

Australia's Coral Coast
Destination Development Strategy
'An Action Plan Approach'
UPDATE, 2007 - 2017



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Australia’s Coral Coast
 Destination Development Strategy
 2007-2017
 Updated 2007

© Tourism Western Australia 2007
 2 Mill Street, PERTH WA 6000
 Telephone: 08 9262 1700
 Facsimile: 08 9262 1702

ENQUIRIES
 General inquiries or comments regarding the Destination Development
 Strategy should be addressed to:
 Director of Destination Development
 Tourism Western Australia, 2 Mill Street, PERTH WA 6000

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Executive Summary

Western Australia possesses a greater diversity and range of products within its regions than any other State in Australia. Each region contains unique features, which appeal to state, national or international visitors. These features and associated tourism developments vary considerably according to stage of development, market opportunities and capacity to accommodate additional visitation.

Tourism Western Australia's (Tourism WA) *Strategic Plan 2005-2010* identified that "iconic tourism experiences will drive our strategic activities over the next five years" in order to provide a platform for a competitive and sustainable tourism industry within the limited resources available to Tourism WA.

As such, Destination Development Strategies have been developed for the five regions within Western Australia. The objective is to focus regional development resources on enhancing tourism product in iconic experience areas and partnering with key stakeholders to formulate and implement strategies that develop Western Australia's destinations, with specific goals to:

- Identify and prioritise iconic attractions and experiences;
- Develop strategies to address gaps in infrastructure, attractions, accommodation and other tourism facilities;
- Develop strategies to disperse visitors so that all parts of a region benefit from tourism activity associated with iconic attractions and experiences; and
- Provide the leadership which focuses on the development of tourism product and investment within iconic attraction and experience areas.

The process to prepare each Destination Development Strategy has involved:

- Workshops and one-on-one consultation with Regional Reference Groups around Western Australia. Over 230 stakeholders statewide were consulted and provided input into the process;
- Qualitative research with leading tourism industry operators;
- Consumer research with focus groups; and
- Consultation with peak tourism bodies.

In 2004, draft documents for the five tourism regions were compiled and circulated to over 500 stakeholders within Western Australia for feedback. Submissions and comments were received and changes were made to reflect input received.

Based on initial research and consultation in 2003 a selection of key experiences and attractions in Australia's Coral Coast were identified and allocated onto the matrix (shown on page 8). This process suggests that Ningaloo, Shark Bay, Abrolhos Islands and Nambung National Park (The Pinnacles) represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Kalbarri, the wildflower experience and Dongara are largely market ready (with the exception of minor improvements).

Qualitative research with leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers highlighted that the region was seen as having the potential to appeal to all markets. However, improvements to existing product and infrastructure, in particular the lack of affordable air, bus or train transport to the region, the poor standard and lack of top range accommodation and lack of non-aquatic activities, were identified as some key gaps.

In order to strengthen the iconic experience for visitors and increase visitation, Tourism WA's Regional Managers partnered with key stakeholders to concentrate principally on implementing strategies and projects to address gaps in access, accommodation, activities and amenities, that impact greatly on the ultimate potential of an iconic experience.

Tourism WA primarily facilitates, coordinates, monitors and reviews the implementation of the Destination Development Strategy. Responsibility for its implementation lies with a broad range of stakeholders including State Government agencies, industry groups, local and regional tourism bodies and other tourism operators and developers.

In 2007, a review was undertaken to identify the progress made in implementing the strategies of the Destination Development Strategy. Regional Reference Groups, which were pivotal in the initial preparation of the Destination Development Strategy, continue to provide comment in the annual review process. A system of ongoing monitoring and annual review will continue into the future.

Tourism Western Australia

Tourism WA is a Statutory Authority whose role is to accelerate the sustainable growth of tourism for the long term benefit of Western Australia. Tourism WA has prime carriage for the development and marketing of the Western Australian tourism destination, and has implemented a five year development strategy to deliver its objectives. Tourism WA's structure broadly provides the resources for research, marketing and promotion to the trade and consumers (including brand development and electronic targeting), event and business attraction, sustainable development of product, visitor servicing, tourism investment attraction, planning and infrastructure development. Where appropriate, especially in the international market, Tourism WA aligns its activities, staffing and branding with federal tourism programs/organisations. It continues to take the leadership role for Western Australia in national and international marketing and development.

Industry Development

The Industry Development team works in partnership with the tourism industry and other stakeholders to encourage, promote and facilitate the development of public and private tourism development throughout Western Australia.

Industry Development staff liaise closely with tourism operators, developers, state and local government agencies as well as regional tourism organisations to assist with innovative ventures that reflect market demands and enhance the State's tourism assets.

The four broad objectives of the Industry Development team include;

- Provide strategic marketing information, consultancy and interpretation of market intelligence to the tourism industry;
- Provide planning and strategy advice on identified tourism issues and identifying new infrastructure requirements for the tourism industry;
- Encourage the development of new sustainable tourism product, infrastructure and facilities which meet market demands; and
- Work with existing tourism products and services to improve the standard of tourism across the state.

The Industry Development team of Tourism WA has regionally based Destination Managers. Their objectives include;

- Ensure regional Western Australia is involved and consulted in the development of tourism in Western Australia.
- Improve the capacity of new and existing tourism businesses to improve the delivery of tourism products and services throughout the state;
- Facilitate the attraction of public and private sector investment to ensure critical infrastructure is secured and innovative new business ventures are attracted; and
- Strategically plan and influence local planning mechanisms to ensure a strong foundation for tourism development is created.

The Destination Development Strategies play a critical role in directing tourism development and marketing efforts throughout Tourism WA.

Western Australian Brand and Marketing Positioning

The Marketing divisions accelerate the growth in the economic value of tourism throughout Western Australia. This is achieved by:

- Developing and implementing marketing and communication strategies to build awareness and desire to visit Western Australia in domestic and international markets;
- Increasing visitation, yield and dispersal from identified target markets;
- Providing meaningful and actionable research to guide strategies and actions of Tourism WA, the Western Australian tourism industry and potential participants in the tourism industry; and
- Communicating proactively and effectively with industry, government and the people of Western Australia.

Tourism WA's research shows that visitors to Western Australia believe the State offers a variety of unique, natural experiences in an unspoilt, pristine environment. Western Australia is renowned for its relaxed, laid back lifestyle and its friendly,

down to earth locals. Our visitors often comment that Western Australia offers the authentic Australian experience – the Australia they expected and hoped to see. From this research four key words were developed to describe the overall brand positioning. Western Australia offers a **fresh** and **natural** experience which makes our visitors feel **carefree** and **alive**.

Marketing Concept

The research indicated that many travellers believe tourism places in Australia have become overcrowded and over-commercialised. There is also a growing sense of nostalgia for the Australia that existed prior to the development and commercialisation of recent years, hence 'The Real Thing' campaign. This campaign communicates that Western Australia offers a pristine experience of Australia in every sense: unspoilt environment, unpretentious people and an unhurried pace. It is very much the authentic Australian experience – the real Australia.

Development Implications

It is vital that development and marketing in Western Australia proceed with a similar vision to ensure the visitor experience matches the brand promise. Both need to be aware of what it is that people like most about Western Australia and what will drive additional visitors to make the effort to come here instead of going elsewhere, or indeed pay a premium for the privilege. Western Australia's development ethos must support this marketing strategy to maximise the long term benefits of visitation to our State.

Development should:

- Reflect, reinforce and build upon WA's core brand values; fresh, natural, carefree and alive;
- Fit in with or enhance the existing/natural environment;
- Ensure the quality of the experience is always paramount;
- Have a 'local' feel that retains (or enhances) what is unique about the area; and
- Suit the market (i.e. ensure unique experiences desired by the target market are provided).

Regional Tourism Organisations

Western Australia is divided into five tourism regions – Australia's South West, Australia's Golden Outback, Australia's Coral Coast, Experience Perth and Australia's North West. Tourism WA conducted a regional review in early 2003 which sought to rationalise the structure of the tourism industry, reduce fragmentation and overcome duplication of services. As a result, in 2004 Tourism WA devolved all intrastate marketing resources and activities to the Regional Tourism Organisations (RTOs) following the introduction of the New Concept for State Tourism and the five new tourism regions.

The role of the RTO is to market their region within Western Australia. This includes the development and implementation of marketing campaigns to increase intrastate travel by Western Australians. To build on this marketing, each RTO works closely with Tourism WA to leverage all niche development and marketing strategies including consumer and trade events, media and trade familiarisations, co-operative advertising and promotional activities. The RTOs are membership-based organisations that also provide a forum for tourism operators to network with other industry stakeholders. For contact information on RTOs visit www.westernaustralia.com.

Each RTO plays an important role in the development and update of the Destination Development Strategies. During the update process RTOs were consulted and asked to provide feedback on the update documents.

Context

The Destination Development Strategies for all five regions have been prepared within the context of a number of key strategies that are in the process of being completed and/or implemented by Tourism WA and partners, namely:

- Tourism WA: Strategic Plan 2005-2010;
- Wine & Food Tourism Strategy;
- Heritage Tourism Strategy for Western Australia;
- Nature Based Tourism Strategy for Western Australia;
- Aboriginal Tourism Strategy for Western Australia; and
- Journey Further - An Arts & Cultural Tourism Strategy for Western Australia.

Overview of Australia's Coral Coast

Australia's Coral Coast region (and the marine experiences it offers) is perceived to be one of the best holiday destinations in Western Australia and in some cases Australia.

Specifically, the favourite experiences in the region centre on marine interaction including swimming, snorkelling, diving, fishing, and interaction with marine life (dolphins, whale sharks, coral, fish, and other sea life).

Other experiences include Nambung National Park (The Pinnacles), wildflowers, gorges and general camping/outdoor activities.

Relating to the dominance of marine interaction, Kalbarri, Ningaloo, Exmouth, Coral Bay, Monkey Mia and Shark Bay emerged as the preferred destinations in the region.

Although the area's attractions are drawing international visitors, the product and infrastructure gaps were considered to be some of the highest priorities overall for Western Australia.

In particular, these related to accommodation, distance/access and infrastructure¹.

The City of Geraldton and towns of Carnarvon and Jurien are the major regional centres, Australia's Coral Coast is the State's third most visited tourism destination outside of Perth. Apart from tourism, its economy is based on agriculture and horticulture, mining, processing and manufacturing, retailing, construction, fishing and aquaculture, contributing to the region's gross domestic product of around \$5.5 billion.

