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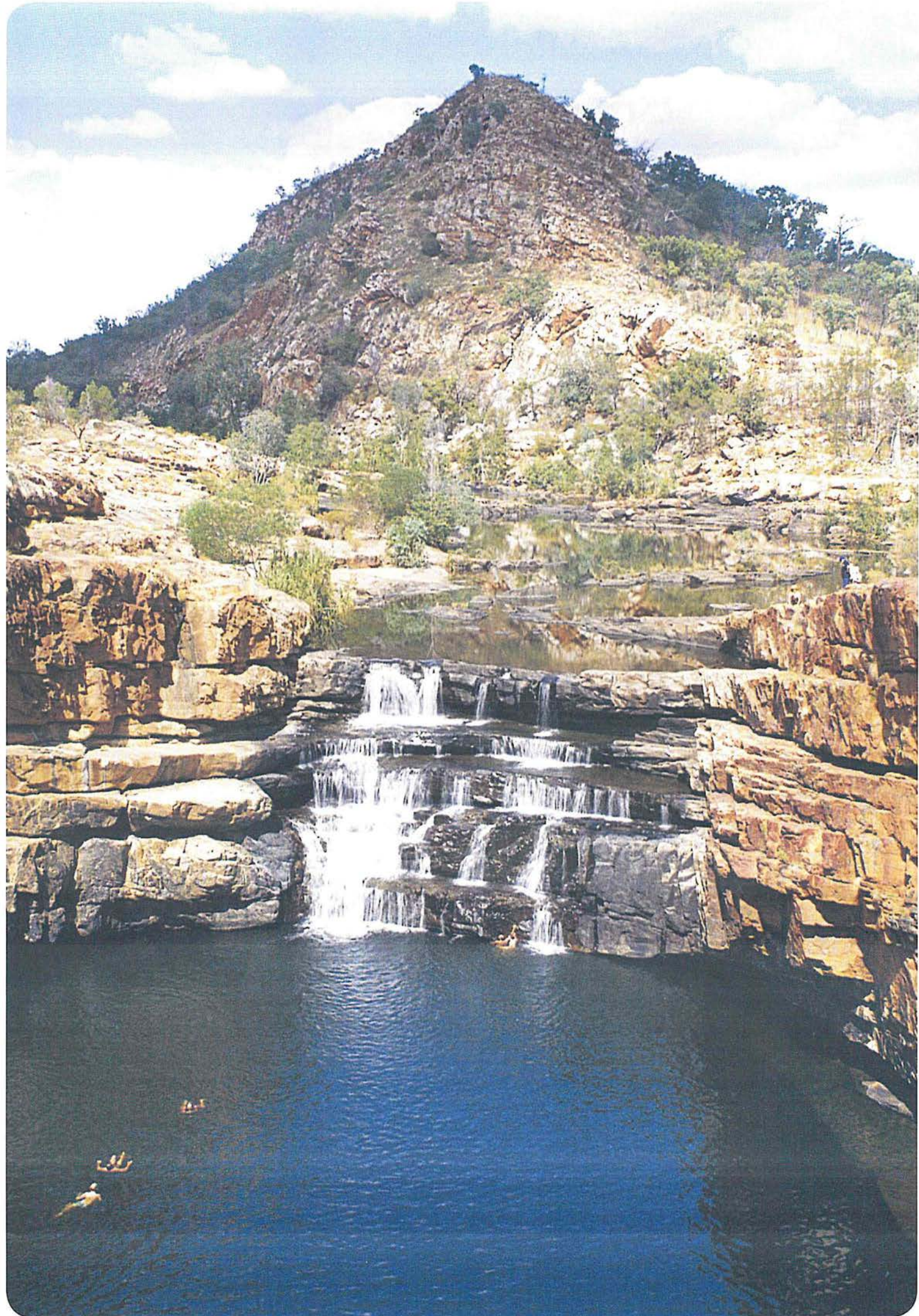
# NATUREBANK

**Exceptional Ecotourism  
Development Opportunities  
in Western Australia**



**EXTRAORDINARY  
WESTERN AUSTRALIA**



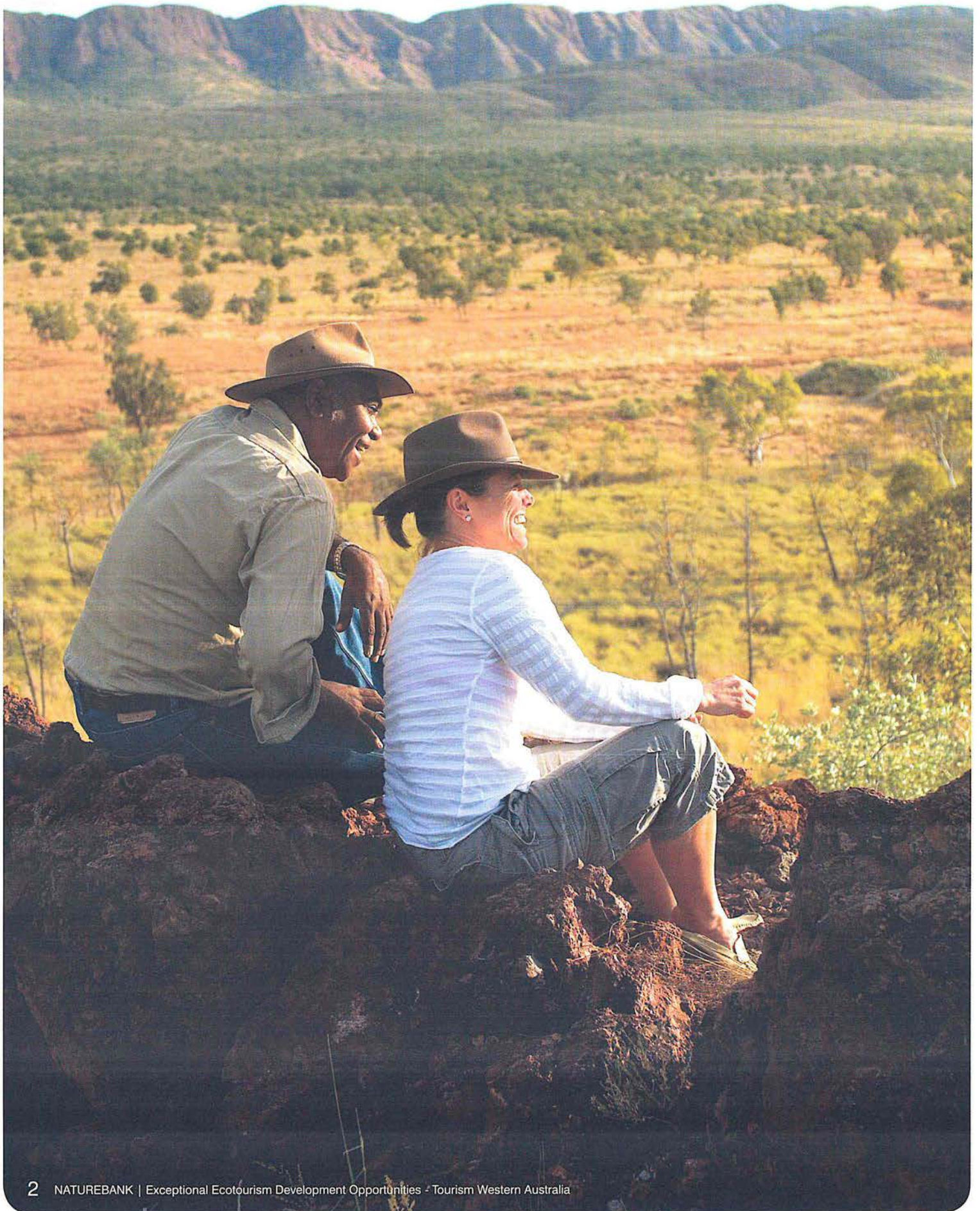




# Contents

What is Naturebank.....	3
Proposed Naturebank Development Sites .....	5
Ngamoowalem Conservation Park .....	7
Windjana Gorge National Park.....	11
Millstream Chichester National Park .....	15
François Péron National Park Shark Bay .....	19
Wharncliffe Mill .....	23
Cape Le Grand National Park .....	27
Useful Links .....	30







# What Is Naturebank?

Naturebank is a Western Australian Government initiative that aims to prepare sites for development of quality environmentally sensitive tourist accommodation experiences in the State's national parks. Naturebank will assist to position Western Australia among the world's premier ecotourism destinations.

Naturebank offers opportunities for suitably experienced developers to create exceptional ecotourism experiences that provide visitors with an appreciation of natural and cultural values, leaving them with lasting memories of our ancient landscapes and cultures.

Naturebank provides a management structure to ensure projects achieve ongoing environmental and social outcomes. Naturebank projects will assist the State's regional communities through responsible tourism practices that provide training and employment opportunities and stimulate businesses by local purchasing of goods and services. Similar successful ecotourism ventures already operate in Western Australian national parks including Purnululu, Karijini and Cape Range.

Naturebank works by identifying potential sites in selected national parks and undertaking the pre-release development clearances required to present them to market as a Naturebank opportunity. Sites are subjected to a rigorous clearance process and will not be progressed unless they meet strict environmental and cultural requirements. Pre-release development clearances vary from site to site and may include flora and fauna surveys, heritage assessments and groundwater studies. It also entails addressing park management plan requirements, site amenity, site access, infrastructure and consultation with the host community and traditional owners.

Naturebank is not about cutting corners in the planning processes. It is about the Government ensuring that a site has appropriate environmental and cultural clearances, the necessary infrastructure is available

