Living Windows) TSW & Federal Government	H	I
Donnelly River Valley Sky Jetty	Construct 'Sky Jetty' viewing platform and ensure that the location takes into account the needs of the visitor and the support facilities required such as tourist accommodation, road access etc.	\$2 million *	CALM	WATC & LGA	H	S
Visitor facilities in Leeuwin-Naturaliste Ridge caves	Some of the tourist caves in the region need assistance to upgrade facilities and preserve the cave environment due to the pressure of increased visitor numbers.	N/A	AMRTA, CNTA, CALM	WATC, SWDC & local caving groups	H	M
Bibbulmun Track	Continue to develop and fund the upgrade of the Bibbulmun Track to maintain it as the State's premier walk trail.	N/A	CALM	WATC & FOBT	M	I
State Trails Master Plan	Implement key strategies in this plan and their further development should be supported.	N/A	Trailswest	LGAs, CALM, Ministry for Planning & local groups	H	M
Karri/Tingle Discovery Centre	A concept to develop a forest discovery or interpretive centre in the Walpole area has been put forward. (There is a need to undertake further consultation with key stakeholders to progress the concept further.)	N/A	Shire of Manjimup	CALM, WATC & SWDC, LGA	H	M
Pemberton Forest Park & Cable Car	Re-development of the Forest Park Precinct including landscaping, chairlift, access road, parking area, recreational facilities etc.	\$6 million *	Shire of Manjimup	SWDC, WATC	H	S
Hardwood Trail (Mountain Bike Trail)	A long-distance mountain bike trail stretching from Mundaring to Albany. It will use existing unsealed mainly disused roads and tracks in natural and forested areas. The aim is to provide a similar experience for cyclists that the Bibbulmun Track provides for walkers.	\$1million *	CALM	Dept Sport & Recreation, Lotteries, LGAs, Transport (Bikewest), WATC, Friends of the Hardwood Trail	H	M
Tourist Rail	Develop additional product packages at key destinations on rail routes used by Tourist Railways.	N/A	WATC	LGAs, SWDC, tourist railway organisations & WAGR	H	M

SOUTH WEST DRAFT ACTION PLAN

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Lighthouse tourism precincts	Both the Cape Leeuwin & Cape Naturaliste Lighthouses and surrounding area have been transferred to the State Government (CALM). These are major tourism assets for the region and State, and it is important that their future be well planned. Upgrading existing facilities and develop new facilities.	N/A	CALM	CNTA, AMRTA, WATC, SWDC, Community Groups	H	M
Swan Dive Wreck Interpretive Centre, Dunsborough	Construction of an interpretive centre to provide information and resources about the former HMAS SWAN shipwreck site. Information of development of marine environment, safety and 'navigation' information for divers. Include linkage to Busselton Jetty.	\$750,000 *	CNTA	Geographe Bay Artificial Reef Society, Shire of Busselton, WATC, SWDC (Living Windows)	H	M
Aboriginal based tourist attractions & facilities	There is a need to develop tourist attractions and activities based on Aboriginal culture and employing Aboriginal people eg an Aboriginal Art Gallery and Studio.	N/A	SWDC	CALM, WATC, OAED and Aboriginal Communities	H	S
Industrial Heritage Tourism Trail	Implement proposals to develop industrial heritage tourism based on identified sites within the region. Refer to "Working Life" report.	N/A	SWDC	WATC, LGAs, RTAs	H	S
Bunbury Shipwreck Trail	There are a number of shipwrecks that now lie beneath the sands of the Koombana Bay Precinct. This area is located near both the Mangrove Boardwalks and the Dolphin Discovery Centre. One of these shipwrecks could provide a new attraction.	N/A	City of Bunbury	SWDC, WATC, WA Maritime Museum	H	M

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Farmstay accommodation	To provide authentic, quality farmstay accommodation for small groups of 15 to 20 people.	N/A	WATC	TSW & Private Sector	H	S
Tourist accommodation gaps in SW region (supply side)	Undertake research to identify the accommodation needs by local government area and by market segment ie, coach, caravan, eco lodges etc.	N/A	WATC	Tour operators, coach operators, LTAs & developers	H	S
Accommodation development & types (demand side)	There is a need to ensure that accommodation developed in the region complements Partnership 21 and the needs of the visitor. This would include the development of accommodation that is "environmentally friendly" such as eco lodges.	N/A	WATC	SWDC, LGA & CALM	H	S
Regional Activity Monitor (Accommodation)	Determine the activity in regional accommodation to obtain an accurate reflection of occupancy rates etc.	N/A	WATC Research Team	TSW	H	I