Australia's Coral Coast

Shire of Carnarvon	City of Geraldton
Shire of Exmouth	Shire of Greenough
Shire of Shark Bay	Shire of Irwin
Shire of Dandaragan	Shire of Northampton
Shire of Carnamah	Shire of Mingenew
Shire of Coorow	Shire of Three Springs
Shire of Chapman Valley	Shire of Mullewa



Opportunities and Market Segments

Research conducted in 2003² outlined some opportunities that exist for Australia's Coral Coast. The experiences listed below are some of the most well known in the region. Opportunities exist in many of these areas for further improvements, development and marketing. Some priority improvements have been detailed in the Iconic Development and Visitor Dispersal Strategies and Projects section.

Marine eco/nature-based tourism – sustainable, secluded and non-commercialised nature-based experiences, including camping, 4WD, exploring the reef and learning about marine life in its natural environment, aimed at a broad range of nature enthusiasts seeking authentic and environmentally friendly ecological holidays. More commercial ecotourism product is also required particularly in Shark Bay for the international and backpacker market.

- Aimed at a broad range of nature enthusiasts (including couples, young families and groups of friends) seeking authentic and environmentally friendly ecological holidays.

Relaxing water-based holidays – educational water-based experiences, including beaches, fishing, snorkelling, interacting with dolphins and whalesharks, and learning about marine life.

- Aimed primarily at couples and young families.

Active water-based holidays – including surfing, fishing, scuba diving, sea kayaking, windsurfing and kite surfing.

- Aimed primarily towards active 18-39 year old males travelling as part of a couple, with a group of friends or on their own.

Fishing safaris – fishing adventure experiences, DIY beach, rock or boat fishing, chartered deep sea fishing tours, hire boats and package deals. Notably, other niche markets such as wind sports, surfing and diving could also be developed.

- Aimed at fishing enthusiasts (largely groups of males aged 25 and over).

Wildflower discoveries – wildflower oriented holiday experiences (including guided day tours, wildflower farms, recommended self-drive trails, etc).

- Aimed at wildflower enthusiasts and broader nature lovers (primarily older intrastate females aged 55 and over).

Market Performance of Australia's Coral Coast

A comprehensive analysis was undertaken during the development of the first Destination Development Strategy in 2004. This analysis looked at the interaction of supply and demand for tourist accommodation. The purpose of collecting and distributing both supply and demand information is to allow for rudimentary comparison between the two to look for evidence of market opportunities.

For further information about the supply of accommodation, please refer to the previous edition of the Destination Development Strategy 2004-2014. An updated supply analysis will be undertaken in the full review of the Destination Development Strategies (which is scheduled to commence in 2008).

For more information about consumer demand, Tourism WA's Research Team delivers research information and other services that support, develop and assist the tourism industry in making sound and informed business decisions. This information has been used in the preparation of the update of the Destination Development Strategy and can be accessed on www.westernaustralia.com.

Iconic Experiences

Western Australia possesses a greater diversity and range of products within its regions than any other State in Australia. Each region contains unique features, which appeal to state, national or international visitors. These features and associated tourism developments vary considerably according to stage of development, market opportunities and capacity to accommodate additional visitation.

Tourism WA's *Strategic Plan 2005-2010* identified that "iconic tourism experiences will drive our strategic activities over the next five years" in order to provide a platform for a competitive and sustainable tourism industry within the limited resources available to Tourism WA.

Accordingly, Destination Development Strategies have been developed for the five regions in the State, with the aim of achieving the following objective and goals:

Focus industry development resources on enhancing tourism product in iconic experience areas and partnering with key stakeholders to formulate and implement strategies that develop Western Australia's destinations by;

- Identifying and prioritising iconic attractions and experiences;
- Developing strategies to address gaps in infrastructure, attractions, accommodation and other tourism facilities;
- Developing strategies to disperse visitors so that all parts of a region benefit from tourism activity associated with iconic attractions and experiences;
- Providing the leadership which focuses on the development of tourism product and investment within icon and iconic experience areas; and
- In order to identify and prioritise iconic experiences, consultation and research were undertaken across Western Australia.

Regional Reference Groups provided feedback into the update of the Destination Development Strategies. During the strategies initial development these groups provided significant input on the key issues affecting tourism development throughout the region and will continue to play an important role in the strategies update and review.

Research was conducted with tourism operators with a good understanding of tourism product and infrastructure in Western Australia. In addition, focus groups were conducted with experienced intrastate travellers to determine the key iconic experiences and the key product and infrastructure gaps in the five regions. Interviews were also conducted with interstate and international visitors whilst they were on holiday.

Based on this research and consultation on key experiences, destinations and attractions within the region, an Australia's Coral Coast Destination Development Matrix was created, using the definition below:

"An iconic experience/attraction/event is awe inspiring... unique to Western Australia, has the potential to draw significant visitors here... gaining recognition nationally and internationally" (Tourism WA).

This matrix was created by using feedback from the consultative sessions to rate each key experience, destination and attraction according to the following two subjective criteria:

1. **Iconic significance** – the degree to which it is perceived generally by visitors to be an iconic holiday experience, destination or attraction that is unique to Western Australia, desirable and sustainable (on a scale of 1 to 10, where 1 means not at all iconic and 10 means extremely iconic).
2. **Market readiness** – the degree to which the experience, destination or attraction is believed to meet the needs of key intrastate, interstate and international target markets, based on a summary of current access, accommodation, attraction, activities and amenities (on a reversed scale of 1 to 10, where 1 means excellent and 10 means very poor).

After considering the wide ranging information gleaned from the processes identified above, iconic experiences, destinations and attractions were plotted on a matrix.

After considering the wide-ranging information gleaned from the processes above, iconic experiences, destinations and attractions were plotted on a matrix. The following definitions have been developed to help clarify areas of the matrix and will be used as a method to primarily, but not exclusively, concentrate Tourism WA's industry development resources.

Destinations or attractions that fall within the focus area in the Australia's Coral Coast Matrix, are perceived to be an iconic attraction or experience. Despite being somewhat market ready for niche segments, their current product or infrastructure gaps should be addressed before they are widely marketed. As a result, they should be the focus of major product and infrastructure development or resources to make them more market ready and move them into the leverage area.

Destinations or attractions that fall within the leverage area in the matrix are perceived to be an iconic attraction or experience and market ready. As such, they may not require major product or infrastructure development, but can instead be leveraged to draw visitors to the region. The quality of these destinations or attractions must be maintained to keep them in this area.

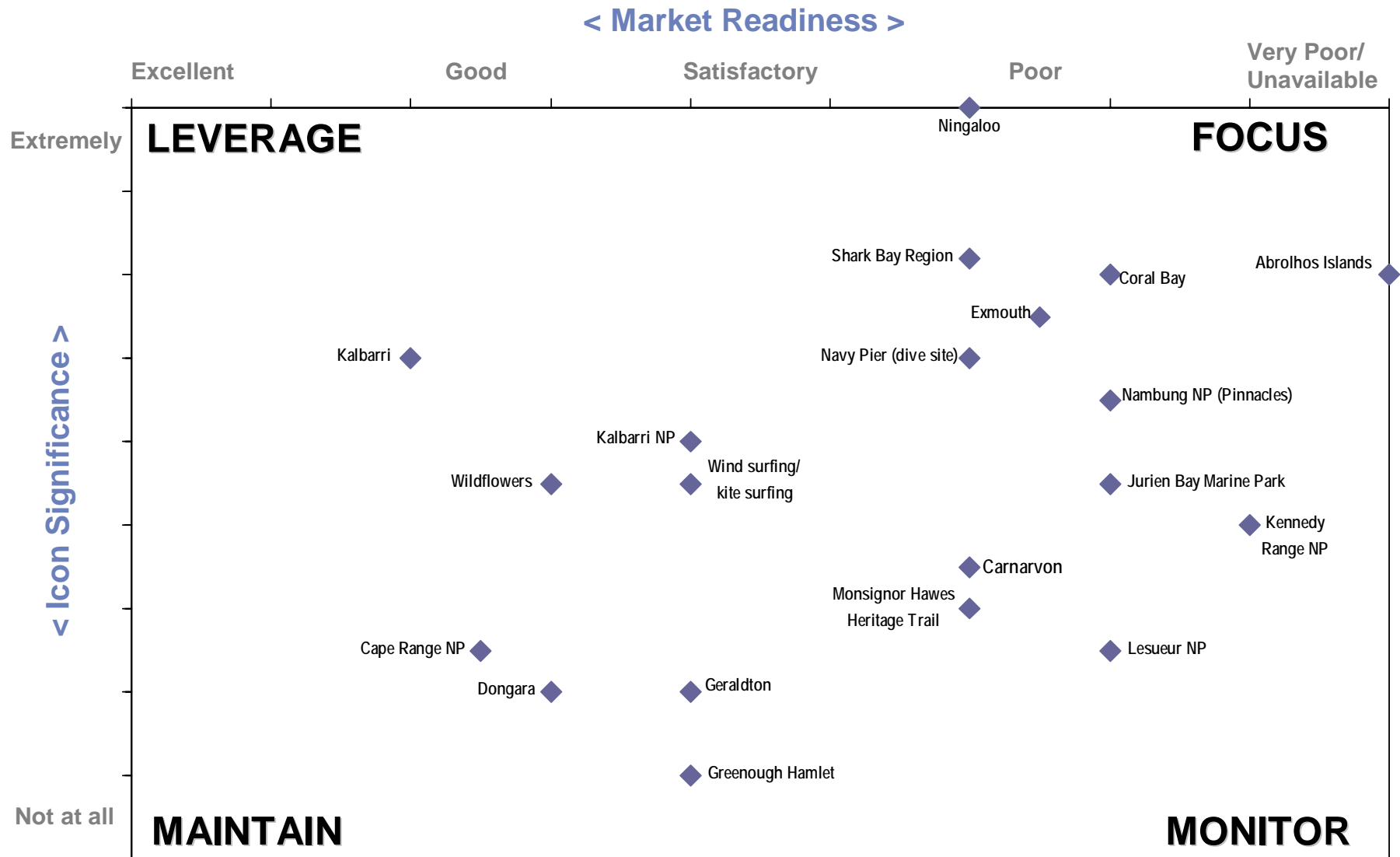
Destinations or attractions that fall within the monitor area are neither iconic attraction or experience nor market ready so should therefore not be the focus of major product and infrastructure development, resources or marketing activities. However, they should be monitored for increased iconic significance (in which case they would move into the focus category) or increased market readiness (in which case they would move into the maintain area).

Destinations or attractions that fall within the maintain area are market ready but are not seen as iconic destinations that attract significant visitors to Western Australia. This means they should not be the focus of any major tourism product and infrastructure development or resources at the statewide level. Cooperative activities should be the objective of any marketing.