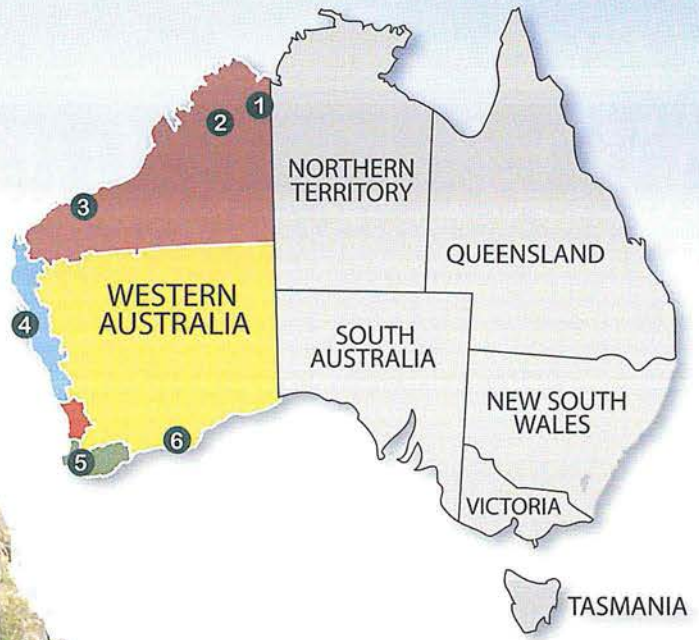
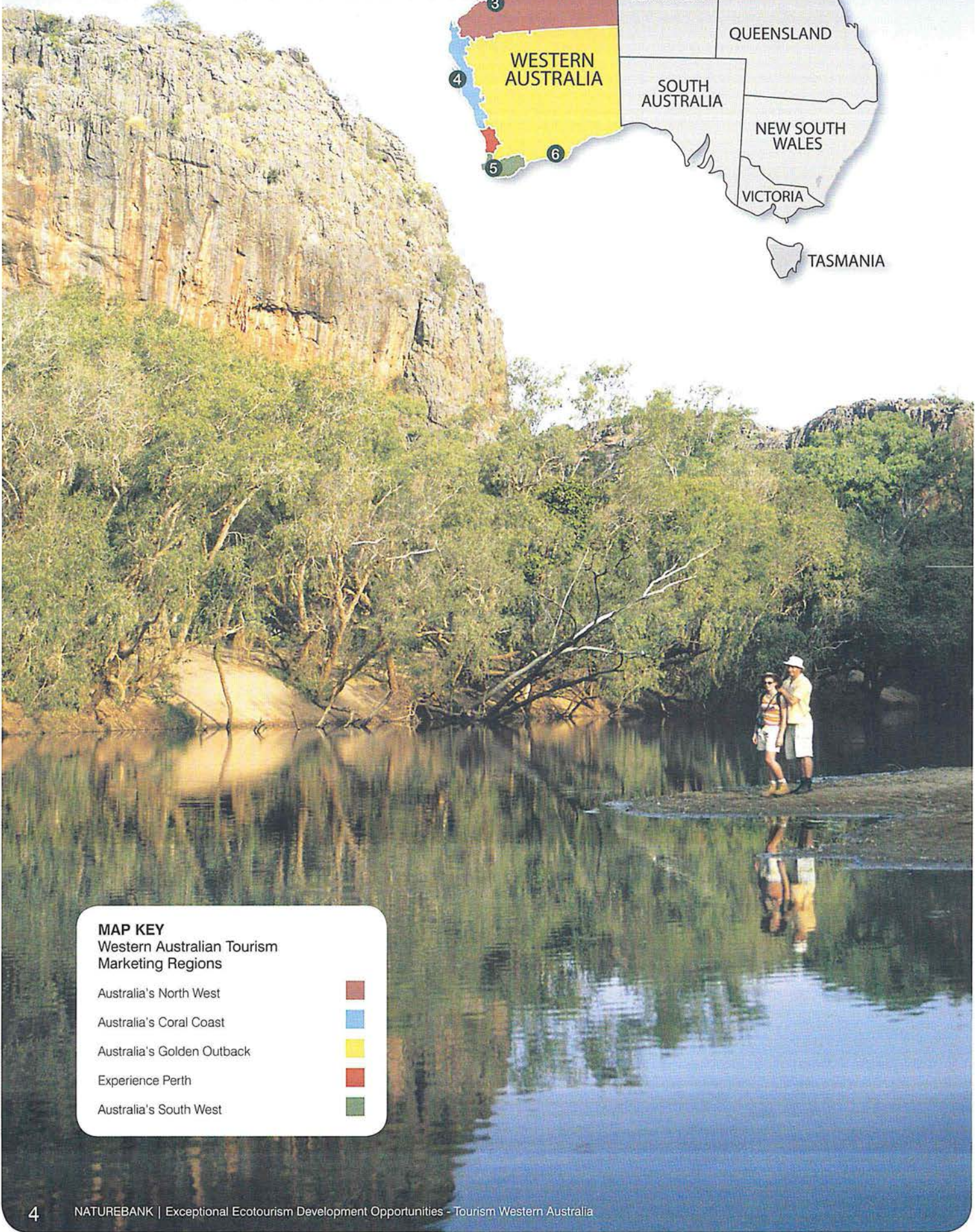
(e.g. water, access) and is sustainable. This work removes much of the upfront uncertainty and provides guidance for the developer.

Release of Naturebank opportunities is by an open competitive process. Expressions of interest are invited from private sector developers with a business model that embraces responsible tourism practices and demonstrates a commitment to the environment and Aboriginal culture. After evaluation of the expressions of interest, proponents are shortlisted and they are then invited to submit a full development proposal. The successful proponent will be offered a performance based lease with social and environmental performance conditions that reflect the values of the area. The period of lease offered to a successful proponent will be determined after giving due consideration to the level of capital investment to be made and the operating risk.

Naturebank is intended to be an ongoing program with new destinations and sites progressively added to the list of potential projects.

Naturebank is jointly managed through a partnership between Tourism Western Australia and the Department of Environment and Conservation. Tourism Western Australia is responsible for the development, promotion and protection of Western Australia's iconic tourism experiences. The Department of Environment and Conservation has the lead responsibility for protecting and conserving the State's environment on behalf of the people of Western Australia. This includes managing the State's national parks, marine parks, conservation parks, State forests and timber reserves, nature reserves, marine nature reserves and marine management areas.





**MAP KEY**

**Western Australian Tourism  
Marketing Regions**

Australia's North West



Australia's Coral Coast



Australia's Golden Outback



Experience Perth



Australia's South West





# Proposed Naturebank Development Sites

The following destinations will be assessed over the next few years and, if deemed suitable for development, sites will be prepared and released as Naturebank opportunities.

## 1. Ngamoowalem Conservation Park

The remarkable Proposed Ngamoowalem Conservation Park features stunning landscapes, important flora and fauna habitats and considerable Aboriginal cultural heritage. The Ngamoowalem sandstone range contains gorges, creek systems, permanent freshwater pools and seasonal waterfalls.

## 2. Windjana Gorge National Park

Windjana Gorge, a stunning 3.5km winding natural habitat, was carved by the Lennard River through the Napier range which rises abruptly from the arid surroundings. Located 145km east of Derby, the gorge is a haven for unique flora and fauna.

## 3. Millstream Chichester National Park

Millstream Chichester National Park, located 120km south east of Karratha, is set amongst a stunning natural landscape of ancient volcanic ranges, tablelands, escarpments and water systems.

## 4. François Péron National Park Shark Bay World Heritage Area

Located within the visually stunning Shark Bay World Heritage Area, the François Péron National Park is on the doorstep of Monkey Mia and 4km from the town of Denham. This 52,500ha Park is renowned for its magnificent marine life including dugongs, manta rays, dolphins, turtles and whales. The scenery provides dramatic contrasts between the red dunes and turquoise water.

## 5. Wharnccliffe Mill

### Bramley National Park

Wharnccliffe Mill is situated in the Bramley National Park, five minutes from Margaret River and was originally a pine sawmill. The existing bunkhouse style recreation facility and camping area is amidst old growth karri and jarrah forests.

## 6. Cape Le Grand National Park

Cape Le Grand National Park, located 50km east of the town of Esperance, offers secluded bays protected by granite headlands with pristine white sandy beaches bordering the clear turquoise waters of the Southern Ocean.





#### KEY FEATURES

- ▶ Development opportunity within the remarkable Ngamooowalem Conservation Park
- ▶ Remote wilderness location of stunning natural beauty
- ▶ The terrestrial environment features a significant variety of flora and fauna
- ▶ Area of rich Aboriginal cultural significance
- ▶ Opportunity to form a partnership with traditional custodians of the land to develop authentic cultural experiences for visitors



# Ngamoowalem Conservation Park



## ECOTOURISM DEVELOPMENT OPPORTUNITY

The remarkable Proposed Ngamoowalem Conservation Park, located in the east Kimberley region of Western Australia, features stunning landscapes, important flora and fauna habitats and considerable Aboriginal cultural heritage. This wilderness area provides an excellent opportunity for a developer with a passionate appreciation of the uniquely Australian natural landscapes and cultural values to create a quality wilderness retreat and tourist experience which will leave the visitor with lasting memories.

## TOURISM PROFILE OF THE REGION

### Proposed Ngamoowalem Conservation Park

The 70,311ha Proposed Ngamoowalem Conservation Park is situated in the north east of Western Australia, approximately 3,150km from Perth, 1,000km from Broome and 850km from Darwin by road.

This part of Western Australia is recognised as one of the most remote wilderness areas in the world and is largely undeveloped for tourism.

The Park is an important cultural heritage area and has numerous mythological places, artefacts/ceremonial sites, paintings and engravings.

The Ngamoowalem sandstone range which rises from the relatively flat surrounding land contains gorges and creek systems.

The watercourses influence the type of vegetation which includes palm groves near the waterfalls and riparian species along the creek lines. Populations of cycads are concentrated along the slopes of the escarpment and the steep-sided gorges also provide habitat for a variety of wildlife including a number of endangered species.

Ngamoowalem is part of the proposed Yoorrooyang Dawang Conservation Parks system which

encompasses six separate conservation parks. A draft management plan is available which will guide future joint management of the parks.

## Aboriginal Culture

The Miriwung and Gajerrong people are the traditional custodians of this land and have been present on the country for thousands of years hunting and gathering their food. Their ancestors created Miriwung and Gajerrong country which they call 'Ngarranggarni', the Dreaming.

The Miriwung and Gajerrong people continue to contribute to the store of knowledge of the natural and cultural resources of the area, and advise on how this information might best be managed. They want to keep their traditional links to country strong and be involved with delivering a range of visitor experiences on their lands while protecting the key values and minimising risks to visitors.

## Climate

The climate is semi arid with distinctive wet and dry seasons ranging from warm dry winters to very hot and humid summers. Average temperatures in the winter months are 31°C maximum and 16°C minimum with temperatures sometimes going below 0°C at night. Average temperatures in the summer months are 36°C maximum and 25°C minimum.

During the most popular period from May to November, the days are characteristically clear and sunny with low humidity; however there can be unseasonal rain during this time.





The months from December through to April, are characterised by hot days and extreme humidity. While it is known as the 'wet' season the rain usually falls in heavy, short downpours in the late afternoon and evenings providing lightning shows and spectacular sunsets. Tropical cyclones occur in the Kimberley region between December and April.

### Access

#### By Road

Ngamoowalem can be accessed from both the Victoria Highway and the Great Northern Highway.

#### By Air

Access to the potential development site is by helicopter from Kununurra. Kununurra is serviced with daily flights from Perth via Broome and also from Darwin. Kununurra also has a weekly direct flight from Perth (twice weekly during the tourist season May-September). Broome, the aerial gateway to the North West, has direct domestic air services from Sydney, Melbourne, Adelaide, Brisbane and Darwin.

### Proximity to Nearest Town

Ngamoowalem is situated adjacent and to the west of the town of Kununurra which is the eastern gateway to the Kimberley region.

Kununurra is a vibrant regional centre with a permanent population of approximately 6,000 which can increase to around 10,000 people during the 'dry' season. It is a significant destination for visitors to access many of the east Kimberley's tourist attractions.

### Accommodation Facilities

The Proposed Ngamoowalem Conservation Park is largely undeveloped and currently offers limited accommodation options.

The regional town of Kununurra features a wide range of accommodation including resorts, hotels, self contained apartments, holiday and caravan parks.

### Tourist Attractions

The Miriuwung and Gajerrong people are keen to showcase the unique qualities of their conservation lands and a Tourism Opportunities Study completed in 2010 identified a broad range of options in the Proposed Ngamoowalem Conservation Park, including a potential trekking network for adventure travellers and eco-tourism accommodation.

The rugged landscape of Ngamoowalem features a variety of wildlife and vegetation that is rich in bush tucker, and is interspersed with gorges, creeks, seasonal waterfalls and permanent springs and freshwater pools. This, together with the area's strong cultural heritage, provides considerable opportunity to develop low impact high yield experiential style tourism product.

The potential development area can also be accessed by walking which could be incorporated into the overall visitor experience.

The area around Kununurra features a number of significant attractions including Lake Argyle, Ord Valley, Argyle Diamond Mine, Mirima National Park, and Purnululu National Park. Kununurra is also the eastern gateway to the Gibb River Road adventure route.