SOUTH WEST DRAFT ACTION PLAN

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
'Major' events	Infrastructure is required to support existing events ie, Blues at Bridgetown and will assist in attracting new major events to the South West (see attached page for events list).	N/A	SWDC	LGAs, local tourism committees & WATC	M	M
Themed self drive routes	Develop alternate touring or 'themed' routes for the self drive market. This could include 'historical' or 'forest' routes to entice the visitor to stay longer. Opportunity to provide signage on some routes. There is a need for further consultation to develop the concept.	N/A	WATC	SWDC, LGAs, TSW, CALM, MRWA, RAC and LTAs	M	M
Wine Tourism Strategy (Draft)	The WA Wine Tourism Strategy (Draft) has direct implications and benefits to the South West. Its implementation is a priority.	N/A	WATC	Wine Industry Associations, LTAs, SWDC & MRWA	H	I

ACCESS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Jetty & boat ramp facilities	With a trend towards an increase in marine based activities there will be a need to ensure continued access to jetty facilities for boat tours/charters for whale watching, diving and fishing.	N/A	LGAs	Department of Transport LTAs, CALM	H	S
Western Australian Freeway (Peel Deviation)	The Freeway extension will reduce travel time and ease traffic congestion into the region. A funding commitment must be obtained from State & Federal Governments.	N/A	BWEA	MRWA, SWDC & Department of Transport	H	I
Infrastructure on railway lines	There is a need to improve rail network infrastructure to allow tourist railways to deliver visitors to these areas. Consultation will need to be undertaken with a range of key stakeholders including WAGR.	N/A	SWDC	LGAs, LTAs, BWEA, WATC	H	M
Access to high visitation sites	To identify roads that need to be improved to allow access to high visitation sites including those in national parks. (See appendix two - supplied by CALM).	N/A	WATC	CALM, Tourism operators, MRWA, LGAs, BWEA & WBEA	H	M
Access to coastal nodes	Forward planning to provide managed access to coastal nodes in the southern areas is needed to prevent degradation of the environment by uncontrolled access.	N/A	Ministry for Planning	LGAs, CALM & WBEA	M	M

*Access to NP is provided thru
M. Plans already*

SOUTH WEST DRAFT ACTION PLAN

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Rail infrastructure from Perth to Bunbury & Busselton	To increase visitor experience and numbers, including commuters, by improving the rail service from Perth to Bunbury and further south to Busselton. This includes timetabling and rolling stock improvements.	N/A	SW Transport Advisory Group	LGAs, Tourism Bunbury, WATC, WAGR	H	L
Norseman-Lake King Road	This road provides direct access from the Eastern States to the South West. Main Roads is currently undertaking a study on this project to determine future requirements.	N/A	MRWA	LGAs	M	S
Tourism signage standards	There needs to be a consistent standard of tourism signage among all LGAs based on the new national standards.	N/A	WATC	LGAs, MRWA, TSW, LTAs, CALM	H	M

AMENITIES

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
South West Capes Marine Park	Establish a marine park, including Geographe Bay, Cape Naturaliste and Cape Leeuwin.	N/A	CALM	AMRTA, CNTA, WATC, Shire of Busselton, Shire of Augusta/Margaret River	H	L
Meetings, Incentives, Conventions & Exhibitions (MICE)	The South West region is well placed with support infrastructure to capitalise on this growing market segment. There is a need to develop facilities designed to further develop this market.	N/A	WATC	TSW	H	S

OTHER

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Co-operative Research Centre (CRC) model	The CRC methodology could be adopted for use by other Shires, eg Regional Tourism Activity Monitor, CRC Project – Tapestry Tourism Futures. To determine the level of local government support for the CRC model through a consultation process.	N/A	SWDC	ECU, Murdoch University, CSIRO, LGAs & State Government Agencies	High	Short