This process suggests that Ningaloo, Shark Bay, Abrolhos Islands and Nambung National Park (The Pinnacles) represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Kalbarri, the wildflower experience and Dongara are largely market ready (with the exception of minor improvements).



Australia's Coral Coast – Destination Development Matrix



Note: The Destination Development Matrix above has not been updated for the 2007 update to allow for significant change to have occurred which would impact the transition of destinations. A rigorous research and consultation process will be undertaken for the next full review of the Destination Development Strategy to track the progress of destinations.

Iconic Gaps in Australia's Coral Coast

Qualitative research with leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers highlighted that Australia's Coral Coast region was seen as having the potential to appeal to all markets and is currently attracting significant international interest from United Kingdom/European markets. However, the lack of affordable air, bus or train transport to the region, the lack of top range accommodation and lack of non-aquatic activities were identified as some of the key gaps. These gaps were also checked by a Regional Reference Group to pinpoint consistent gaps.

Access

Visitors need to easily access attractions. It is important to provide adequate and cost effective access, such as a sealed road, an airport, railway line or a harbour, and transport services like buses, tours, hire cars, etc.

Sealed road access to Australia's Coral Coast is either by the Brand and North West Coastal Highway or the inland Great Northern Highway. While there is sealed access to most coastal towns and inland regional centres, the majority of inland roads are unsealed. The road network can be affected by the cyclone season, generally from December to March. Whilst not a regular occurrence, flooding from cyclones or seasonal rains can cut off both sealed and unsealed road access at this time.

Skywest Airlines schedule regular flights to centres such as Geraldton, Denham, Carnarvon, Exmouth and Meekatharra. It is also possible to charter light aircraft.

The new Kalbarri Airport which opened in September 2001 now has a scheduled air service from Perth and Geraldton. Kalbarri is a major tourism destination and airline services to Kalbarri airport have provided opportunities for the region to expand into new tourism markets.

As the key gateway for metropolitan Perth the completion of the Indian Ocean Drive between Lancelin and Cervantes is pivotal in unleashing the shorter trip potential of the southern parts of the region whilst significantly adding value for all self drive tourists.

Qualitative research with leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers highlighted that the long distance travel required to visit and explore the region is an issue.

Accommodation

When tourists visit an iconic experience, they will generally need accommodation at or near the attraction, or on the way to the attraction.

The region has traditionally accommodated visitors in hotels and motels, caravan parks and camping areas, but there is an increasing demand for self-contained accommodation, particularly with the growing interest from international markets. In the interior, some pastoral stations offer accommodation. Visitors to Australia's Coral Coast generally stay in hotels and motels, self contained apartments and cottages, caravan parks and camping grounds, or non-commercial accommodation such as at friend or relatives' properties or their own weekenders.

The Murchison area has great potential to develop outback tourism in the longer term by capitalising on its accessibility, proximity to Perth, authentic outback environment and rich culture. This is reflected in private sector investment in a growing number of station stays.

Construction of a 4-star resort in Kalbarri, Geraldton's marina precinct, the Ardross Estate Turquoise Coast Redevelopment in Jurien Bay and the new 4-star resort developments at the Jurien Bay and Exmouth Marinas respectively, will also satisfy new markets.

A major gap that was identified in several locations in Australia's Coral Coast was the poor standard and lack of top range accommodation. Specifically, it was suggested by operators that 3 to 5 star properties were required, with suggestions including a sizeable development such as luxury/eco style resort and properties that accommodate groups or self contained apartments. Similarly an eco-style lodge, safari camps and improved self-contained accommodation were perceived to be needed improvements to the region, assuming these fit with the natural environment. Most international backpackers were generally satisfied with the camping and caravanning grounds in the region.

Attractions and Activities

Principal attractions are landscapes and wildlife. Visitors also seek activities at destinations. Activities are often based on sightseeing and walking. These may include windsurfing, golf, tennis, swimming, boating and canoeing as well as passive activities such as lying on a beach or reading in a park or by a pool. Some of these activities may themselves be attractions for some visitors.

Australia's Coral Coast is primarily a nature-based and wilderness experience destination offering a combination of raw outback adventures with unique water-based experiences. The coastal waters teem with natural phenomena such as the Monkey Mia dolphins, dugongs, whale sharks, manta rays, green, loggerhead and hawksbill turtles, humpback whales, sea lions and at Ningaloo, over 250 species of corals and 500 species of fish. The Ningaloo Marine Park and the Shark Bay World Heritage Area are marketed nationally and internationally as premium tourism destinations.

Indigenous culture and history is becoming an even more sought after niche product, and activities in this area are being undertaken by members of the local Indigenous communities, an example of which is Carnarvon Aboriginal Heritage and Cultural Centre.

The inland spring wildflower display from June to November and the rugged countryside of the Kennedy Ranges and Cape Range National Parks are drawcards for visitors, as are Lesueur National Park with its amazing flora diversity and Coalseam Conservation Park with its annual everlasting display.

There is an increasing interest worldwide in nature-based tourism and the region contains a number of attractions that lend themselves well to this concept including the Kalbarri National Park with its spectacular gorges, the region's coastline, the Abrolhos Islands, Nambung National Park, and the availability of adventure outback experiences such as the Gascoyne-Murchison Outback Tourism Pathways.

There is a continuing need for high quality man made activities which leverage and enhance the natural iconic attractions and experiences in the region, similar to the way the Tree Top Walk leverages off the Tingle Trees near Walpole.

Geraldton has a developing tourism precinct on the waterfront with a world-class maritime museum and marina facilities. In addition, a dive wreck has been sunk and the creation of a marine interpretation centre will expand maritime tourism opportunities. The development of the 22 Monsignor Hawes heritage buildings and

sites into a heritage trail has the potential to generate interest for visitors.

The region's coastline offers a broad range of aquatic activities including recreational boating and fishing, world-class surfing, scuba diving, swimming with whale sharks and manta rays, visiting the dolphins at Monkey Mia, whale watching, dugongs, sea lions and tours that take in the green and loggerhead turtle nesting season and the annual coral spawning. At Kalbarri visitors can abseil, canoe and participate in safari tours.

Environmental tourism packages will be developed in line with the region's reputation as a nature-based destination. Those looking for an outback experience can explore areas such as the Kennedy Ranges.

Australia's Coral Coast offers a broad range of activities to visitors including exploring the outback and the Kalbarri gorges, the area's maritime and cultural history, bushwalking, fishing, diving, world standard surfing and wind surfing, whale watching, and station stay experiences. Self-drive touring is the region's principal focus given the dominance of this market originating from Perth. This market will be serviced in the future by the ongoing development of the three Outback Pathways, the Monsignor Hawes Heritage Trail and the self-drive trail following the 1800's Old North Stock Route from Joondalup to Walkaway.

Research showed that activities in Australia's Coral Coast were generally seen to be satisfactory, although a lack of non-aquatic activities and night time activities were the major issues that were raised by both international and intrastate tourists.

Amenities

Visitors also need amenities at and on the way to destinations, near attractions and their accommodation. These include shops, restaurants and cafes, public transport, tourist information outlets and public toilets.

A range of amenities for Australia's Coral Coast are being developed or are in the planning stages. These include the planned Pinnacles Interpretive Centre, the Shark Bay World Heritage Interpretive Centre, the creation of an attractive entry statement into Carnarvon using the HMAS Sydney II Memorial drive as a focus, the construction by the Shark Bay Arts Council of a mosaic paving featuring local activities and scenic drive and walks through Lesueur National Park.

The Gascoyne-Murchison Tourism Pathways Plan provides a framework to improve facilities in the outback areas. There are a number of additional projects that have been completed or are underway throughout Australia's Coral Coast including establishing a gateway signage system for the Batavia Coast area, gateway signage for the Turquoise Coast, developing Discovery Centres at Greenough Hamlet and Mount Magnet, sealing the road through Lesueur National Park, establishment of camping facilities at Sandy Cape and Jurien Bay and upgrading the Kalbarri and Jurien airports. Also under investigation are additional boat launching facilities along the Batavia coast, improved public toilets, beach facilities, interpretative signage and roadside picnic sites throughout the region.

Research showed that amenities in the region were generally viewed as being satisfactory/poor. This was mainly due to the lack of supermarkets, restaurants, cafes and, in some areas, poor signage. Amenities within individual destinations, such as poor toilet facilities and lack of picnic benches, were also raised.

Signage has also been identified as a major problem throughout Western Australia. According to a 2002 Visitor Satisfaction Survey conducted by Edith Cowan University for Tourism WA, clear and accurate sign posting was a priority area for improvement.

The Commissioner of Main Roads Western Australia is responsible for signs on highways and main roads throughout Western Australia. Local Government Authorities (LGA's) through delegation of powers, are responsible for road signs on local roads. In some cases, Main Roads WA requires LGAs and Tourism WA to comment before assessing a tourist sign application. Tourism WA will continue to work with the signage regulatory authorities to improve tourism signs throughout the State.

Atmosphere

Another issue raised by a number of intrastate tourists was the atmosphere of specific townships. Generally, both domestic and international travellers felt that the atmosphere of Australia's Coral Coast (i.e. fresh, natural, uncommercialised) was a very positive and unique attribute that must be maintained, and should be at the forefront of all product and development planning throughout the region. However, it was commented that Geraldton could benefit from increasing its ambience to attract more visitors and improving community attitudes towards tourists to the region.



Icon Development Strategies and Projects

In order to strengthen the iconic experience for visitors and increase visitation significantly by international, national and domestic tourists, the following strategies have been developed by Tourism WA and other tourism stakeholders to address those gaps in access, accommodation, attractions, activities and amenities that impact greatly on the ultimate potential of an iconic experience. In 2007, this updated Destination Development Strategy reflects the latest tourism projects being planned, implemented and completed throughout Australia's Coral Coast region.

Focus

The following destinations or attractions falling within the focus area in the Australia's Coral Coast Matrix are perceived to be an iconic attraction or experience. Despite being somewhat market ready for niche segments, their current product or infrastructure gaps should be addressed before they are widely marketed. As a result, they should be the focus of product and infrastructure development or resources to make them more market ready and move them into the leverage area.