## Visitation

The Kimberley region is acknowledged as one of Australia's premier tourism destinations for remote wilderness adventure and ecotourism experiences. Kununurra, which is located in the Shire of Wyndham-East Kimberley, is a strong leisure destination and has the following tourism profile:

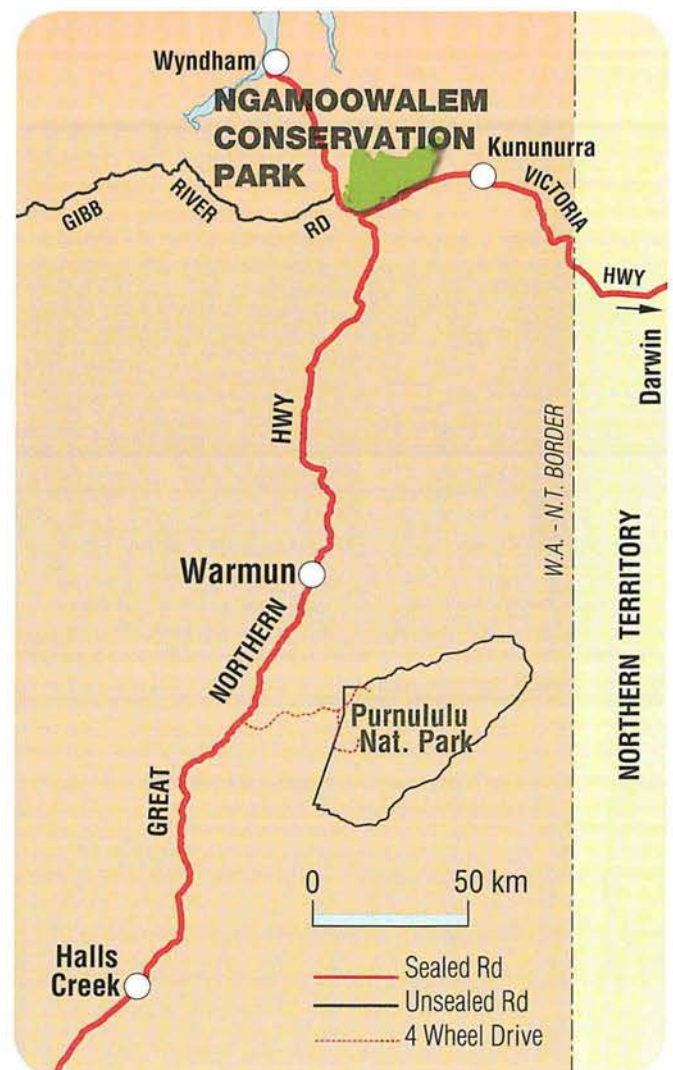
International visitors account for 20% of visitation to the region and 23% of visitor nights

- ▶ 687,800 total visitor nights (domestic and international visitors)
- ▶ Average length of stay for domestic visitors is 7.1 nights and international 8.8 nights
- ▶ Combined domestic and international expenditure is \$32 million of which \$4 million is by international visitors
- ▶ The top international markets for the Kimberley Region are the UK, New Zealand and Germany

(Source: Tourism WA Research Annual Average 2007/08/09)

## Australia's North West

The Proposed Ngamoowalem Conservation Park is located within the Australia's North West Region, one of Western Australia's five tourism marketing regions. The region is marketed and promoted by the Australia's North West Regional Tourism Organisation.







### KEY FEATURES

- ▶ Iconic Kimberley tourism destination
- ▶ Secluded natural pools surrounded by stunning rock formations
- ▶ Ancient barrier reef system and perfect marine fossils
- ▶ Rare and unique wildlife experiences
- ▶ Unique opportunity to meet growing accommodation demand in the region
- ▶ Cultural tourism opportunities with local aboriginal groups
- ▶ Located a two hour drive from the town of Derby



# Windjana Gorge

## National Park



### ECOTOURISM DEVELOPMENT OPPORTUNITY

Windjana Gorge, a stunning 3.5km winding natural habitat, was carved by the Lennard River through the Napier Range which rises abruptly from its arid surroundings. Perfectly preserved marine fossils can be viewed along the vertical walls of the gorge which rise up to 100m, and the freshwater pools and soaring cliffs provide an ideal habitat for unique flora and fauna.

This remarkable location provides an exceptional opportunity for a tourism development incorporating sustainable eco friendly accommodation and a range of inspiring visitor experiences.

### TOURISM PROFILE OF THE REGION

#### Windjana Gorge National Park

Windjana Gorge National Park, which covers an area of over 2,100ha, is located in the Kimberley region in the far north of Western Australia. This area is renowned for its vast wildlife sanctuaries, spectacular gorges and thundering waterfalls. The Kimberley is guaranteed to offer some of the most unique wilderness experiences in Australia.

Windjana Gorge is situated 360km from Broome, 145km from Derby and 150km from Fitzroy Crossing.

During the winter months (May to November) the receding Lennard River forms cool freshwater pools, creating a monsoonal strip of vegetation that meanders along the gorge.

Leichardt trees provide shelter for many water birds, corellas and a colony of fruit bats. A distinctive feature of the gorge is the freshwater crocodiles that can often be seen in the pools providing some of the most unique examples of these ancient animals in their natural habitat.

Visit Numbers	Years
27,078	2007/2008
29,086	2008/2009
27,808	2009/2010
24,030	2010/2011

*Visits to Windjana Gorge National Park. Source: DEC Vistat*

### Aboriginal Culture

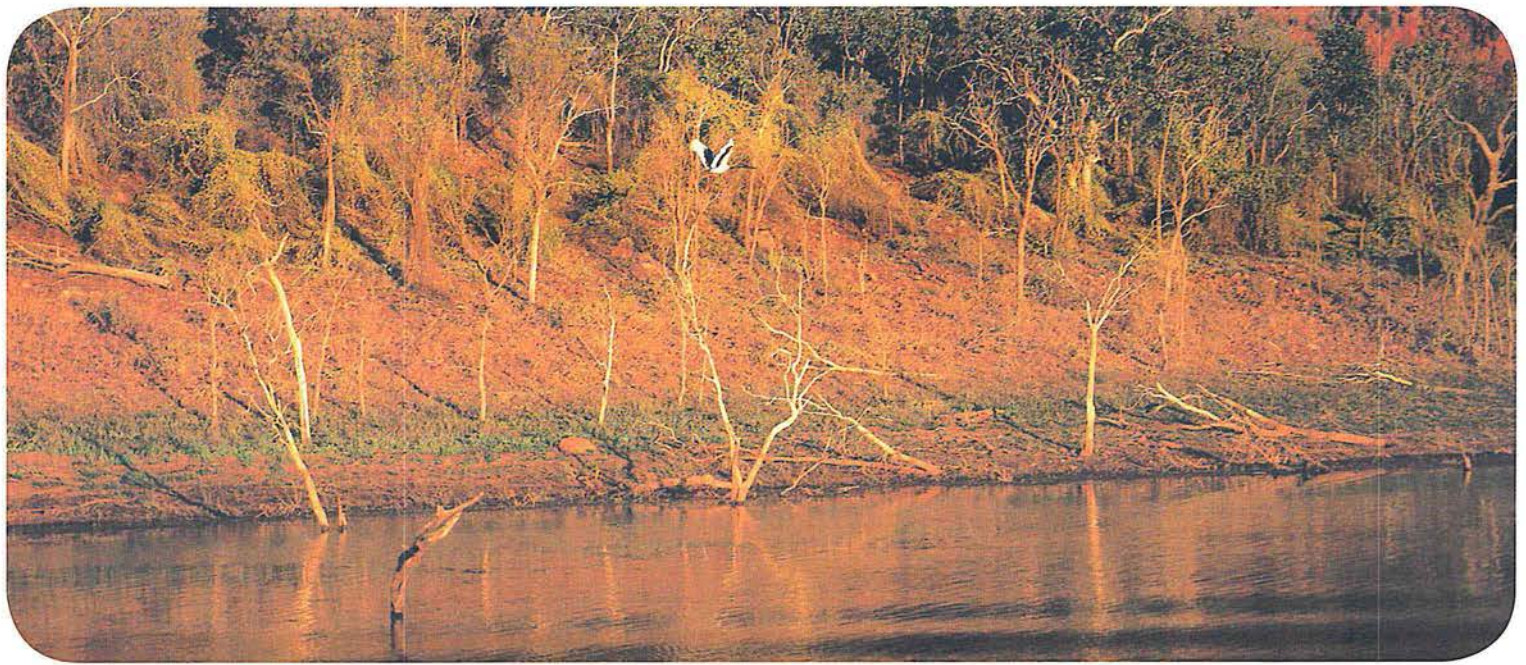
The local Aboriginal tribe, the Bunuba people, hold Windjana Gorge as a spiritual location and believe the Wandjina creation spirits resided here. The Wandjina spirit is linked with the rains ('wet' season) and with fertility and, for those connected culturally and spiritually to the Wandjina spirit, it is the symbol or icon for the 'bringer of all', the most powerful creator.

### Climate

The Kimberley region has a tropical monsoon climate with two dominant seasons separated by short transitional periods. The winter season, May to November, is the most popular time to visit the Kimberley with daytime temperatures ranging from 20°C to 30°C.

The summer months, November to April, are characterised by hot days and balmy nights. While it is known as the 'wet' season the rain usually falls in heavy, short downpours in the late afternoon and evenings providing great lightning shows, spectacular sunsets and thundering waterfalls.





## Access

### By Road

Windjana Gorge National Park can be reached from the Leopold Downs Road, a well maintained unsealed road that links the Great Northern Highway with the Gibb River Road.

### By Air

Broome is the major airport servicing the Kimberley region with daily flights from Perth and regular flights from Brisbane, Sydney, Melbourne, Adelaide and Darwin.

410,000 passengers used Broome airport in 2008 and it is forecasted that 500,000 will be using it by 2016.

*(Source: CASA – Aeronautical Study of Broome, 2009).*

The closest airport to the national park is at Derby with return services from Perth Monday to Thursday.

## Proximity to Nearest Town

The town of Derby is situated to the east of Windjana Gorge National Park. With a population of 4,500 people, Derby is the main supply point for travellers on the Gibb River Road. Amenities include fuel, vehicle repair services, medical and hospital services, shopping outlets, recreational services and accommodation.

Fitzroy Crossing is located to the south east of the National Park and offers basic amenities such as fuel, medical, retail, recreation and accommodation. It has a population of 1,500 people.

## Accommodation Facilities

Windjana Gorge has one campground accessible by two wheel drive vehicles. Facilities include hot and cold showers, wood fire rings, toilets and picnic areas. The campground is spacious and well maintained with the Napier Range providing a spectacular backdrop.

Accommodation in Derby ranges from mid range hotels and backpackers to a caravan and camping park. Fitzroy Crossing has a range of accommodation facilities including a lodge, hotel, caravan and camping park.

## Tourist Attractions

Camping, sightseeing, walking, photography and nature observation are popular activities in the Park. Visitors can see the ancient barrier reef system, limestone gorge, natural water pools and a variety of wildlife.

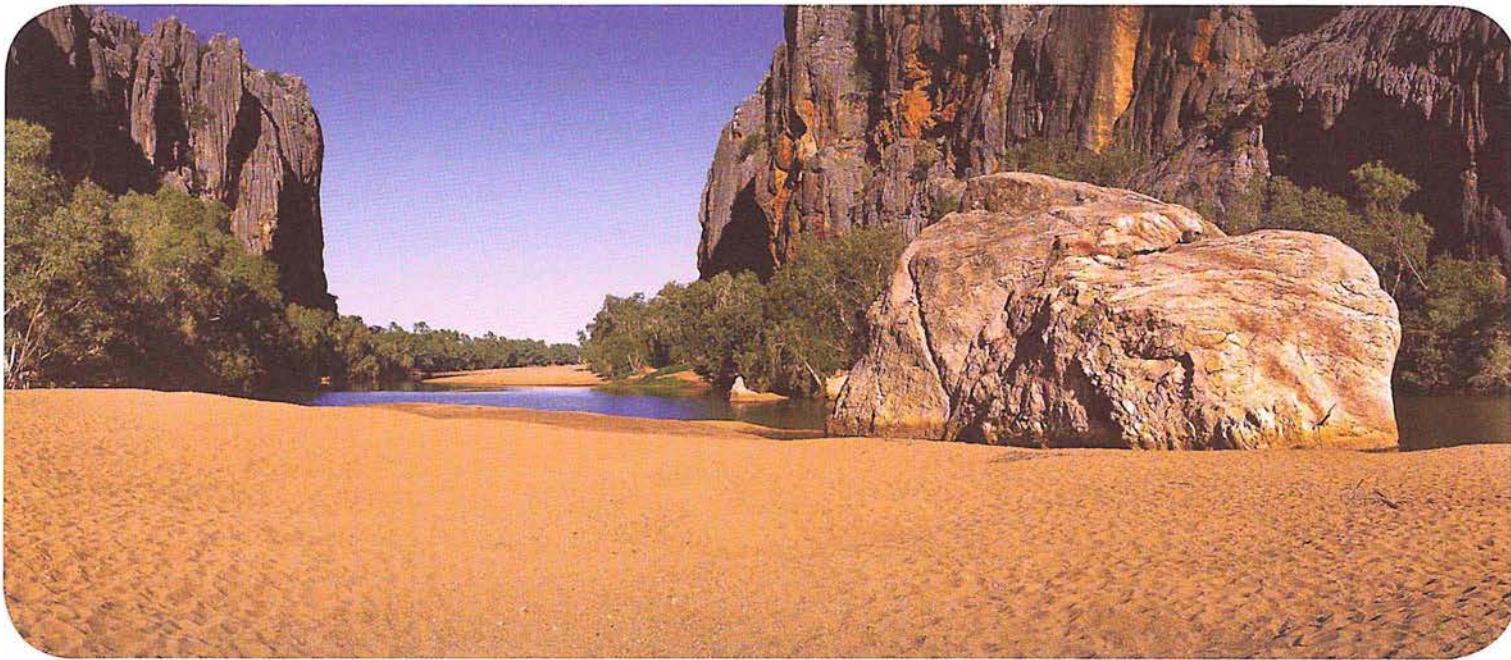
The most common activity is the 7km return walk that follows the full length of the gorge. This walk provides a close look at the resident flora and fauna. There are also perfectly preserved fossils of marine life to be found, including the world renowned Gogo fish, an ancestral fish giving rise to the first land based animals.