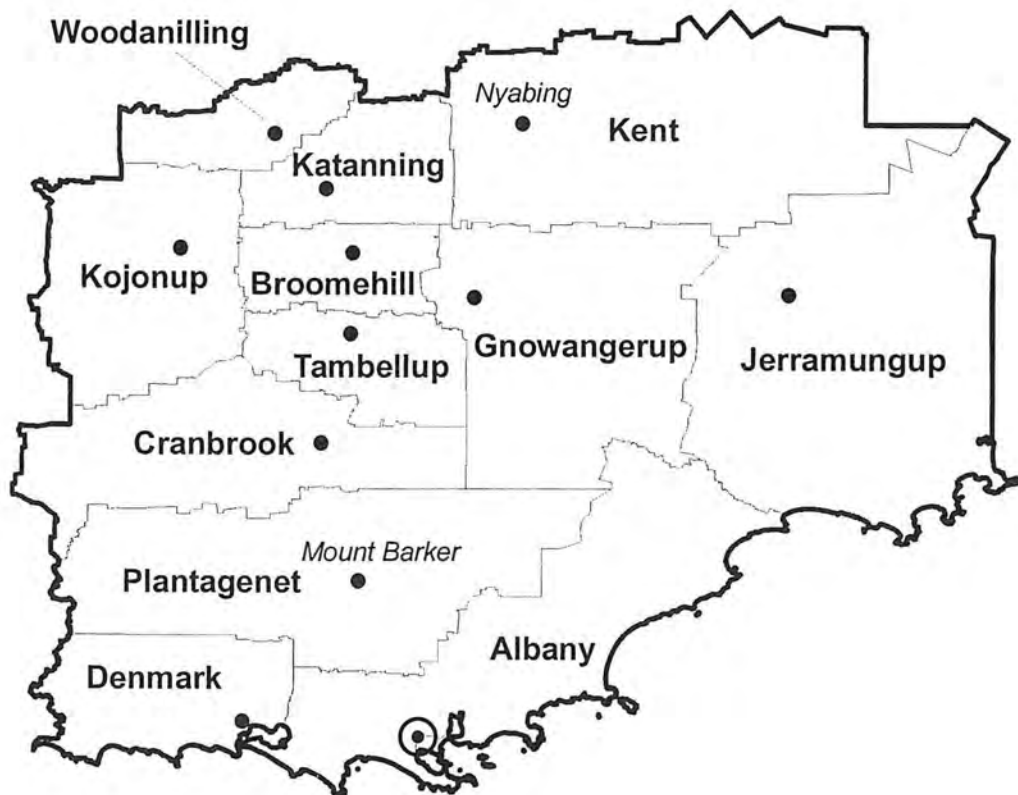
SOUTH WEST DRAFT ACTION PLAN

ABBREVIATIONS

AMRTA	Augusta/Margaret River Tourism Association
BDTA	Balingup Districts Tourism Association
CALM	Department of Conservation & Land Management
CNTA	Cape Naturaliste Tourism Association
ECU	Edith Cowan University
FOBT	Friends of the Bibbulmun Track
LGA	Local Government Authority
LTA	Local Tourism Association
MfP	Ministry for Planning
MICE	Meetings, Incentives, Conventions & Exhibitions
MRWA	Main Roads WA
N/A	Not available or not applicable
OAED	Office of Aboriginal Economic Development
SWACC	South West Area Consultative Committee
SWDC	South West Development Commission
SWTAG	South West Transport Advisory Group
TSW	Tourism South West
WAGR	Western Australian Government Railways
WATC	Western Australian Tourism Commission
WBEA	Warren Blackwood Economic Alliance

GREAT SOUTHERN VISION

The Great Southern will provide quality food, wine and rural experiences and offer marine, nature and heritage tourism.



GREAT SOUTHERN DRAFT ACTION PLAN

ATTRACTIONS

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Interpretation of former HMAS Perth	Land based interpretation and museum for former HMAS Perth including a virtual dive experience		LGA	WATC	H	S
Whaleworld Aquarium	Redevelop and upgrade facilities as detailed in Whaleworlds 5 year development plan		Whaleworld	Private sector, Aquaculture industry, FWA, Federal Govt, Various State Govt	M	L
Mount Barker Hill	Improve public facilities on Mount Barker Hill.		LGA	Mount Barker Tourist Bureau	H	M
Regional Produce Showcase	Develop an attraction to showcase and promote regional produce		GSRMA, GSWPA	AgWA(Progress Rural) LGAs	H	S
ANZAC Heritage	Develop an attraction to interpret Albany's ANZAC Heritage		WATC, RTA, GSDC, LGA		M	M
The Brig Amity	Develop interpretive facilities		AVC	WATC, LGA	H	S
Regional Wildflower Interpretive Centre	Wildflower interpretive centre located central to the region's wildflower areas around Plantagenet, Cranbrook, Gnowangerup		LGAs	GSDC, WATC	H	M
Farmer's Hall of Fame	Hall of Fame on farming/pioneering heritage located at Broomehill		LGA	AgWA, other LGAs, Ag Businesses, Heritage Council	M	L
Regional Interpretive Centre – Albany	Develop an interpretive centre, adjacent to the Albany Visitor Centre to showcase the region's attractions		WATC	LGA, RTA, Industry	H	L
Regional Heritage Trail	Develop a trail to link heritage attractions in the Central Great Southern District.		GSDC	WA Museums. LGAs	H	M
Albany Windfarm	Develop observation platforms, interpretation and walking trails at the Albany Wind Farm site		LGA	WATC, Western Power	H	H
Heritage Tourism	Coordinate existing heritage attractions and develop marketable heritage product		WATC	Regional Heritage groups, WA Museums, LGAs, Heritage Council	M	M
Walpole Wilderness Area	Construction of Karri-Tinglewood Discovery Centre		CALM	WATC	H	M
Stirling Range National Park Visitor Centre	Construction of a visitor centre		CALM	WATC, GSDC	H	M
Porongurup National Park	Develop improved visitor facilities and walk trails at Castle Rock		CALM	Porongurup Progress Association, LGA	H	M