Abrolhos Islands

The Abrolhos Islands, with their rich flora and fauna and surrounding coral reef communities, form one of Western Australia's unique marine areas. The area is home to an abundance of wildlife including sea lions, dolphins, migratory whales and sea birds. The unique wildlife and pristine beaches make for excellent swimming, snorkelling and beach walking. The Abrolhos Islands are also famous for their historic shipwrecks and have the first European building built on Australian soil. In recent times the black pearl industry has assumed growing importance. Scenic flights and charter boat operators make the 122 islands of the Houtmans Abrolhos readily accessible, but staying overnight on the islands is not yet permitted.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Access to Abrolhos Islands	Encourage additional charter boat operators to the Abrolhos Islands.	Private Sector	To be determined	Ongoing	Requiring investigation
Improve airstrips	Widen airstrips to allow twin engine aircraft to land on East Wallabi Island. <u>Comment on status:</u> \$20,000 granted in state budget.	DPI, Department of Fisheries	To be determined	2007	Development
ACCOMMODATION					
Charter boat accommodation	Investigate how to improve the level of amenities/accommodation on existing and new charter boats operating to the Abrolhos Islands. <u>Comment on status:</u> Only one operator is currently operational, more will be required.	Private Sector	To be determined	Ongoing	Development
Abrolhos Islands – tourist accommodation	Develop low-key tourist terrestrial accommodation for 50 visitors and 10 staff at Long Island in the Abrolhos Island.	Department of Fisheries, Humfrey Land Developments	\$16 million	2007	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Abrolhos Islands activities	Create a range of additional activities at the Abrolhos Islands based on market demand.	Department of Fisheries, Tourism WA	To be determined	Ongoing	Requiring investigation
Big Rat Island activities	Develop tourism activities on Big Rat Island.	Tourism WA, Department of Fisheries	To be determined	Ongoing	Requiring investigation
Long Island Lagoon activities	Develop tourism activities in Long Island Lagoon mostly based on the needs of resort guests.	Department of Fisheries, private operators	To be determined	2008	Planning
AMENITIES					
East Wallabi Island facilities	Toilets, shade, pathways and Interpretation signs to be installed.	Department of Fisheries	\$200,000 (if composting toilets installed)	2007-2009	Requiring investigation

Kennedy Range National Park

Just north of Gascoyne Junction, lies the spectacular sandstone battlements of the Kennedy Range National Park. The park offers spectacular scenery of gorges and precipitous faces, with a vast plateau of ancient dune fields on top of the range.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Roads through Kennedy Range National Park	Improve east access road, retain 4WD access on west. <u>Comment on status:</u> As per the National Park Management Plan.	DEC	To be determined	To be determined	Planning
ATTRACTIONS/ ACTIVITIES					
Kennedy Range walk trails	Investigate feasibility of trail from Temple Gorge to western campground. <u>Comment on status:</u> As per the National Park Management Plan.	DEC	To be determined	To be determined	Planning
AMENITIES					
Kennedy Range camping amenities	Relocation/redevelopment of Temple Gorge campsite and improve campsite in east Kennedy Range National Park. <u>Comment on status:</u> As per the National Park Management Plan.	DEC	To be determined	To be determined	Planning
Kennedy Range information shelters	Liaise with DEC to construct three information shelters within the Kennedy Range National Park.	DEC	\$45,000	2005	Completed

Coral Bay

Coral Bay is a snorkeller's paradise within the Ningaloo Marine Park's protected waters exhibiting hundreds of fish and coral species. The coral reef spans two kilometers from the shore. Coral Bay and the Ningaloo Reef emerged as one of the top five holiday destinations of all travellers in the region. Positive comments surrounding Coral Bay were generally in reference to the marine experiences that could be undertaken in the Ningaloo area such as snorkelling, fishing, swimming, diving etc. Conservation of this area and the reef are seen as vital by both intrastate and international tourists. The region's appeal is largely associated with its untouched, unique and non commercial attributes. The major gaps in Coral Bay were long distance to travel, lack of non-aquatic activities, the lack of five star accommodation, poor caravan park facilities, poor customer service and the lack of supermarkets and restaurants.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ACTIVITIES					
Baiyungu Walk Trail	Develop a self-guided walk trail extending north and south from Coral Bay which interprets local Aboriginal culture and heritage as well as European history along the coast.	BAC, DEC NSDO/DPI	TBA	TBA	Investigation
ACCESS					
Coral Bay airstrip – upgrade/relocation	The upgrade of the airstrip to Regular Passenger Transport Standard at Coral Bay would improve light aircraft access and safety. DPI has identified a preferred site 8kms inland from the community.	DPI	\$150,000 upgrade to existing airport \$2 million new airport site.	2007 for upgrade 2009 for new airport	Planning
ACCOMMODATION					
Murlanda Enterprises – low key tourist accommodation	The Baiyungu people are investigating the development of low key tourist accommodation, including campsite facilities and safari tents, near Coral Bay. Tours and activities will also be developed. A Business Development Manager has been appointed but funding sources to progress this development have yet to be identified.	Private Sector, Baiyungu Aboriginal Corporation	To be determined	To be determined	Requiring investigation
Develop workers' accommodation village	Provide the sustainable development and management of leasehold accommodation for a population of up to 400 people to meet the needs of the Coral Bay workforce.	NSDO, DPI, Baiyungu Aboriginal Corporation	\$28.8 million	2008	Planning
Development of 5 star luxury spa resort	Redevelopment of existing resort site into a 5 star spa resort catering for 260 beds.	NSDO, Shire of Carnarvon, private sector	\$56 million	2008	Planning
Development of a range of tiered accommodation including a 4 star hotel	Redevelopment of an existing freehold site and new development of a range of sustainable tourism accommodation options and associated facilities and services. <u>Comment on status:</u> As identified in the Ningaloo Coast Regional Strategy Carnarvon to Exmouth.	NSDO, DPI Shire of Carnarvon, private sector	TBA	Ongoing	Planning
Redevelopment of existing caravan park to offer a range of accommodation options	Redevelopment of an existing freehold site and new development of a range of sustainable tourism accommodation options and associated facilities and services. <u>Comment on status:</u> As identified in the Ningaloo Coast Regional Strategy Carnarvon to Exmouth.	NSDO, DPI Shire of Carnarvon & private sector	TBA	Ongoing	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Coral Bay information gazebo	Provide an information and ticketing office; one on the beach and one on the foreshore reserve.	DEC	\$30,000	2004	Completed
Boat ramp and stairs to access beach at Moncks Head	Provide boat ramp and stairs to enable the safe passage to tender boats and launching of recreational boats.	Shire of Carnarvon	\$2.5 million+	2007	Development
Foreshore Development Plan	Provide a strategy to reserve Coral Bay foreshore areas in the north and south of the Coral Bay tourist settlement and manage the reserve to ensure the protection of the coastal environment for the benefit of the general community.	DEC	TBA	TBA	Planning
Public Infrastructure	Continue to plan and roll out infrastructure requirements, which currently include power and water, a chemical storage facility, a waste disposal facility and works area	Various government agencies	TBA	2008	Planning
Co-locate Visitor Centre, government offices, Bailiyungu Aboriginal Corp (BAC)	Create a multi-function commercial centre to provide for visitors, government agencies and the BAC office while creating an entry statement for Coral Bay	TBA	TBA	TBA	Investigation

Nambung National Park (Pinnacles)

Nambung National Park is home to the world famous Pinnacles Desert. Only four kilometers inland from the beach, the amazing Pinnacles are one of Western Australia's favourite and most unique attractions. The coastline between Nambung National Park and Sandy Cape also features some of the spectacular pristine beaches of the Turquoise Coast. From this coastline, the town of Cervantes thrives on the multi-million dollar rock lobster industry. The Pinnacles is seen as an iconic destination, particularly within the international market, although this attraction lacks sufficient appeal and infrastructure to hold visitors in the location. Major gaps surrounding the attraction are the lack of other activities/amenities available in the area such as cafés or souvenir shops and more signage to make access to the region easier.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Indian Ocean Drive – Lancelin to Cervantes	The Indian Ocean Drive is the 194km coastal road from Lancelin to the Brand Highway 38km south of Dongara, providing easy access and improved services between existing towns. The remaining 66km section between Lancelin and Cervantes, with spur roads into Wedge and Grey, is surveyed and yet to be constructed.	Main Roads WA, DPI, DEC, Tourism WA	\$84 million	Stage 1 Ocean Farm: 2009 Stage 2 Cervantes: 2011	Planning
Cervantes airstrip	Assess the feasibility of extending and sealing the airstrip at Cervantes. <u>Comment on status:</u> The Jurien airstrip is viewed by the LGA as having more strategic importance. The Jurien Airport has subsequently been upgraded to an all weather 24/7 airport.	Tourism WA, DPI, Shire of Dandaragan	N/A	N/A	Completed
ACCOMMODATION					
Nambung National Park (Pinnacles)	Investigate the provision of a low key wilderness lodge accommodation in close proximity to the national park. <u>Comment on status:</u> Initial investigation reveals limited potential to develop as unable to identify a suitable site.	Private Sector, DEC, Tourism WA	To be determined	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Cervantes	Encourage the provision of 3 ½ - 4 ½ star standard low impact self catering accommodation, with consideration of the Central Coast Tourism Planning Strategy. <u>Comment on status:</u> Accommodation planned as part of the Cervantes Keys project, other potential sites also being investigated.	Private Sector, Shire of Dandaragan, Tourism WA	To be determined	To be determined	Planning
ATTRACTIONS/ ACTIVITIES					
Cervantes activities	Create more activities in and around the beach area, an interpretative centre and recreational facilities. <u>Comment on status:</u> Ongoing development of recreational facilities.	Shire of Dandaragan, Tourism WA	To be determined	Ongoing	Development
AMENITIES					
Nambung interpretative centre	Develop an interpretive centre at the Pinnacles to enhance visitor experience and promote the other tourism opportunities in the surrounding DEC managed lands and waters. <u>Comment on status:</u> Funding secured, first stage of development has commenced.	DEC	\$3 million	2007	Development
Nambung National Park night lighting	Assess the feasibility of installing night lighting in the national park and subsequent night time activities <u>Comment on status:</u> Subject to funding and support from DEC.	DEC, Tourism WA	To be determined	To be determined	Planning
Turquoise Coast Visitors Centre	Prepare a feasibility study in respect to future visitor servicing requirements. <u>Comment on status:</u> Scoping paper completed.	Shire of Dandaragan, Pinnacles Country Promotions, Tourism WA	\$25,000	Subject to funding	Planning