Attractions in and around Derby include the local jetty, Wharfinger House Museum, the Old Derby Gaol, Botanical Gardens and the famous Boab Prison Tree.

The Buccaneer Archipelago, accessed from Derby, is a beautiful area consisting of around 1,000 rocky islands with small embayments and secluded white sandy beaches. The Archipelago is part of a Ria, or drowned coastline, with islands of ancient massive sandstones. Tides in the area range up to 12m and create phenomena such as the horizontal waterfall in Talbot Bay.

Travelling from Derby, Windjana Gorge is the first stop on the Gibb River Road adventure route. This popular drive attraction is mainly open during the dry season and features a variety of national parks, gorges and nature-based activities.





## Visitation

The Kimberley region is acknowledged as one of Australia's most significant tourism destinations for adventure and ecotourism experiences.

Broome is the aerial gateway to the Kimberley and has the following visitation profile:

- ▶ International visitors account for 18% of visitation
- ▶ 1.5 million total visitor nights (domestic and international visitors)
- ▶ Combined domestic and International expenditure of \$242 million
- ▶ Average length of stay is 7.2 nights with international visitors staying an average 8.2 nights
- ▶ The top international markets are the UK, New Zealand and Germany

(Source: Tourism WA Research Annual Average, 2007/08/09)

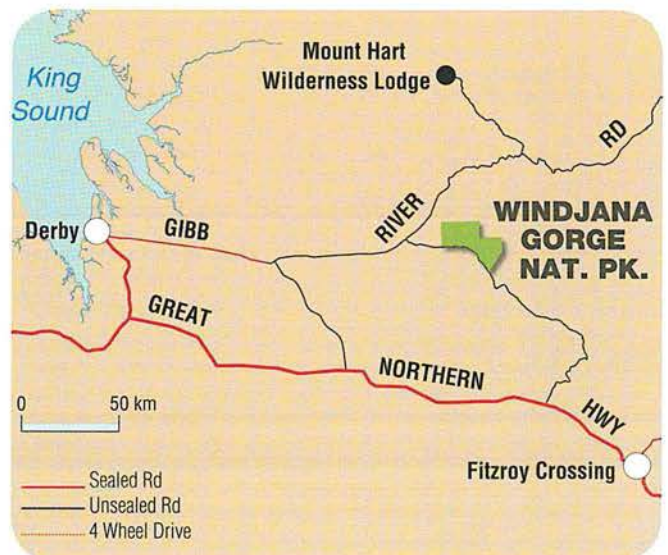
Windjana Gorge National Park is located in the Shire of Derby/West Kimberley which has the following visitation profile:

- ▶ International visitors account for 19% of visitation to the region and 21% of visitor nights
  - ▶ 303,400 total visitor nights (domestic and international visitors)
  - ▶ Combined domestic and international expenditure of \$23 million
  - ▶ 150 vehicles travel the Gibb River Road per week
- (Source: Main Roads WA Research Annual Average 07, 08, 09.)
- ▶ The top international markets are the UK, New Zealand and USA

(Source: Tourism WA Research Annual Average, 2007/08/09)

## Australia's North West

Windjana Gorge National Park is located within Australia's North West region, one of Western Australia's five tourism marketing regions and is marketed and promoted by the Australia's North West Regional Tourism Organisation.





## KEY FEATURES

- ▶ Pristine ecotourism experience within the Millstream Chichester National Park
- ▶ Millstream Chichester National Park is located within a 2 hour drive from Karratha
- ▶ Karratha is serviced by daily flights from Perth by major domestic air carriers
- ▶ Picturesque pools for swimming and relaxing
- ▶ Varities of walking trails through remarkable landscapes in close proximity
- ▶ Area rich in Aboriginal cultural heritage



# Millstream Chichester National Park



## ECOTOURISM DEVELOPMENT OPPORTUNITY

Millstream Chichester National Park is set amongst ancient volcanic ranges, tablelands and escarpments that have produced a stunning natural landscape ideally suited for a sustainable eco retreat. This ecotourism/ wildlife opportunity would incorporate a range of visitor experiences such as exploration of the stunning red cliffs and emerald coloured pools that create a sanctuary for wildlife and visitors alike as well as interpretation of the rich cultural values.

## TOURISM PROFILE OF THE REGION

### Millstream Chichester National Park

The Millstream Chichester National Park is located in the Pilbara region in the north west of Western Australia. It is 150km south east of the town of Karratha which is approximately 1,500km north of Perth.

The Park covers an area of approximately 200,000ha around the Fortescue River and features the remarkable Chichester Range. Rising from the coastal plain, the range creates a mix of rolling spinifex covered hills, table lands and escarpments that glow a brilliant red in the late afternoon sun. In the midst of this landscape a lush oasis of gorges and palm-fringed rock pools, fed by freshwater springs, has been created.

The emerald coloured Python Pool, located beneath towering red walled cliffs, is a natural rock pool that provides a picturesque swimming spot.

The fresh water springs have also created the beautiful Jirndawurrinha Pool which is surrounded by paperbark and palm trees, and forms a tropical oasis along Millstream Creek.

Soft yellow flowers of the wattle and the orange cockroach bush provide magnificent colour palates with the hard red earth. Other plants more typical of the tropical north grow near the permanent water pools and

include the Millstream palm and exotic date and cotton palms. The winter months (June to August) are the best time to see the Pilbara wildflowers.

The common kangaroo of the rocky country is the euro and on the plains you can see red kangaroos. Black flying foxes can be seen at Millstream Chichester and a variety of birds can be seen during the cooler hours of the day, especially near water. Fourteen species of dragonfly and damselfly have been recorded in the Millstream wetlands.

Visit Numbers	Years
15,728	2007/2008
39,600	2008/2009
33,444	2009/2010
22,847	2010/2011

*Visits to Millstream Chichester National Park. Source: DEC Vistat*

## Aboriginal Culture

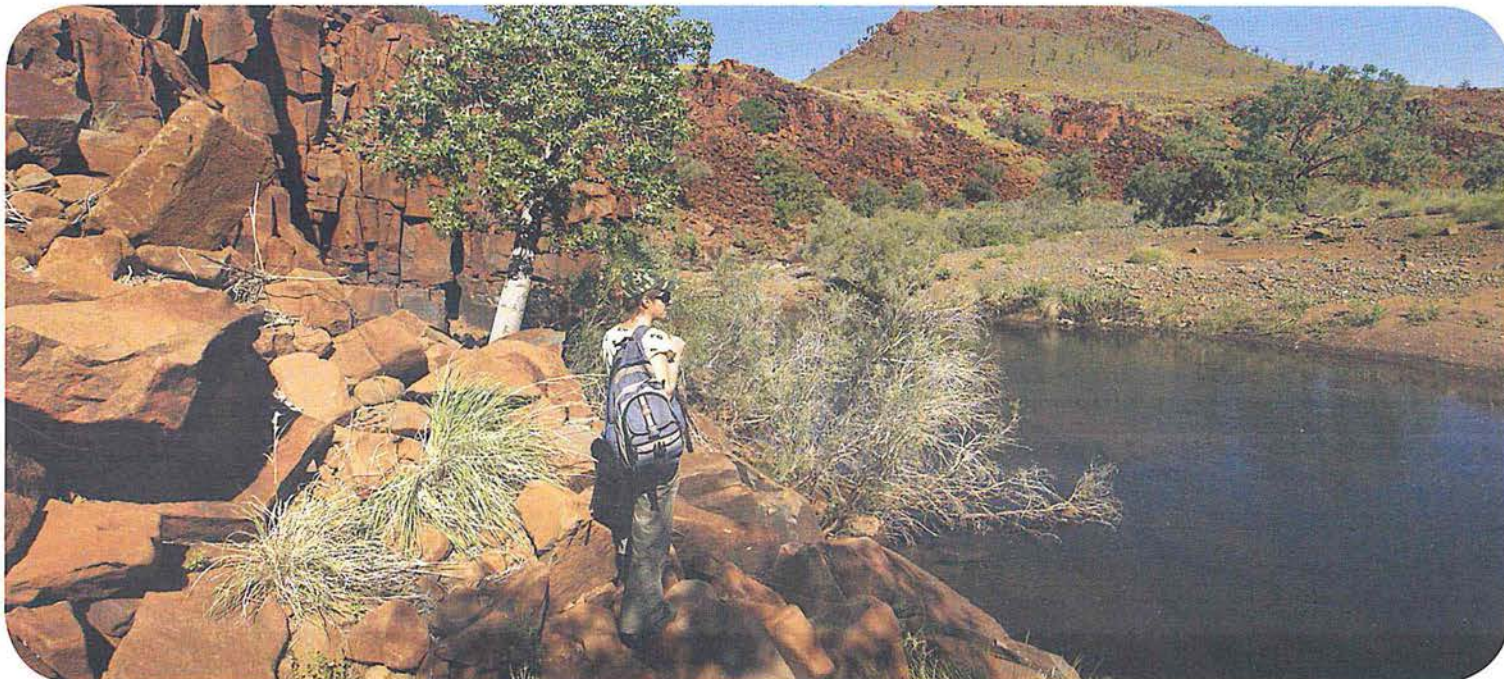
The Millstream Chichester National Park is a very significant indigenous cultural site in northern Western Australia. The cultural and mythological importance stems from thousands of years of occupation by the Yindjibarndi and Ngarluma Aboriginal people who are the traditional owners of the land.

Millstream is the home of the mythological serpent 'Warlu' and all pools in the area are significant in this regard and warrant a high level of respect.

## Climate

The Pilbara region has an arid climate with cool wet winters and hot dry summers. Average day time temperatures range from 27°C in the winter months (June to August) to 36°C in summer (December to February). The seasonality of the Pilbara is due to the summer rains which can make accessing the Park difficult during this period.





## Access

### By Road

Direct access to Millstream Chichester National Park is via a sealed road. This 150km journey is a comfortable two hour drive from Karratha. The alternative scenic route is on the well maintained Roebourne Wittenoom road. This striking 125km route takes around 2 hours and passes through the northern tip of the Chichester Range.

### By Air

Karratha airport is the closest air link in the region and is serviced by several major domestic airlines on a daily basis. Car hire services are available at the airport.

## Proximity to Nearest Town

Millstream Chichester is located 150km south east of the regional centre of Karratha. Karratha has a population close to 20,000 people and is the nearest major service centre offering fuel, vehicle repair services, banking, medical and hospital services, the northwest's largest shopping complex, entertainment and tourist accommodation.