GREAT SOUTHERN DRAFT ACTION PLAN

ACCOMMODATION

Project Title	Project Description	Budgeted Cost	Action By	Supporting Organisations	Priority	Time Line
Wilderness Lodge Stirling Range National Park/Fitzgerald River National Park	Develop Wilderness/Safari Style Accommodation in or near the Stirling Range National Park and Fitzgerald River National Park		Private sector	CALM , GSDC, WATC, LGA	M	M
Wine Lodge	Development of wine themed accommodation		Private sector	GSDC, WATC	L	L
Albany Accommodation	Develop a new high quality accommodation complex of 100 rooms plus including meeting facilities in the Albany area		Private sector	WATC, GSDC, LGA, PCB	H	L

ACTIVITIES

Project Title	Project Description	Budgeted Cost	Lead Agency	Supporting Organisations	Priority	Timelines
Regional Walk Trails	Establish strategic walk trails throughout the region		LGAs	Trailswest, CALM, GSTA	H	L
Regional Dive Trails	Establish a network of dive trails in the region		SCMGp	LGAs, Dive Industry, WATC, GSDC, Coastcare, GSTA	H	S
Aboriginal Products	Develop indigenous tourism experiences		GSDC	WATC, DoCAT OAED, GSTA	H	M
Mountain Bike Trails	Establish bike trails throughout the region		Trailswest	CALM, GSDC, LGAs, GSTA	M	M
Whale watching research activity	Develop a touch tourism project to encourage visitor participation with whale watching research activities		WATC, Boodjerra Foundation	CALM, GSTA	H	S
Surf Reef	Development of an artificial reef to improve surfing conditions		GSDC	LGA	M	L
Wine and Food Tourism	Undertake activities to develop wine and food attractions. Develop infrastructure and product including wine trails		GSWPA, GSRMA	WATC, LGAs AgWA, GSDC, GSTA	H	M
Regional Events	Attract regional events		Local Interest Groups	RTA, LGAs, Eventscorp	H	S

GREAT SOUTHERN DRAFT ACTION PLAN

ACCESS

Project Title	Project Description	Budgeted Cost	Lead Agency	Supporting Organisations	Priority	Timelines
Wine Trails	Develop a coordinated sign system for wine trails		GSWPA, GSRMA	WATC, GSDC	H	I
Sand Patch Road	Improve road to sealed standard		LGA	Regional Road Group, Western Power	H	S
Wingebellup Road	Improve to sealed standard		LGA	Regional Road Group	H	S
Salt River Road	Improve to sealed standard		LGA	Regional Road Group	H	M
Rail Tourism	Facilitate the development of rail tourism product and infrastructure		GSDC	LGAs, WAGR, WATC	H	L

AMENITIES

Project Title	Project Description	Budgeted Cost	Lead Agency	Supporting Organisations	Priority	Timelines
Porongurup National Park	Provide additional/improved visitor facilities in the Porongurup National Park		CALM	LGA, PPA	H	S

OTHER

Project Title	Project Description	Budgeted Cost	Lead Agency	Supporting Organisations	Priority	Timelines
Marine Parks	Establish a network of marine parks in the region		MPRA	CALM	H	M
Implementation of Tourism Development Plan for the Great Southern region	The tourism development plan for the region should be used as a basis for updating present and future tourism development opportunities for the region.		WATC	GSTA, GSDC, Key Stakeholders	H	M

GREAT SOUTHERN DRAFT ACTION PLAN

ABBREVIATIONS

CALM	Department of Conservation and Land Management
DOT	Department of Transport
AVC	Albany Visitor Centre
LGA's	Local Government Authorities (Shires and City of Albany)
GSDC	Great Southern Development Commission
MRWA	Main Roads WA
MSR	Ministry of Sport & Recreation
PCB	Perth Convention Bureau
MBTB	Mount Barker Tourist Bureau
DTB	Denmark Tourist Bureau
GSTA	Great Southern Tourism Association
AgWA	Agriculture WA
GSWPA	Great Southern Wine Producers Association
MRPA	Marine Parks and Reserves Authority
GSRMA	Great Southern Regional Marketing Association
WAPC	Western Australian Planning Commission
WATC	Western Australian Tourism Commission