Jurien Bay Region

Jurien is a typical seaside resort town devoted to recreational fishing, tourism and professional cray fishing. It is situated at the southern end of Jurien Bay which stretches over nine kilometers from Island Point at the south to North Head. The waters of the bay are sheltered by a string of islands and reefs which lie just off the coast. Visitors can enjoy the incredible marine life found in these waters and within the Jurien Bay Marine Park.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Jurien Bay airstrip	Seal, light and fence the airstrip.	Shire of Dandaragan	\$250,000	2006	Completed
ACCOMMODATION					
Ardross Estate Turquoise Coast redevelopment	A combination of resort accommodation and caravan parks on coastal land in the Jurien Bay town site, as part of a major residential sub division. Cell one consists of 1,300 lots, a primary school and 200 tourist beds.	Private Sector	\$15 million (% of which is the tourism component)	2010	Planning
North Head development	Multi-faceted tourist development consisting of chalets and motel units.	Private Sector	\$20 million	2010	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Jurien Bay Marina Resort	An integrated tourist resort and residential development overlooking Jurien Bay Marina. The development includes a hotel, conference facility and undercover parking. <u>Comment on status:</u> Residential subdivision completed.	Private Sector	\$2.3 million	2008	Development
Add or upgrade short stay accommodation and ancillary facilities	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> Three projects are in planning which will add 394 units to the area. One project in under construction which will add 67 units to the area.	Private Sector, State Government, LGAs, Tourism WA	\$57.3 million	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Jurien Bay marine activities	Investigate creating a range of activities, including a marine interpretative centre, beach activities and local tours.	LGAs	To be determined	Ongoing	Requiring investigation

Exmouth

Visitors were generally positive when discussing Exmouth as a holiday destination viewing the area as a tranquil, unspoilt and relaxing holiday destination. The older market in particular viewed Exmouth as being well suited to the needs of the budget traveller with sound accommodation, amenities, good visitor information and a wide range of restaurants and activities. As with Coral Bay, the marine experience available in Exmouth dominated the types of experiences people undertook in the region. Activities such as diving, snorkelling, fishing, swimming, whale sharks watching and beach activities were the most commonly discussed activities and was generally what most tourists traveled there to experience.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Improved air services	Focus on working with air service providers for mutual benefits throughout the Australia's Coral Coast region with a specific focus on Exmouth. <u>Comment on status:</u> Exmouth Aviation Development Committee continues to review and improve services.	DPI, Tourism WA	To be determined	Ongoing	Requiring investigation
ACCOMMODATION					
Add or upgrade short stay accommodation and ancillary facilities	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> Five projects are currently in planning which will add 217 units to the area. Three projects are currently under construction which will add 235 units to the area.	Private Sector, State Government, LGAs, Tourism WA	\$43.8 million	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Sea Kayak trail from Exmouth to Coral Bay	Creation of a sea kayak trail along the Ningaloo coast to enable eco tourists to follow and experience the coastline in safety with designated camping areas along the coast. Phase One – Yardie Creek to Tantabiddi.	DEC	\$40,000	Stage 1: 2008	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Humpback Whale Interpretive Centre	Create an interpretive display on humpback whales at Bundegi.	Shire of Exmouth	\$33,000	To be determined	Planning
Marine farms Mahi Mahi onshore farm	A commercial aquaculture facility with plans to incorporate tourism activities including a Mahi Mahi (dolphinfish) Interpretive Centre as well as tours.	Private Sector	To be determined	To be determined	Planning
AMENITIES					
Moorings for high use dive sites - Exmouth	Adding secure moorings to high use dive sites around Exmouth.	DEC	To be determined	2007	Planning

Ningaloo

Ningaloo offers dazzling water, amazing marine life and untouched nature. For divers and snorkellers, there are few experiences that can compare to swimming on Ningaloo Reef. Many of the gaps identified in Coral Bay also relate to Ningaloo.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Carnarvon Ningaloo coastal strip	<p>Staged tourism development over the next 30 years in accordance with the Ningaloo Coast Regional Strategy</p> <ul style="list-style-type: none"> • Tourism nodes (up to 500 beds) at Blowholes Settlement, Quobba, Gnaraloo, Ningaloo Beach, Yardie Caravan Park and Vlamingh Head. • Minor nodes (up to 200 beds) at Red Bluff Camp, Three Mile Camp, Bruboodjoo and Warroora • Ecolodge accommodation (up to 100 beds) at Gnaraloo Bay, Elles Camp, Winderabandi & Cape Range National Park. • Homestead tourism (up to 50 beds) at Warroora & Giralia; and • Coastal camping nodes at various nominated points along the strip. <p><u>Comment on status:</u> Investment missions undertaken regularly to seek interest in the above projects.</p>	NSDO, DPI, Shires, DEC, private sector	To be determined	Ongoing	Planning
Add or upgrade short stay accommodation and ancillary facilities	<p>Investigate the need for additional or upgraded short stay tourism accommodation.</p> <p><u>Comment on status:</u> Numerous projects are currently occurring in the Shire of Exmouth and Shire of Carnarvon. For more information consult Tourism WA's <i>Tourism Accommodation Development Register</i> available on www.westernaustralia.com</p>	Private Sector, State Government, LGAs, Tourism WA	To be determined	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Ningaloo Ocean and Earth Research Station	Investigate the construction of a co-operative research station focusing on marine and terrestrial habitats. Will incorporate tours and volunteer programs.	GDC	To be determined	2007	Planning

Shark Bay Region

The Shark Bay World Heritage Area was Western Australia's first world heritage area listed and one of only 14 world-wide that fit all four selection criteria. As well as the world-renowned affable dolphins of Monkey Mia, the many bays and inlets in the region are ablaze with multicoloured sea life. The turquoise waters are so clear that docile dugongs, manta rays and marine turtles are easy to spot. Shark Bay is also home to the remarkable Hamelin Pool stromatolites – the oldest and largest living fossils in the world.

Monkey Mia was a frequently mentioned holiday destination in the region, particularly by international visitors. Marine interaction (specifically with dolphins) is this destination's major draw card, complementing the overall marine experience available in the region. However, some commented that they did not see as many dolphins there as they expected and there was a lack of other activities. The major gap associated with Monkey Mia is the long travel distance (as it is with the rest of the region). The family market commented that there is a need for an affordable family restaurant/café at the resort.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Shark Bay World Heritage Drive	Enhance and promote world heritage attractions on the road from Overlander Roadhouse to Monkey Mia.	Shire, DEC	\$25 000	2007	Planning
Peron 4WD track realignment	Progressive realignment of the 4WD track in Francois Peron National Park to improve visitor safety, environmental protection and vistas.	DEC	Stage 3	To be determined	Planning
Peron Homestead access road	Build a 6km sealed road from Monkey Mia Road to the Peron Tourist Precinct within Francois Peron National Park.	DEC, Shire of Shark Bay	\$1.4 million	To be determined	Planning
Seal Western access roads off Denham Road	Roads to be sealed; <ul style="list-style-type: none"> • Eagle Bluff lookout and carpark (2km); • O-Dene Road to Ocean Park (1.5km); • Whalebone Road (1km); and • Goulet Bluff Road (0.5km). 	DEC, Shire of Shark Bay	\$1.5 million	2008	Planning
Kalbarri to Shark Bay road	Construct road link between Kalbarri and Shark Bay. Possible route has been identified. Land use issues need to be determined. Not supported by DEC.	DPI/Shire of Shark Bay	To be determined	To be determined	Planning
ACCOMMODATION					
Accommodation in Denham or Nanga Bay	Encourage the provision of 3 ½ - 4 star standard accommodation to cater for growing international market and higher yield visitors. <u>Comment on status:</u> Landbank site in Denham soon to be released.	Tourism WA, Private Sector	To be determined	To be determined	Planning
Peron safari camp	Provide the commercial opportunity to develop a safari camp in Francois Peron National Park.	DEC	To be determined	To be determined	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Aboriginal Interpretive Plan – Monkey Mia Visitor Centre	Aboriginal interpretive display giving insight into the history and culture of the Malgana People.	Yadgalah Aboriginal Corporation	\$15,000	2005	Completed
WA Ocean Park – Shark Bay	Provide close-up experiences with a variety of marine life in lagoons and oceanarium which will add to the Shark Bay marine experience.	Private Sector	\$200,000	2006	Development
Woolagooanyinda “You come this way” aboriginal eco tours	Aboriginal eco-tours in Shark Bay.	Private sector	To be determined	2005	Completed
Walk trail interpretation, Francois Peron National Park	Install interpretation panels at the new Skip Jack Point lookouts and along the Wanamalu (Cormorant) Walk Trail.	DEC	\$17,000	2005	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Shark Bay World Heritage Interpretative Centre	Construct a world heritage interpretative centre and management precinct in Denham. This will provide a facility for the interpretation of world heritage values in Shark Bay.	Department of Housing and Works	\$7.4 million	2006	Completed
Cape inscription site Dirk Hartog Island	Develop this important historic site as a tourist attraction to greatly benefit the area.	Heritage Council, Shire of Shark Bay	To be determined	2008	Planning
Shark Bay world heritage area interpretative action plan	Includes over 200 interpretative products that promote awareness of the natural and cultural values to the world heritage area. High priorities are the branding of the area and creating a website and tourism manual.	DEC, various	\$1.3 million	To be determined	Staged development
Monkey Mia walk trails	Improve and expand walk trails in the Monkey Mia area.	DEC	\$25,000	2006	Completed
Eagle Bluff visitor facilities	Design and develop day visitor facilities at five recreation sites within the Eagle Bluff precinct.	DEC, DPI, Shire of Shark Bay	To be determined	To be determined	Planning
Tamala and Carrarang visitor facilities	Progressively install toilets, site definition and visitor information at coastal camp sites, as per the Tamala Carrarang Recreation Plan.	Station lessees, DEC	To be determined	To be determined	Partly completed
Steep Point redevelopment	Upgrade recreation sites for day use and camping once the national park is established and management plan is prepared.	DEC	To be determined	To be determined	Planning
Peron Homestead precinct	Development of a major day-use tourism attraction at Peron Homestead, Francois Peron National Park including fauna viewing, tearooms, interpretation and terminus for 4WD tours.	DEC	To be determined	To be determined	Requiring investigation
AMENITIES					
Monkey Mia Dolphin Resort expansions	An ongoing program of expansion and redevelopment under a five year plan.	Private Sector, Aspen Resorts, IBA	\$25 million	2010	Development
Monkey Mia Jetty	Redevelop the jetty area to improve boating operations and dolphin viewing.	DEC, Shire of Shark Bay	Requires investigation	To be determined	
Hamelin Pool car park	Redesign facilities which service the stromatolites, to cater better for increased vehicles including coaches.	DEC	To be determined	To be determined	Planning
Denham Maritime facilities – improvements	Shallow waters and strong winds in the Denham area have led to initial planning of a marina facility.	Private Sector, Shire of Shark Bay with DPI approvals.	To be determined	To be determined	Requiring investigation
Concrete land backed swimming area on Denham foreshore	A concrete land backed ocean swimming pool would provide adequate and safe swimming for visitors to Denham all year round.	Shire of Shark Bay	To be determined	To be determined	Requiring investigation
More toilets on Denham foreshore	Additional toilet amenities on Denham foreshore.	Shire of Shark Bay	To be determined	2007	Requiring investigation
Shark Bay amenities	Explore the necessity of additional toilets, signage and picnic areas at sites of interest.	Tourism WA, DEC	To be determined	To be determined	Requiring investigation