The Pilbara Development Commission has identified Karratha to become the major regional city in the North West with a planned population of 50,000 by 2020. Future development will include an entertainment precinct within the town with cafes, restaurants, public plazas and a variety of retail options.

Roebourne is the secondary town to Karratha which provides a gateway to the national parks in the region. It provides basic services and accommodation facilities.

## Accommodation Facilities

There are four campgrounds located in the Millstream Chichester National Park. They have a mix of camp kitchen facilities, gas BBQs, potable water availability and toilet facilities.

Karratha features a mix of accommodation facilities including caravan and camping, backpackers, self contained apartments and mid to high level hotels. Karratha experiences an average annual occupancy rate of 85.6% (Source: Australian Bureau of Statistics). Accommodation is also provided for Karratha's transient mining workforce.

## Tourist Attractions

There are a range of activities that visitors to the Park can enjoy. Swimming, fishing and boating are recommended in many of the scenic natural pools or springs. Python Pool is one of the most stunning natural pools in Western Australia and is the most accessible. Millstream Pool is an oasis in the harsh outback where palms and tropical trees flourish around the natural freshwater springs.

Hiking one of the many trails is a rewarding and challenging experience, with a vast array of plant and animal life on offer. These interpretative walk trails take visitors beside springs, along cliffs, up summits and include exposure to European pastoral and cameleer heritage.

The Millstream Homestead Visitor Centre provides information on the Aboriginal custodians of the land as well as early European settlers. Other displays provide information about the park's attractions and management.





## Visitation

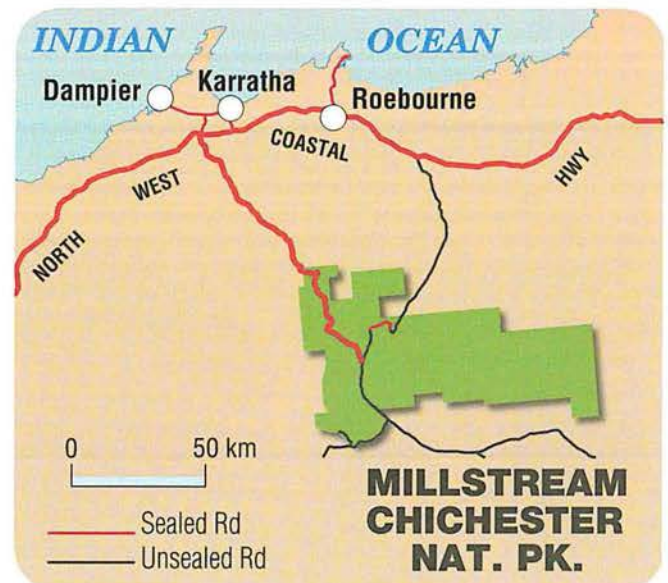
Karratha is located in the Shire of Roebourne which experiences a strong tourism trade.

- ▶ International visitors account for 12% of visitation to the region and 25% of visitor nights
- ▶ 1.7 million visitor nights (domestic and international visitors)
- ▶ Combined domestic and international expenditure of \$94 million with domestic day trippers spending an additional \$15 million
- ▶ The top international markets are the UK, New Zealand, USA and the Netherlands

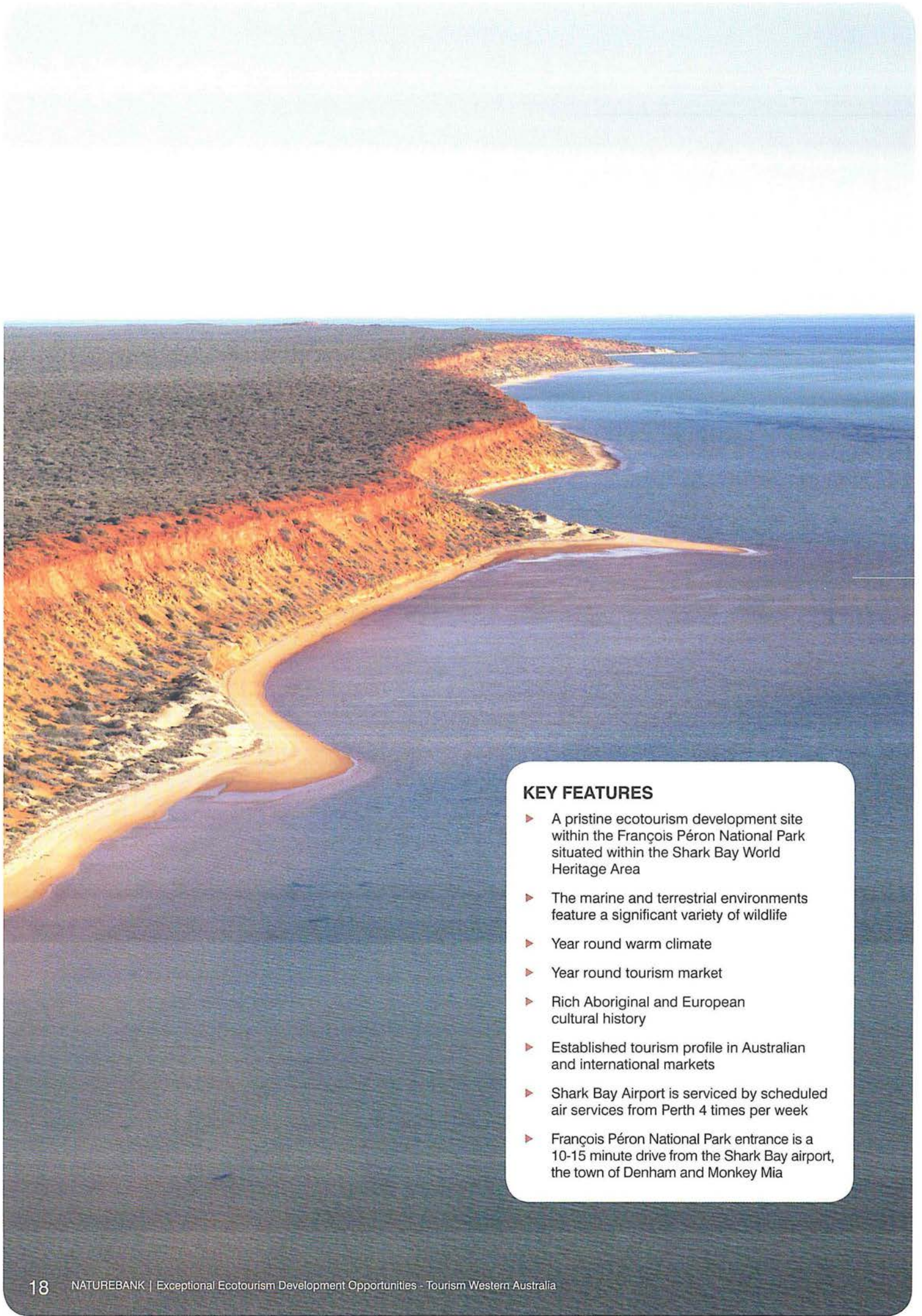
(Source: Tourism Western Australia – Over night Visitor Fact Sheet).

## Australia's North West

Millstream Chichester National Park is located within Australia's North West region, one of Western Australia's five tourism marketing regions and is marketed and promoted by the Australia's North West Regional Tourism Organisation.







### KEY FEATURES

- ▶ A pristine ecotourism development site within the François Péron National Park situated within the Shark Bay World Heritage Area
- ▶ The marine and terrestrial environments feature a significant variety of wildlife
- ▶ Year round warm climate
- ▶ Year round tourism market
- ▶ Rich Aboriginal and European cultural history
- ▶ Established tourism profile in Australian and international markets
- ▶ Shark Bay Airport is serviced by scheduled air services from Perth 4 times per week
- ▶ François Péron National Park entrance is a 10-15 minute drive from the Shark Bay airport, the town of Denham and Monkey Mia

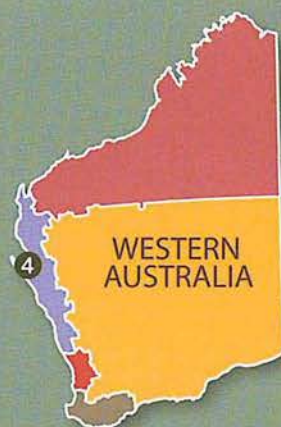


# François Péron

National Park

## Shark Bay

World Heritage Area



### ECOTOURISM DEVELOPMENT OPPORTUNITY

Located within the visually stunning Shark Bay World Heritage Area, an exceptional opportunity exists to create a responsible and sustainable eco friendly tourist accommodation facility.

The pristine environment, natural habitat and cultural values of the area will enable the development of an inspiring and memorable range of visitor experiences such as exploration of the natural landscape and interpretation of the rich cultural values.

### TOURISM PROFILE OF THE REGION

#### François Péron National Park

François Péron National Park lies at the northern tip of the Peron Peninsula within the Shark Bay World Heritage Area, 827km north of Perth, Western Australia.

Located adjacent to the remarkable Shark Bay Marine Park, François Péron covers 52,500ha of arid shrub lands, rolling sand plains, and spectacular coastal scenery.

François Péron is a remote area most of which is only accessible by 4WD. Its features include scenic coastline with dramatic contrasts of red cliffs, turquoise blue water and white beaches. From the cliffs of Cape Peron visitors may see bottlenose dolphins, dugongs, green and loggerhead turtles and large manta rays.

Visit Numbers	Years
36,159	2007/2008
48,374	2008/2009
32,759	2009/2010
60,751	2010/2011

*Visits to François Péron National Park. Source: DEC Vistat*

### Shark Bay World Heritage Area

The Shark Bay World Heritage Area lies along the central coastal corridor of Western Australia and was inscribed on the UNESCO World Heritage List in December 1991.

Shark Bay comprises 1,500km of coastline with numerous islands, two large shallow embayments and a hinterland of 25,000km<sup>2</sup>. Key features of the area include the François Péron National Park, Shark Bay Marine Park, the Zuytdorp Cliffs, Shell Beach Conservation Park and Hamelin Pool Marine Nature Reserve.

### Strengths and Unique Features

Shark Bay is one of only a handful of places on the World Heritage List that satisfies all four natural criteria concerning its natural beauty, biological diversity, ecological processes and earth's history.

The area offers an extraordinary range of experiences for visitors including wild dolphin interaction; beach combing along pristine, unpopulated areas of coastline; cruising over vast seagrass meadows; viewing dugong, manta rays and whales and marvelling at stromatolites, earth's earliest life forms. Assisting in the conservation of threatened wildlife and learning about the culture of the local Malgana Aboriginal people are potential experiences that might be developed for guests.





### **Project Eden**

Project Eden is a bold conservation project to make the Shark Bay World Heritage Area one of the wildlife wonders of the world. Focussed on the Peron Peninsula the project began in 1991 with the key goals of controlling feral animals, reintroducing native wildlife and conducting research, tourism and education.

### **Aboriginal Culture**

Aboriginal people first inhabited Shark Bay some 30,000 years ago and there are around 130 registered Aboriginal heritage sites in the area including middens, quarries, rock shelters and burial sites.

There are three Aboriginal groups with traditional and/or contemporary connections to the Shark Bay area - the Malgana, Nhanda and Gnulli peoples.

Aboriginal people continue to play a vital role in the social, cultural and economic life of the region and are heavily involved in the fishing industry, as well as tourism and conservation management.

### **Climate**

Shark Bay has a semi-arid climate with warm, dry summers and mild winters. The average annual temperature is 26.5°C and the average annual rainfall is 228mm. Winter spans from June through to August and summer occurs December through to February. Moderate water temperatures make swimming pleasurable throughout the year and with a year round warm climate, there are no significant seasonal fluctuations in visitation. However, there is the possibility of cyclones (severe tropical storms) occurring during the summer season which could impact on tourist visitation for short periods.

### **Access**

#### **By Road**

The 827km self-drive route from Perth, which takes around 10 hours, incorporates the scenic Indian Ocean Drive, which passes the Pinnacles in Cervantes and other picturesque coastal towns.

#### **By Air**

The Shark Bay area is serviced by air with scheduled two hour flights departing four times a week from Perth. The Shark Bay airport is located between Denham and Monkey Mia.

### **Proximity to nearest town**

Located 10 minutes drive from the François Péron National Park and approximately 40 minutes from the potential development site, Denham is the main town of the Shark Bay area providing a limited range of services and amenities for visitors and local residents. With a permanent population of approximately 1,000 people, it has clean, safe swimming beaches, marine facilities, car hire, restaurants, hotels, supermarkets, medical facilities, vehicle repair services and food outlets.

### **Accommodation Facilities**

The Shark Bay area currently offers a range of accommodation including camping, commercial campgrounds and caravan parks as well as hotel and motel rooms, self-contained units, villas and apartments, and a four star resort.

The existing accommodation is mid-range with relatively limited facilities and the current occupancy level does not reflect levels that might be achieved by a premier niche tourism development that provides a high level of visitor experience.





## Tourist Attractions

In addition to the many natural geographic attractions, the Shark Bay World Heritage Area also features a number of significant built tourist attractions including:

### Monkey Mia

The tourism node of Monkey Mia, situated adjacent to the François Péron National Park, comprises the Monkey Mia Resort and the Dolphin Visitor Centre. This unique attraction has become one of the most well known and recognisable experiences in Western Australia. It is a place where dolphins and humans have interacted for years and features a regular dolphin interaction experience.

### The Peron Heritage Precinct

The François Péron National Park was once a pastoral sheep station and the precinct around the homestead has been developed as a tourist facility. The Peron Heritage Precinct provides an insight into how life was when the park was a working sheep station. It includes a self guided historical walk trail and a small interpretive centre depicting stories of indigenous inhabitants, European settlement and present day conservation programs.

### Shark Bay World Heritage Discovery and Visitor Information Centre

This state-of-the-art discovery centre is located in the township of Denham. It celebrates Shark Bay's bio-diversity and interprets the area's World Heritage listing, natural landscapes and marine and terrestrial landforms and wildlife.

## Visitation

The Shark Bay area is primarily a leisure destination:

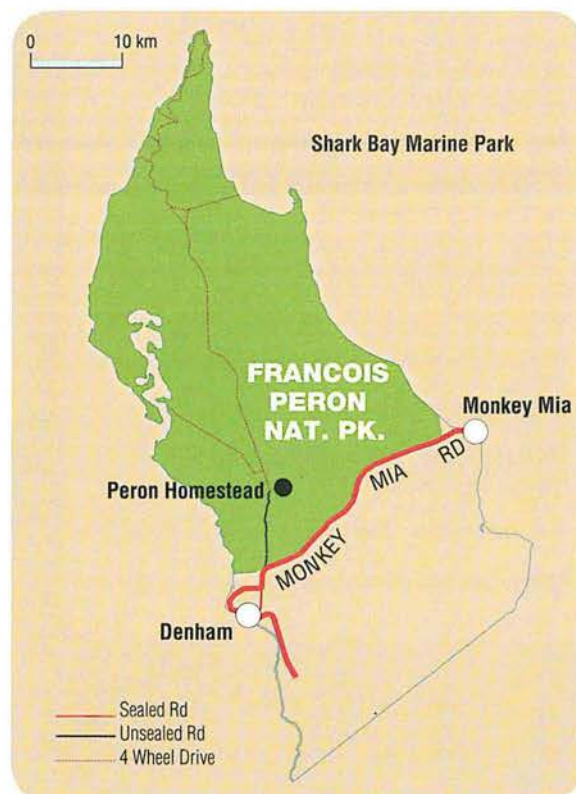
- ▶ International visitors account for 39% of visitation to the region and 25% of visitor nights. The Shark Bay area has the highest international visitation in Australia's Coral Coast Region

- ▶ 368,400 total visitor nights (domestic and international visitors)
- ▶ Combined domestic and international expenditure of \$41 million
- ▶ The top international markets are the UK, Germany, Switzerland and Netherlands

*(Source: Tourism WA Research Annual Average 2007/08/09 : Shire of Shark Bay Better Business Blitz March 2009)*

## Australia's Coral Coast

The Shark Bay World Heritage Area and the François Péron National Park are located within the Australia's Coral Coast region one of Western Australia's five tourism marketing regions. The area is marketed and promoted by the Australia's Coral Coast Regional Tourism Organisation.







## KEY FEATURES

- ▶ An existing low key accommodation facility offering eco-educational experiences for school groups and eco awareness organisations
- ▶ Opportunity to enhance the eco-educational component and introduce touring/guiding component
- ▶ Opportunity to develop the FIT or independent traveller market
- ▶ Secluded location in close proximity to nature-based activities such as hiking, biking, caving, as well as swimming, surfing, fishing and gastronomic delights
- ▶ Minutes from the world famous Margaret River town
- ▶ A comfortable three hour drive from Perth
- ▶ Managers residence onsite



# Wharncliffe Mill

## Bramley National Park



### ECOTOURISM OPPORTUNITY

Wharncliffe Mill is a historic pine mill that has been converted into a mix use facility providing both bunkhouse accommodation and camping sites. The Wharncliffe Mill facility is nestled amongst the Karri, Marri and Jarrah trees of the Bramley National Park in Australia's South West. Only minutes from the popular town of Margaret River the existing property provides an ideal opportunity for an operator to enhance the amenities and develop quality nature based activities and educational experiences.

### TOURISM PROFILE OF THE REGION

#### Wharncliffe Mill

Wharncliffe Mill is situated in the Bramley National Park, five minutes from Margaret River and was originally a pine sawmill, which started in the early 1970s and ceased milling operations in 1987. The Mill has existing budget accommodation facilities and includes a bunkhouse that sleeps up to 42 people, a kitchen, large open eating area, camping areas, ablution facilities and an activity area.

In addition to the bunkhouse there are camping sites and a large ablution block containing change rooms, hot showers and toilets which are shared amongst guests on the property. The site's existing amenities have the potential for further development of accommodation facilities – particularly for the budget market.

The area has a number of easily accessible walk trails for bushwalking and other nature-based activities that encourage the appreciation and understanding of the environmental and cultural values of the area. These trails have the potential to be developed as guided culture and nature interpretation tours.

The close proximity to Margaret River provides low key accommodation facilities in a national park with easy access to the town and surrounding attractions.

The facility is currently used to present the Department of Environment and Conservation's Eco-education program and this program may provide future development opportunities.

Visitors to Margaret River Eco Discovery Centre:

Years	Participants in Eco Education Programs who stayed o/night	O/Night Stay Only	Total O/Night Stays
2008	87	1229	1316
2009	493	1156	1649

(NOTE: Overnight stays include those camping in tents and the bunk house)

#### Bramley National Park

Bramley National Park is a beautiful Karri, Marri and Jarrah forest which borders the town of Margaret River.

#### Climate

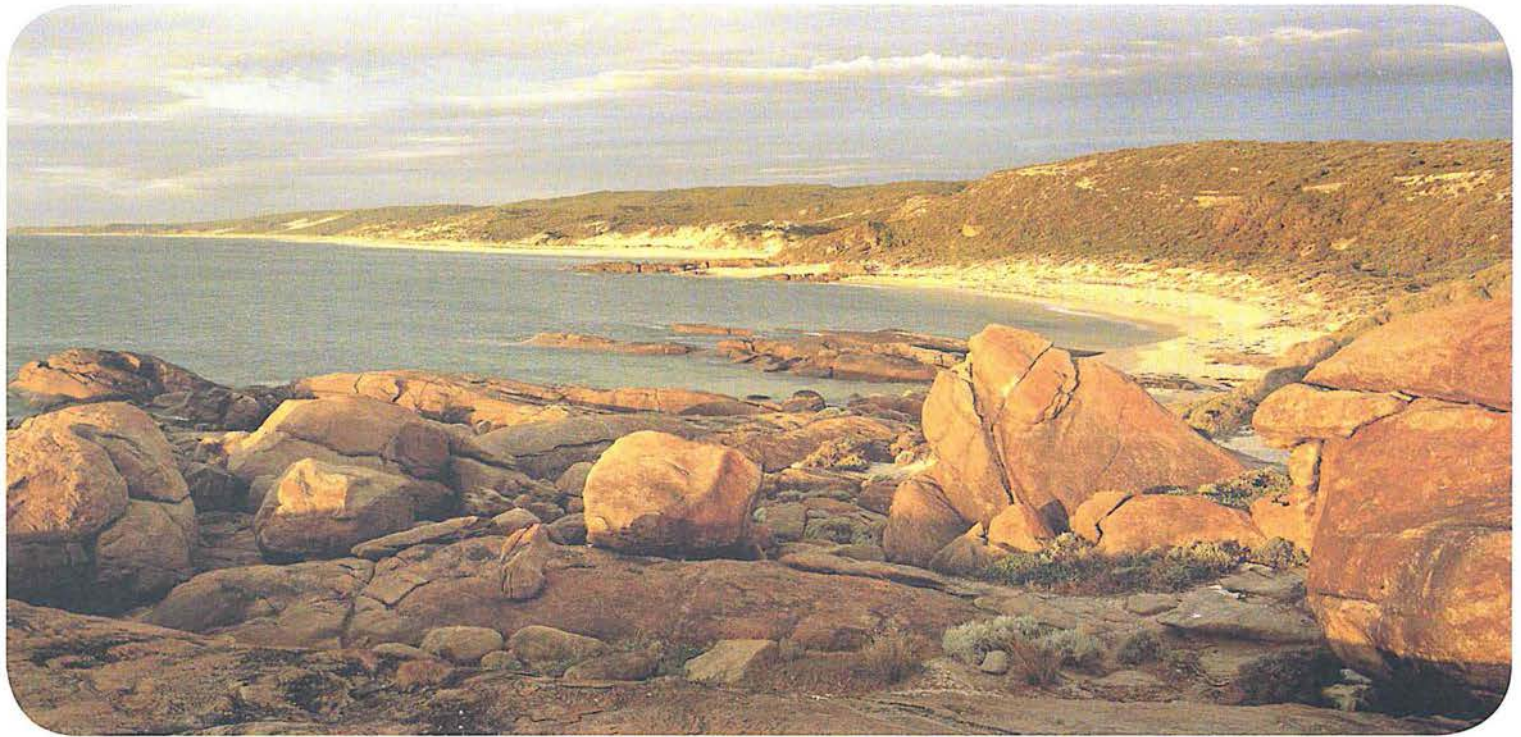
The Margaret River region is one of six regions in the world that has a wet winter, dry summer Mediterranean type climate. This idyllic climate provides for extensive summer (December to February) conditions with temperatures averaging 25°C during the day. Winters are mild with temperatures averaging 16°C. Winter is also the rainy season with just over half the years total rain falling in the three winter months.

#### Access

Wharncliffe Mill is a short five minute drive from the centre of Margaret River. Heading northward from town, the facility is easily located yet secluded enough to provide true forest tranquillity.

Located 300km south of Perth, Margaret River is a comfortable three hour drive on well maintained highways.





### Proximity to Nearest Town

Margaret River is nestled on the side of the Margaret River, 8km from the coast. The population of 10,000 enjoy a quaint but chic lifestyle. Its streets are lined with specialty stores, cafes and pubs. Facilities provide for most requirements and include supermarkets, banks, medical facilities, petrol and vehicle repair services.

### Accommodation Facilities

Margaret River has an excellent range of accommodation from hotels, motels, suites and cottages, apartments, backpackers and B&B's suitable for all budgets. There is a variety of other accommodation services available in the immediate region including apartments, chalets, lodges and camping and caravan parks.

### Tourist Attractions

The Margaret River area encompasses a vast and unique landscape of international standard attractions and activities, which provide learning experiences, exploration, adventure and escapism for visitors.