Navy Pier (dive wreck)

Ranked as one of the world's top dive sites – the main attraction is the amount and variety of fish life: big schools of snapper, trevally, barracuda, sweetlips, spangled emperors, estuarine cod, wobbegongs and white tip reef sharks, moray eels and an abundance of reef fish. The pylons are covered in interesting vertebrate life, mainly colourful sponges, but also sea squirts, fire coral, oysters and barnacles.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Dive adventures	Investigate additional dive and snorkel tours and an underwater viewing platform.	Tourism WA, Australian Defence Force	To be determined	To be determined	Requiring investigation
AMENITIES					
Navy Pier	Liaise with the Australian Defence Force to increase access to divers and visitors.	Tourism WA, Australian Defence Force.	N/A	Ongoing	Planning

Kalbarri National Park

Kalbarri National Park is arguably one of the best national parks in Australia. A main feature is the winding Murchison River, which has cut magnificent red and white banded gorges for 80 kilometers through the park, as it carves its way to the sea. Along the coast are dramatic rugged sandstone cliffs with names like Red Bluff, Eagle Gorge and Mushroom Rock.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Roads through Kalbarri National Park	Investigate the upgrading of the roads within Kalbarri National Park.	DEC	To be determined	To be determined	Requiring investigation
Dual use path through Galena Mining Heritage area to Kalbarri National Park	Investigate the construction of a dual use path through the Galena Heritage Mining area to Kalbarri National Park. <u>Comment on status:</u> Awaiting DPI management plan for this area.	Galena Mining Heritage Area Advisory Committee	To be determined	2008	Planning
Road or dual use path to Kalbarri National Park	Investigate the construction of a dual use path from Kalbarri township upriver to Kalbarri National Park. <u>Comment on status:</u> Requires inclusion into DEC's 10 year management plan.	DEC, Northampton Shire	To be determined	2009	Planning
ATTRACTIONS/ ACTIVITIES					
Kalbarri National Park Indigenous interpretation	Develop a new recreation site on the Murchison River gorges to interpret Indigenous heritage.	DEC, various	To be determined	To be determined	Requiring investigation
Kalbarri National Park new visitation sites	Develop new access sites for the Kalbarri National Park gorges to spread visitor loads.	DEC	Ongoing	Ongoing	Planning

Wind surfing / kite surfing

Geraldton and Carnarvon are popular surfing towns, well serviced with tourist facilities. They also offer first class windsurfing conditions. Other points around Quobba are slightly harder to reach, but offer the surfing that enthusiasts travel the world to experience. During summer, the wind often picks up in the afternoon, providing cooling onshore breezes, and classic conditions for windsurfing and kite-surfing offshore. The breezes and rolling swells are a favourite for sailboard riders and kite-surfers who take to the waves in spectacular form, carving them apart and performing daring aerial jumps and somersaults, sometimes only meters from shore.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
International kite/surf boarding championships – Geraldton	Organise kite boarding championship in Geraldton.	Geraldton Windsurfing Club/Geraldton Visitor Centre	To be determined	Ongoing	Requiring investigation
International kite/surf boarding championships - Denham	Host an international kite boarding competition.	Shire of Shark Bay	To be determined	To be determined	Requiring investigation
Wind Surfing activities along the Coral Coast	Investigate increasing the number of Australian championship wind sports competitions. Develop beach facilities for wind sports in a similar manner to that suggested in the Coronation Beach Development Plan. Develop Tourism WA webpage to promote wind sports in this region. Promote development of backpacker precincts in major centres on the coast. Develop additional wind sport tour operators.	Tourism WA, Regional Visitor Centres, DSR	As per previously organised events	Ongoing	Ongoing
Wind surfing/kite surfing equipment access	Examine the provision of additional hire and equipment sites along the coast.	To be determined	To be determined	To be determined	Requiring investigation
Artificial reefs	If Oakajee Port is developed establish proviso to construct an artificial reef to replace the loss of associated with Oakaiee Port. <u>Comments on status:</u> Requires port infrastructure to proceed.	Infrastructure developers	\$1.5 million	2008	Planning
	Construct an artificial reef at Back Beach Geraldton. <u>Comments on status:</u> Feasibility study completed.	Geraldton Boardriders Club, DPI and LGA	\$1.5 million	2009	

Leverage

The following destinations or attractions falling within the leverage area in the matrix are perceived to be an iconic attraction or experience and market ready. As such, they may not require major product or infrastructure development, but can instead be leveraged to draw visitors to the region. The quality of these destinations or attractions must be maintained to keep them in this area.

Kalbarri

Kalbarri is a very popular destination with the intrastate market. Kalbarri was the most preferred destination in the region and the second most preferred in Western Australia (after Margaret River). Generally it was felt that the tourism product and infrastructure suited the type of experience Kalbarri offered, however some gaps that were identified in Kalbarri were the travel distance (particularly for families with young children), lack of activities (children's and night time), lack of mid range family restaurants and poor supermarket facilities.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Wildflower resort at Kalbarri	Develop a 5 star resort at Kalbarri to service growing tourist market.	Private Sector	\$10 million	2007	Planning
Kalbarri National Park Land Bank site	Research and identify potential land bank site for nature based accommodation within the Park through the 'DEC Site Identification Study'	DEC, Park Council, Tourism WA	To be determined	2008	Planning
ATTRACTIONS/ ACTIVITIES					
Kalbarri Interpretive Centre	Develop an Interpretation Centre in Kalbarri on land granted in Grey Street by Northampton Shire.	Kalbarri Visitor Centre	\$2.2 million	2008	Planning
Kalbarri activities	Create additional activities for children in and around Kalbarri.	LGA, Private Sector	Ongoing	Ongoing	Requiring investigation
Kalbarri Seahorse Sanctuary	Tours of seahorse breeding centre.	Private Sector	\$100,000	2006	Completed
Galena heritage mining area	Develop interpretive sites.	Galena Mining Heritage Committee	Ongoing	Ongoing	Ongoing
AMENITIES					
Car hire	Encourage increased car hire facilities in Kalbarri as the use of the airport increases.	Tourism WA	To be determined	To be determined	Requiring investigation
Boat launch facilities	Improve Kalbarri public boat ramp to carry additional users.	Northampton Shire	\$300,000	Completed	Development

Wildflowers

Western Australia's broad climatic range sees more than 12,000 wildflower species colour the state for approximately five months of the year – one of Australia's longest wildflower seasons. Australia's Coral Coast is home to many species of coastal and inland wildflowers. Fields of these lollipop-shaped flowers in yellow, pink and white are found in various inland areas, often along road verges. The 186,000 hectare Kalbarri National Park teems with wildflowers and visitors can also expect to see kangaroo paws, banksias, eucalypts and grevilleas. As well as rugged outback terrain and pure white beaches of the region, visitors can see a large variety of wildflowers, some of which are unique to the area. Wattles, hakeas, dampiera, purple peas and Shark Bay daisies are common.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Wildflower accommodation	Improve regional accommodation to attract higher spending visitors.	LGA, private landowners	Ongoing	Ongoing	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Wildflower tours	Increase tour opportunities e.g. In Geraldton voluntary guides will be used for spring wildflower tours on the city's margins.	Visitor Centres, private operators	Ongoing	Ongoing	Requiring investigation
Walk/cycling trails	Develop walking and cycling trails in wildflower rich areas.	Mid West Trails Group, LGA, Department of Sport and Recreation.	Ongoing	Ongoing	Requiring investigation
AMENITIES					
Picnic spots	Investigate positioning picnic spots in relevant places to service the wildflower visitors.	LGA	Ongoing	Ongoing	Requiring investigation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Wildflower website	Develop an up-to-date mapping and photograph site showing recent wildflower locations.	Aust Coral Coast	\$50,000 to establish	2007	Requiring investigation

Monitor

The following destinations or attractions falling within the monitor area in the matrix are neither an iconic attraction or experience nor market ready so should therefore not be the focus of major product and infrastructure development, resources or marketing activities. However, they should be monitored for increased iconic significance (in which case they would move into the focus category) or increased market readiness (in which case they would move into the maintain area).

Lesueur National Park

Lesueur National Park has spectacular landforms underlain by complex geological features. Its exceptionally diverse flora of more than 820 species includes many plants found nowhere else in the world, and represents 10 per cent of the State's known flora. Five species are endangered and several more may warrant similar status. Lesueur is one of the most significant areas for flora conservation in south-western Australia.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Access Central Coast	Improve access to attractions in the central coast area. Stockyard Gully Caves - visitor risk and liability issues to be resolved. Lesueur National Park: current consultation with Indigenous groups. Reliant on funding.	Main Roads WA, DPI	To be determined	To be determined	Planning
Tourist loop road	Construct an 18km tourist loop sealed one-way road through the national park. <u>Comment on status:</u> Road completed, interpretation and toilets in the planning stage.	DEC	\$1.5 million	2004	Completed
ACCOMMODATION					
Wilderness lodge	Investigate the provision of a low key wilderness lodge accommodation close by the national park.	Private Sector	To be determined	Ongoing	Requiring investigation
AMENITIES					
Signage	Explore the necessity of additional signage around the park. <u>Comment on status:</u> DEC have this in hand.	DEC	To be determined	To be determined	Planning