Educational attractions in the region include the extensive underground systems of some 100 caves. Several of the more accessible caves are open to the public. Yallingup or Ngilgi Cave in the north near Yallingup is very popular, as are Calgardup, Giants, Mammoth and Lake caves which are about 20km southwest of Margaret River. The caving experience is both awe-inspiring and humbling as you witness the effect of thousands of years on these stunning underground environments.

The world class Cape to Cape walking trail extends through the Margaret River area. It runs for 135km through the Leeuwin-Naturaliste National Park, between the lighthouses of Cape Naturaliste and Cape Leeuwin. The Track mostly follows the coast and features spectacular sweeping cliff-top views with stretches of pristine beach. There are also several inland loops which take in lovely sheltered woodland sections as well as the magnificent Boranup karri forest.

Other adventure activities in the region include canoeing the Margaret and Blackwood rivers, swimming, fishing, and surfing on beaches dotted along the coast. Guided adventure caving & abseiling is also available.

The Margaret River area's fertile soil and climate combine to create an ideal area for growing grapes and other fresh produce.

Since the first significant planting of vines in 1967, the Margaret River Wine Region has grown to become regarded as one of the great wine-producing regions of the world. There is a huge choice of wine producers in the region with many offering samplings and purchasing opportunities through cellar doors.

In more recent times the area has grown to become a renowned gastronomic area producing a diverse range of fresh produce which is gaining national and international awareness. Margaret River cheese, olives and olive oil, preserves, meat, dairy and fresh produce are all prominent features on menu's across the region, state and country.





### Visitation

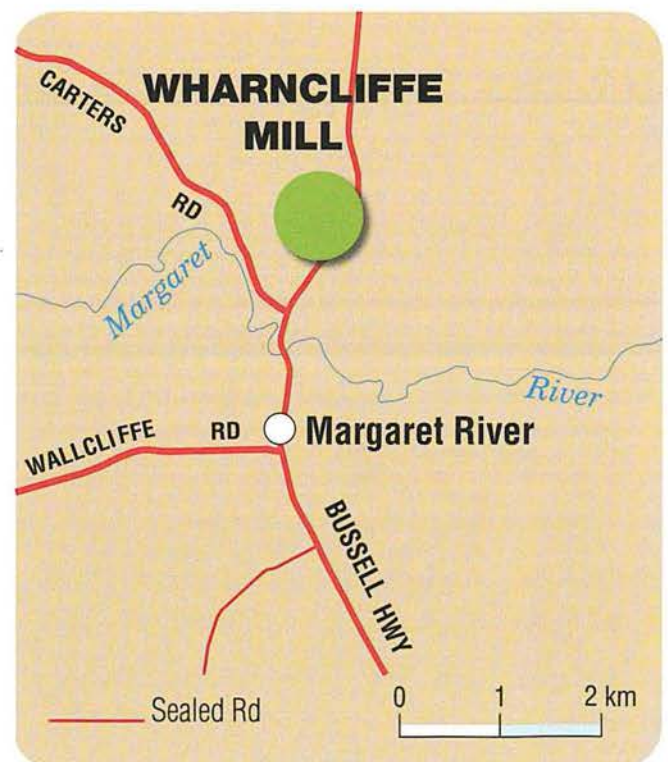
The Margaret River region is a significant tourism destination:

- ▶ International visitors account for 14% of visitation to the region and 22% of visitor nights
- ▶ There are 1.5 million total visitor nights (domestic and international visitors)
- ▶ Combined domestic and international expenditure of \$222 million with domestic day trippers adding an additional \$30 million
- ▶ Top international markets are the UK, Singapore and New Zealand

(Source: Tourism Western Australia – Overnight Visitor Fact Sheet 07/08/09).

### Australia's South West

Wharnccliffe Mill and Bramley National Park are located in Australia's South West region, one of Western Australia's five tourism marketing regions and is marketed and promoted by the Australia's South West Regional Tourism Organisation.







### KEY FEATURES

- ▶ Pristine coastal setting with spectacular views
- ▶ Cape Le Grand National Park is a 30 minute drive from the tourist town of Esperance
- ▶ Proximity to Recherche Archipelago (Bay of Isles) and abundant marine life
- ▶ Daily air service from Perth to Esperance
- ▶ Direct access to some of the most unspoilt white sandy beaches in the world
- ▶ Cultural tourism opportunity working with Aboriginal traditional owners
- ▶ Mediterranean-type climate



# Cape Le Grand National Park



## ECOTOURISM DEVELOPMENT OPPORTUNITY

Cape Le Grand National Park features secluded bays protected by granite headlands and pristine white sandy beaches bordering the clear turquoise waters of the Southern Ocean. Reached by discrete paths the area provides direct beach access. The diverse natural habitat is appropriate for the development of an eco-friendly accommodation facility along with a range of visitor experiences such as eco-tours highlighting the area's unique cultural values, biodiversity and landscapes.

## TOURISM PROFILE OF THE REGION

### Cape Le Grand National Park

Cape Le Grand National Park is located along the southern coast of Western Australia, 50km east of the township of Esperance and 771km south east of Perth. Esperance is also 400km south of the gold mining region of Kalgoorlie. The Kalgoorlie region is a major source of visitation for Esperance.

The Park covers an area of 32,000ha with natural features ranging from breathtaking views of the coast from granite headlands to wide white sandy beaches nestled in sheltered bays. The beaches of Cape Le Grand are considered to be some of the most pristine in the world.

An impressive chain of peaks including Frenchman's Peak (262m) and Mount Le Grand (345m) are distinct features. These massive granite outcrops are 600 million years in the making.

The sand plains that cover much of the Park support a great variety of plant and animal life.

Many species of small native mammals rely on the plant communities of the Park for food and shelter and the local population of kangaroos can often be found sunbaking on the white sandy beaches.

When in flower, the banksias are a source of nectar and insects for the tiny honey-possum, while after dark, the quenda, or southern brown bandicoot, forages in the understorey for grubs and worms.

Visit Numbers	Years
143,336	2007/2008
143,652	2008/2009
154,337	2009/2010
159,171	2010/2011

*Visits to Cape Le Grand National Park. Source: DEC Vistat*

## Climate

The southern coast region has a Mediterranean-type climate with warm, dry summers and cool, wet winters. Summer maximum temperatures average 26°C, although temperatures often reach above 35°C.

Winter daytime maximum temperatures average 17-18°C and approximately 68% of the annual average rainfall occurs between May and October.

## Access

### By Road

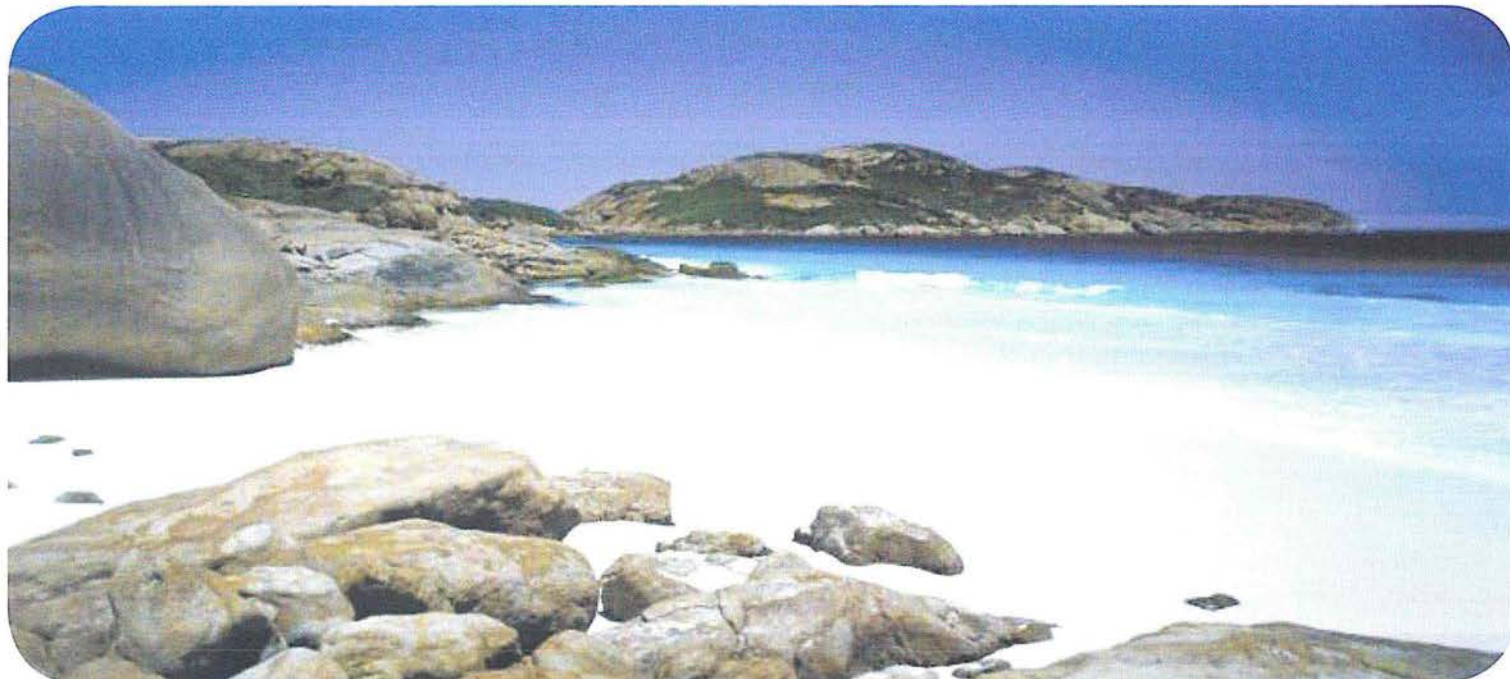
Cape Le Grand National Park is a short 50km drive from the town of Esperance on sealed roads. Unsealed roads traverse the central and eastern sections of the Park with sealed access throughout the western section.

Esperance is 721km from Perth and takes around 9 hours. There are a variety of drive options available taking in an assortment of landscapes.

### By Air

Daily flights from Perth take 1.5 hours. The airport is located 20km north of the town and has rental car facilities.





### Proximity to Nearest Town

Esperance is a bustling small town only 30 minutes from the Park with a population of 14,500 people. It has all the services and amenities required for local residents and visitors. Accommodation, tourism information, retail outlets, medical facilities, vehicle repair services, boat ramp and local tour services are all located in the town.

### Accommodation Facilities

Cape Le Grand National Park currently has two campgrounds that are located in the western section of the Park. Both locations have facilities including gas BBQ's, camp kitchen, picnic area, tables, toilets and information bays and have access to walking trails and swimming beaches.

Esperance has a range of accommodation services including hotels, motels, self-catering apartments and chalets, B&B and campgrounds. Most accommodation facilities are mid range with an average occupancy rate of 63.4% (Source: Australian Bureau of Statistics).

### Tourist Attractions

Cape Le Grand boasts an abundance of natural attractions. Within the Great Southern Region the Park is by far the most popular with around 150,000 visitors annually. The area has unspoiled swimming and fishing beaches. Walking trails, rock climbing and exploring freshwater pools and unique flora and fauna are all attractions in the Park.

One of the best ways to see the Park is by 4WD, with many unsealed roads offering access to secluded bays and beaches.

Other natural attractions located close to Cape Le Grand include the Recherche Archipelago, which is a group of 100 island reserves that extend around the coast featuring endemic flora, fauna and marine life.

The short ferry ride to Woody Island Nature Reserve is popular amongst visitors. Scenic flights offer a different perspective of the Archipelago and surrounding region. Cape Arid National Park, located to the east of Cape Le Grand National Park offers similar experiences but with more remote opportunities than that of Cape Le Grand.

Esperance offers a mix of both natural and built attractions. Swimming and fishing beaches are located close to the town. The region's pristine beauty continues through the town with clean, centrally located swimming beaches.

Most tours depart from the town and include 4WD safaris, diving and fishing charters, abseiling and canoeing and other nature based activities. Museums, art galleries and historical centres are all located in Esperance.