Carnarvon

Carnarvon has a moderate tropical climate and is famous for its banana plantations. The rugged coastline is only a short drive north of Carnarvon and features outstanding coastal cliffs at Cape Cuvier, plus great fishing, swimming and snorkelling all year round.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Carnarvon airport terminal	Construction of a new larger airport terminal.	Shire of Carnarvon	\$1.5 million	2008	Planning
ACCOMMODATION					
Babbage Island	Investigate the development of accommodation such as a fully serviced, eco-tourism chalet development on the Island. Expression of Interest currently open seeking interested developers.	DPI	To be determined	2007	Planning
Whitlock Island development	Investigate the feasibility of a tourism development of Whitlock Island, incorporating the resort and golf course etc. <u>Comment on status:</u> Project proved unviable with current market demand .	Shire of Carnarvon, DPI, Private Sector	N/A	2006	Completed
Accommodation to complement Indigenous experience	Develop a culturally appropriate accommodation village to support/link to the Carnarvon Aboriginal Heritage and Cultural Centre.	Private Sector	To be determined	Ongoing	Requiring investigation
Backpackers accommodation	Investigate the provision of increased backpacker accommodation facility in Carnarvon.	Private Sector	To be determined	Ongoing	Requiring investigation
Accommodation option	Investigate the provision of 3 ½ - 4 ½ star accommodation in Carnarvon.	Private Sector	To be determined	Ongoing	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
River mouth walk tail	Creation of a themed heritage walkway and lookouts.	Carnarvon Heritage Group	\$50,000	2004	Completed
Gascoyne Dash	Off road rally racing now on the national calendar of motor racing – including an inland circuit and a final leg in the dry river bed of the Gascoyne River.	Carnarvon Off Road Racing Club Inc	To be determined	Ongoing	Ongoing
Carnarvon Aboriginal Heritage and Cultural Centre	Construct a cultural centre in Carnarvon for the Aboriginal communities of the Gascoyne Region. This will provide cultural interpretation for tourists, information on other cultural attractions and activities across the region and a safe keeping place for artifacts.	GDC	\$5.5 million	2006	Completed
Restoration of the “Little Dirk”, the Kormoran Lifeboat and the One Mile Jetty	Restoration of the 1) “Little Dirk”, a Shark Bay Pearling vessel; 2) the lifeboat from the Kormoran; and 3) the head of the One Mile Jetty.	Carnarvon Heritage Group	1) \$7,000 2) \$20,000 3) \$250,000	2004-2005	Completed
OTC Satellite Earth Station, Carnarvon	Develop this site as a tourism attraction. Stage 1: Structural repairs, painting, landscaping, walk trails, signage and caretakers residence; completed. Stage 2: Interpretation to follow.	Shire of Carnarvon	Stage 1: \$496,000	2008	Development
Indigenous tourism product	Develop Indigenous tourism product in conjunction with the Carnarvon Aboriginal Heritage & Cultural Centre.	Private Sector	\$490,000	To be determined	Planning
Shearing Hall of Fame	Creation of a shearing hall of fame at the Carnarvon Heritage Centre.	Carnarvon Heritage Group	To be determined	To be determined	Planning
Underwater camera viewing and dive trail at One Mile Jetty	Place an underwater camera and viewing terminal and mark an underwater dive trail at the Carnarvon One Mile Jetty.	Carnarvon Heritage Group	\$25,000	To be determined	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Gascoyne River Mouth kayak tours	Run tours from the mouth of the Gascoyne River, through the creek systems and the fascine taking in the mangroves and bird and marine life.	Private Sector, Carnarvon Heritage Group	\$25,000	To be determined	Planning
Gascoyne Growers Markets	Continue to build the markets and increase the supply of fresh produce to other regions to promote Carnarvon produce and length of market season.	Gascoyne Growers Market Inc	Ongoing	Ongoing	Ongoing
Nocturnal endangered species fauna exhibit	Create a display at the Heritage Precinct of Native Endangered Fauna.	Carnarvon Heritage Group	To be determined	To be determined	Planning
Carnarvon Food Festival and chefs tour	Showcase the "Food Bowl" of the State and highlight the range of year round fresh produce, fruit, vegetables, seafood, beef, lamb, goat etc.	GDC	To be determined	To be determined	Requiring investigation
AMENITIES					
Interpretive Centre at the base of the One Mile Jetty, heritage precinct	Construction of a multi use venue as an interpretive centre but could also be used for functions and conferences. Possibility of more buildings/display space for the heritage precinct to showcase whaling, machinery, HMAS Sydney II, Kormoran memorabilia etc.	Shire of Carnarvon, Carnarvon Heritage Group	\$900,000	2007/08	Planning
Relocation of Carnarvon public boat ramp	Relocate Carnarvon public boat ramp from Teggs Channel to the yacht club to remove overcrowding. <u>Comment on status:</u> Partly completed and now included in the yacht club redevelopment. Funding shortfall exists.	Carnarvon Shire using DPI's RBFS	\$300,000	2007/08	Development
Redesign/upgrade fascine wall	The redesign and upgrade of the fascine wall and foreshore in Carnarvon to improve safety and aesthetics.	Shire of Carnarvon	\$1.5 million	2007/08	Planning
Carnarvon entry statement	Construction of a slip lane and a prominent entry statement into Carnarvon, 5kms south of the North West Coastal Highway in theme with the HMAS Sydney II Memorial Drive.	Shire of Carnarvon	To be determined	2006/07	Planning

Monsignor Hawes Heritage Trail

The Monsignor Hawes Heritage Trail celebrates the enormous contribution architect/priest John Hawes made to the region. It highlights 15 buildings of his design and other sites significant to his life. In harmony with the landscape, his building style is easily recognisable and provides a rewarding and inspiring travel experience. The self-drive trail takes you through the scenic Murchison region, including Yalgoo, Tardun, Morawa, Perenjori, Northampton, Nanson and Geraldton.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Research plan	Research plan implementation.	Murdoch University	\$130,000	2008	Development
Monsignor Hawes Heritage Trail	Utilising the strategic plan, investigate the requirement for better accommodation, interpretation, guided tours, toilets, cafes and restaurants around the trail, as well as easier access to the buildings.	Catholic Church, GMACC	To be determined	To be determined	Requiring investigation

Geraldton

Geraldton is a bustling coastal town, with beautiful beaches and warm, sunny weather and is also a major export centre for far flung pastoral, mining, agricultural, manufacturing, construction and fishing industries. Its status as a tourism destination has grown dramatically to the point where it is now the most visited destination north of Perth in Western Australia. Most food and beverage and accommodation providers reported their best ever figures in 2006. Rising fuel costs seem to be impacting negatively on tour providers.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Coastal management plans	Develop road access, beach viewing platforms, bollards to prevent indiscriminate access and other management strategies in line with coastal management plans to control visitor access to the seaboard. E.g. Cape Burney viewing platform, Flat Rocks viewing platform and Oakajee River mouth road improvements.	NACC, LGAs	Ongoing	Ongoing Development	Development
Foreshore and CBD improvement	Realign foreshore businesses with the sea and improve the city's ambience. Connect the city to the beach. <u>Comment on status:</u> Foreshore infill completed, site stabilised with underground rock wall and construction of facilities has commenced.	City of Geraldton	\$15 million over 6 years	2010	Development
Coronation Beach Road	Reconstruct and seal Coronation Beach Road to service growing day and overnight visitation to area. 2km left to surface in 2007.	Shire of Chapman Valley	\$1 million	2007	Development
ACCOMMODATION					
Add or upgrade short stay accommodation and ancillary facilities	Investigate the provision of short stay accommodation in Geraldton including caravan parks, hotel/motels and self contained establishments. <u>Comment on status:</u> Six projects are in planning which will add 230 units to the area. Two projects are under construction which will add 95 units to the area.	Private Sector, State Government, LGAs, Tourism WA	\$43.1 million	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Marine Discovery Centre	Construct a Marine Discovery Centre in Geraldton.	MWDC	\$5 million	2007	Planning
Indian Ocean Masters Games	A triennial sporting event for countries around the Indian Ocean rim.	Geraldton, MW Sports Federation	\$310,000	Tri-annually	Development
Geraldton voluntary guides	Develop a series of walking tours around Geraldton including the Sydney Memorial, Chapman River wildlife corridor, Geraldton Port tours etc.	Geraldton Visitor Centre	Minimal recurrent costs	Ongoing	Development
Miniature railway in Spalding Park Geraldton	Expand existing operation beyond one Sunday per month and to adjacent areas of the Chapman River Corridor.	Geraldton Miniature Railway Society	Ongoing	Ongoing	Development
Geraldton/Greenough walk trails	A series of interpreted walking trails around the Greenough and Chapman Rivers and over the Moresby Ranges for recreation and wildflowers. Also the rail trail from Geraldton to Northampton.	Shire of Greenough & Mid West Trails Group	\$400,000	2006 and ongoing	Development
Moresby Ranges	Investigate a recreational park within the Moresby Ranges.	Shire of Greenough, DPI, DSR	To be determined	To be determined	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Geraldton foreshore redevelopment and CBD revitalisation project	Redevelop Geraldton foreshore and CBD to recreate the city's connection to the ocean and marine environment.	City of Geraldton	\$15 million	2010	Development
Tourist Rest Stop and Information Bay - Geraldton	Investigate developing tourist and caravan rest stops and information bays at the northern and southern entries to Geraldton.	Shire of Greenough, City of Geraldton	To be determined	To be determined	Requiring investigation
Geraldton Marina	Reburbishment of existing pens. Development of additional boat berthing/launching facilities. <u>Comment on status:</u> Existing Geraldton Marina and Town Beach ramps to be upgraded. 50 new pens to be constructed. More funding required.	Private Sector, City of Geraldton, DPI	\$500,000	Ongoing	Development

Greenough Hamlet

The Hamlet is situated in an area known as the Front Flats, 20 minutes south of Geraldton. This historic village, now called Central Greenough, was a solid community, built by ordinary men and women who undertook the hard pioneer life. The Greenough Flats was, and today remains, fertile farming land.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Greenough Hamlet	Encourage a range of activities using Hamlet facilities to promote visitation.	Shire of Greenough, National Trust	To be determined \$1 million over 4 years \$50,000	Ongoing	Planning
	Supply power and water to all habitable buildings.			2010	Development
	Improve interpretation at the visitor information centre.			Ongoing	Planning

Maintain

The following destinations or attractions falling within the maintain area in the matrix, and are market ready but are not seen as iconic destinations that attract significant visitors to Western Australia. This means they should not be the focus of any major tourism product and infrastructure development or resources at the statewide level. Cooperative activities should be the objective of any marketing.