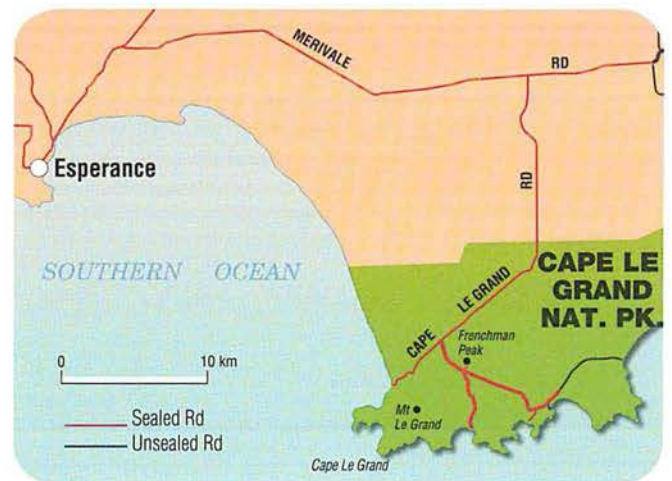


## Visitation

The Esperance area is a mixed use destination experiencing a strong tourism industry.

- ▶ International visitors account for 11% of visitation to the region and 16% of visitor nights
- ▶ There are 586,600 total visitor nights (domestic and international visitors)
- ▶ Combined domestic and international expenditure of \$55 million
- ▶ Top international markets are the UK, Germany, Netherlands and Switzerland

(Source: Tourism Western Australia – Overnight Visitor Fact Sheet)



## Australia's Golden Outback

Cape Le Grand National Park is located within Australia's Golden Outback region, one of Western Australia's five tourism marketing regions and is marketed by Australia's Golden Outback Regional Tourism Organisation.

Western Australia's Golden Outback is a vast and surprisingly diverse region covering 54% of the entire State. It stretches from the rugged red earth of Mt Augustus in the north of the Gascoyne-Murchison region to the sweeping snow-white beaches of Esperance and the south coast.



# USEFUL LINKS

## GENERAL

### **Tourism Western Australia's Consumer Website**

Provides State-wide tourist information.  
[westernaustralia.com](http://westernaustralia.com)

### **Department of State Development**

Provides information relating to major infrastructure projects in Western Australia and current economic climate.  
[dsd.wa.gov.au](http://dsd.wa.gov.au)

### **Tourism Western Australia**

State Government tourism agency. Provides relevant tourism visitor statistics and further information about the Naturebank program.  
[tourism.wa.gov.au](http://tourism.wa.gov.au)

### **Department of Environment and Conservation**

Responsible for managing National Parks in Western Australia. Provides information relevant to the Naturebank program and the various Naturebank sites.  
[dec.wa.gov.au](http://dec.wa.gov.au)

## WINDJANA GORGE NATIONAL PARK

### **Australia's North West Regional Tourism Organisation**

Provides tourist information on the Australia's North West region.  
[australiasnorthwest.com](http://australiasnorthwest.com)

### **Derby Visitor Centre**

Provides information on things to see and do in the Derby-West Kimberley area.  
[derbytourism.com.au](http://derbytourism.com.au)

### **Kimberley Development Commission**

Provides overview of the Kimberley region, infrastructure, amenities and economic climate.  
[kdc.wa.gov.au](http://kdc.wa.gov.au)

### **Shire of Derby/West Kimberley**

Provides local Government information relating to strategies, infrastructure, amenities, and community  
[sdwk.wa.gov.au](http://sdwk.wa.gov.au)

## NGAMOOWALEM CONSERVATION PARK

### **Australia's North West Regional Tourism Organisation**

Provides tourist information on the Australia's North West region.  
[australiasnorthwest.com](http://australiasnorthwest.com)

### **Kununurra Visitor Centre**

Provides information about things to see and do in the East Kimberley region.  
[kununurra.com.au](http://kununurra.com.au)

### **Halls Creek Visitor Information Centre**

Provides information about things to see and do in the East Kimberley.  
[hallscreektourism.com.au](http://hallscreektourism.com.au)

### **Kimberley Development Commission**

Provides overview of the Kimberley region, infrastructure, amenities and economic climate.  
[kdc.wa.gov.au](http://kdc.wa.gov.au)

### **Shire of Wyndham-East Kimberley**

Provides local Government information relating to strategies, infrastructure, amenities, and community.  
[thelastfrontier.com.au](http://thelastfrontier.com.au)

### **Shire of Halls Creek**

Provides local Government information relating to strategies, infrastructure, amenities, and community.  
[halls creek.wa.gov.au](http://halls creek.wa.gov.au)



## **MILLSTREAM CHICHESTER NATIONAL PARK**

### **Australia's North West Regional Tourism Organisation**

Provides tourist information on the Australia's North West region.  
[australiasnorthwest.com](http://australiasnorthwest.com)

### **Karratha Visitor Centre**

Provides information on things to do and see in the west Pilbara area.  
[pilbaracoast.com](http://pilbaracoast.com)

### **Pilbara Development Commission**

Provides overview of the region, infrastructure, amenities and economic climate.  
[pdc.wa.gov.au](http://pdc.wa.gov.au)

### **Shire of Roebourne**

Provides local Government information relating to local strategies, infrastructure, amenities and community.  
[roebourne.wa.gov.au](http://roebourne.wa.gov.au)

## **FRANÇOIS PÉRON NATIONAL PARK**

### **Shark Bay World Heritage Area**

Provides extensive tourist information and educational and management resources about the Shark Bay World Heritage Area.  
[sharkbay.org](http://sharkbay.org)

### **Australia's Coral Coast Regional Tourism Organisation**

Provides tourist information on the Australia's Coral Coast region.  
[australiascoralcoast.com](http://australiascoralcoast.com)

### **Shark Bay Tourism Association**

Provides information on things to see and do in the Shark Bay area.  
[sharkbay.asn.au](http://sharkbay.asn.au)

### **Gascoyne Development Commission**

Provides overview of the Gascoyne region, infrastructure, amenities and economic climate.  
[gdc.wa.gov.au](http://gdc.wa.gov.au)

### **Shire of Shark Bay**

Provides local Government information relating to strategies, infrastructure, amenities, and community.  
[sharkbay.wa.gov.au](http://sharkbay.wa.gov.au)

## **WHARNCLIFFE MILL**

### **Australia's South West Regional Tourism Organisation**

Provides tourist information on the Australia's South West region.  
[australiasouthwest.com](http://australiasouthwest.com)

### **Margaret River Visitor Centre**

Provides information on things to see and do in the Margaret River area.  
[margaretriver.com](http://margaretriver.com)

### **South West Development Commission**

Provides overview of the South West region, infrastructure, amenities and economic climate.  
[swdc.wa.gov.au](http://swdc.wa.gov.au)

### **Shire of Augusta-Margaret River**

Provides local Government information relating to strategies, infrastructure, amenities, and community.  
[amrsc.wa.gov.au](http://amrsc.wa.gov.au)

## **CAPE LE GRAND NATIONAL PARK**

### **Australia's Golden Outback**

### **Regional Tourism Organisation**

Provides tourist information on the Australia's Golden Outback region.  
[australiasgoldenoutback.com](http://australiasgoldenoutback.com)

### **Esperance Visitor Centre**

Provides information on things to see and do in the Esperance area.  
[visitesperance.com](http://visitesperance.com)

### **Great Southern Development Commission**

Provides overview of the Great Southern region, infrastructure, amenities and economic climate.  
[gsdc.wa.gov.au](http://gsdc.wa.gov.au)

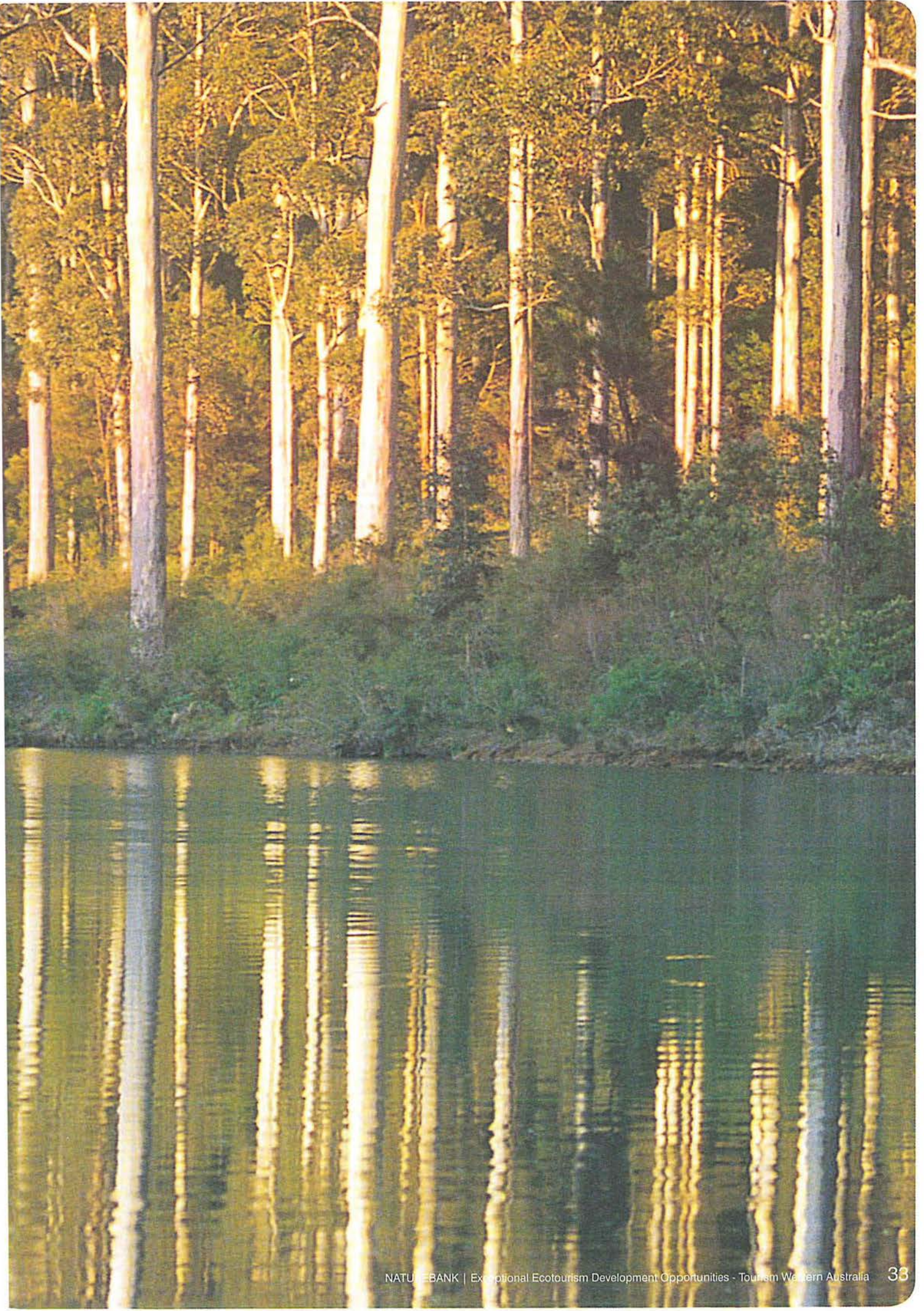
### **Shire of Esperance**

Provides local Government information relating to strategies, infrastructure, amenities, and community.  
[esperance.wa.gov.au](http://esperance.wa.gov.au)











## Further information on **Naturebank:**

### **Tourism Western Australia**

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PERTH WA 6000

Tel: +61 8 9262 1700

Fax: +61 8 9262 1702

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PERTH WA 6847

[naturebank@westernaustralia.com](mailto:naturebank@westernaustralia.com)

**[tourism.wa.gov.au/naturebank](http://tourism.wa.gov.au/naturebank)**  
*explore* **[westernaustralia.com](http://westernaustralia.com)**

### **Department of Environment and Conservation**

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KENSINGTON WA 6151

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WA 6983

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**[dec.wa.gov.au](http://dec.wa.gov.au)**