Cape Range National Park

Cape Range National Park offers spectacular rocky gorges carved by ancient rivers, adjoining one of the most pristine and beautiful coastlines in the world. The area is well known for the striking contrast between the clear blue seas, coral reefs and sandy beaches of Ningaloo Marine Park, and the rugged scenery of Cape Range.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Canyon Roads in Cape Range National Park	Investigate the upgrade of Canyon Roads in Cape Range National Park.	DPI/Shire of Exmouth	To be determined	To be determined	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Cape Range activities	Explore the possibility of a greater range of land based tours, snorkel tours and improved interpretation particularly at Milyering Visitor Centre.	DEC, Private Sector	To be determined	To be determined	Requiring investigation
AMENITIES					
Cape Range National Park – new entrance	Develop a new entry statement. <u>Comment on status:</u> New ranger entry completed	DEC	\$175,000	2007	Planning

Dongara

Dongara offers a relaxed atmosphere, tree lined main street, historic buildings and excellent beaches - a perfect all year round holiday destination. The beautiful beaches and warm weather provide perfect conditions for all sorts of water sports, from swimming and relaxing on the beach to sailing and windsurfing. The Larry Lobster Festival in November reflects the significance of cray fishing to this area and Kailis' factory at Port Denison operates very popular tours daily. Visitors are often surprised to discover a pretty township with a family holiday ambience just off the main highway. The walk around the river mouth, visits to historic buildings and nearby olive groves, dining in the numerous restaurants and enjoying beach activities are the main visitor activities.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Port Denison Tourism Park	Improve the provision of caravan park accommodation in Dongara. <u>Comment on status:</u> Construction of eight self-contained units.	Private Sector	\$300,000	2006	Planning
ATTRACTIONS/ ACTIVITIES					
Port Denison Ocean Pool	Construction of a seawater 50m pool in the Port Denison Marina.	Shire of Dongara	To be determined	To be determined	Requiring investigation

Visitor Dispersal Strategies and Projects

To maximise the amount of time visitors spend in the proximity of an iconic attraction or experience, visitor dispersal strategies have been developed to help ensure all parts of a region benefit from tourism activity associated with iconic attractions and experiences.

Access

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Old North - Stock Route	Develop part of the original stock route from Yanchep to Walkaway. Stage 1 Yanchep to Neergabby (Junction Hotel) is completed. <u>Comment on status:</u> Business/concept plans completed by Mike Marr.	LGAs, DEC, Mid West Trails Inc.	\$4 million	2012	Planning	Jurien Bay Marine Park
Seal road from Carnarvon to Meekatharra	Provide a sealed road from the North West Coastal Highway to the Great Northern Highway. The work will be completed in 3 stages. Stage 1: 172kms from Carnarvon to Gascoyne Junction Stage 2: 288kms from Gascoyne Junction to Mt Augustus. Stage 3: 347kms from Mt Augustus to Meekatharra.	Shires of Carnarvon, Upper Gascoyne and Meekatharra	\$233 million	2007/08	Planning	Carnarvon, Wildflowers, Kennedy Range NP

Accommodation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Bibbawarra bore development	Development of hot springs/spa style tourism development.	Private Sector	To be determined	To be determined	Requiring investigation	Carnarvon
Accommodation facilities (Central Coast)	Encourage shires to pursue a coordinated approach to accommodation projects on the central south coast in anticipation of the Indian Ocean Drive's completion. <u>Comment on status:</u> Funding is being sourced to develop a Central Coast Tourism Planning Strategy.	Shire of Carnamah, Shire of Irwin, Private Sector	\$8 million	Ongoing	Planning	Various
Lodge style accommodation	Investigate the development of wilderness/remote/environmentally sensitive lodge style accommodation. These are being generally accepted as a concept for future accommodation experiences on the North West Cape, although other wilderness accommodation experiences are being developed in other parts of the region.	Private Sector	To be determined	Ongoing	Requiring investigation	Various
Accommodation facilities (Outback)	Liaise with the private sector to develop a range of accommodation facilities in identified outback areas as recommended in the 'Gascoyne-Murchison Tourism Pathways Plan'.	Private Sector	Ongoing	Ongoing	Development	Various
Wedge tourist development	Develop low impact commercial coastal development which will include a lodge, caravan park, camp sites and beach huts, north of Lancelin. <u>Comment on status:</u> Pending Indian Ocean Drive completion.	DEC	To be determined	To be determined	Planning	Nambung National Park

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Grey tourist development	Develop low impact commercial coastal development which will include a lodge, caravan park, camp sites and beach huts, north of Wedge. <u>Comment on status:</u> Pending Indian Ocean Drive completion.	DEC	To be determined	To be determined	Planning	Nambung NP
Ongoing improvement of existing accommodation properties– Gascoyne and Mid West regions	Explore improving customer service, cleanliness and facilities. This could be done through programs such as Aussie Host, National Tourism Accreditation Program, Better Business Blitzes (tourism workshops).	TWA, TCWA	To be determined	Ongoing	Planning	Various

Attractions and Activities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Emu Downs Wind Farm, Shire of Dandaragan	Construction of 120 meter high turbines generating 180 mega watts of power. Interpretive information and viewing platform to be erected.	Private Sector	\$500,000	2006	Completed	Nambung NP
Walkaway Wind Farm	Use road counter to assess significance of site and to see if it warrants additional facilities and interpretation.	Alinta Gas	To be determined	2007	Planning	Wildflowers
Tourism development opportunities on Cardabia Station	A feasibility study to be developed to investigate Indigenous tourism opportunities on Cardabia Station.	Private Sector	\$50,000	2004	Completed	Indigenous Experiences
Gascoyne Murchison Tourism Pathways - stage 3	Distribute guide book to increase visitation and encourage private and local government investment.	Gascoyne Murchison Tourism Inc.	Ongoing	2006-2010	Development	Carnarvon, Wildflowers, Kennedy Range NP
Regional events	Expand regional events for greater tourism benefit.	Various	To be determined	Annual events	Requiring investigation	Various
Australia's Coral Coast - Australia's Golden Outback– Experience Perth drive trails	Investigate the development of themed routes from the Turquoise Coast inland, to incorporate Australian experiences including station stays, heritage and cultural experiences, the proposed Dalwallinu Interpretive Centre, Painted Road, Open Plains Zoo, New Norcia, Chittering Valley and Growing Quarter.	Tourism WA, LGAs	To be determined	Ongoing	Planning	Jurien Bay Marine Park, Nambung NP
Cruise holiday options	Promote the Shark Bay (Monkey Mia) and Ningaloo Coast (Exmouth) as cruise holiday options for cruise vessels sailing between Perth and Broome.	Cruising WA	To be determined	Ongoing	Development	Key points along Coral Coast
Cultural product	Further development of Aboriginal enterprises such as cultural tours, Aboriginal hosted or managed campsites, Aboriginal merchandising opportunities and Aboriginal rangers in national parks would be welcomed in the region.	Traditional Owners, DEC, Private Sector, Aboriginal Corporations.	Ongoing	Ongoing	Requiring investigation	Various
Gascoyne Ecotourism Strategy	Implementation of the Gascoyne Ecotourism Strategy – Yamatji Tourism Strategy and develop a subsequent marketing strategy. <u>Comment on status:</u> Implementation commenced with Mundatharrda Tours through the Kennedy Ranges and initial moves to install interpretation into the Carnarvon Indigenous Cultural Centre.	Traditional Owners	To be determined	Ongoing	Development	Various

Amenities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Tourist rest stop and information bay – between Cervantes and Dongara	Investigate further development of tourist and caravan rest stops and information bays for the 'Indian Ocean Drive' between Cervantes and Dongara	Shire of Dandaragan, DEC, Main Roads WA	To be determined	To be determined	Requiring investigation	Jurien Bay Marine Park , Nambung NP
Minilya information rotunda	Investigate the possible relocation and upgrading of the signage rotunda on the Exmouth/North West Coastal Highway intersection to divert traffic into Exmouth/Coral Bay.	Shire of Exmouth	To be determined	To be determined	Requiring investigation	Exmouth
Upgrade boat ramp facilities at Tantabiddi and Bundegi	Upgrade the boat ramp facilities at both Bundegi and Tantabiddi to provide safe and easy boat launching.	Shire of Exmouth	\$600,000	2007	Development	Exmouth
Directional/interpretive signage throughout the region	Additional signage requirements need to be identified and implemented for reasons of management, visitor satisfaction and visitor safety.	To be determined	To be determined	Ongoing	Requiring investigation	Various
Extension of Turquoise Coast signage	The Shire of Dandaragan has erected Turquoise Coast entry statements at the key access points into the region. Investigate further development of this initiative to encompass the Shire of Coorow and other adjoining shires. Dynamite Bay at Leeman has installed signage but northern entry on the Indian Ocean Drive is not signed.	Shire of Coorow, Main Roads WA	To be determined	2006	Completed	Jurien Bay Marine Park , Nambung NP
Gascoyne Murchison Outback Pathways	Develop additional interpretive signage for three self-drive trails (pathways) covering 3000km of state and local roads in Western Australia. The Pathways link the WA coast to Paynes Find (in the south), Meekatharra and Sandstone (in the east) and Exmouth (in the north) and includes The Kingsford Smith Mail run, the Miners Pathway and the Wool Wagon Pathway. Each pathway highlights the early mining, wool and transport industries.	MWDC, GDC	\$50,000	To be determined	Planning	Various

Implementation and Review

Tourism WA facilitates, coordinates, monitors and reviews the implementation of the Destination Development Strategy. Responsibility for its implementation lies with a broad range of stakeholders including State Government agencies, industry groups, local and regional tourism bodies and other tourism operators and developers.

Tourism is a dynamic industry and the planning process needs to be responsive. Circumstances and priorities will be subject to change and there will be a need to review the strategy on a regular basis in the light of new information on changing market needs and conditions and to measure the implementation of the strategies and actions outlined in this document.

The Regional Reference Group plays a pivotal role in the preparation, update and future review of the Destination Development Strategy. The *Destination Development Strategy 'An Action Plan Approach' 2004-2014* was created in late 2004. In 2007 the annual update was undertaken to produce the *Destination Development Strategy 'An Action Plan Approach' for 2007-2017*. The Regional Reference Group provided comment into the 2007 update. A full review of the strategy is scheduled to commence in 2008 which will include consultation with the Regional Reference Group.



Appendices

Appendix 1 - Australia's Coral Coast Regional Reference Group

The following people have been asked to provide input into the 2007 update of Destination Development Strategy. The organisations in this group have been selected as they have a substantial involvement in tourism and are recognised as having a high level of knowledge in their respective areas of responsibility.

David O'Malley	Australia's Coral Coast
Position vacant	Carnarvon Aboriginal Heritage & Cultural Centre
Sue Graham	Carnarvon Heritage Group
Gael Palmer	Carnarvon Visitor Centre
Norm Skogland	Central Coast Districts Business Enterprise Centre
Rob Jefferies	City of Geraldton
Mike Paxman	DEC (Kalbarri NP)
Chris Mather	Department for Planning and Infrastructure
Tony McCann & Mel O'Gorman	Department for Planning and Infrastructure
Keith Hocky & Rod Quartermain	Department of Environment and Conservation
David Rose, Brett Fitzgerald and Jennie Carey	Department of Environment and Conservation – Shark Bay, Carnarvon & Exmouth
Tracy Barr	Exmouth Visitors Centre
Stephen Yule	Gascoyne Development Commission
Position vacant	Gascoyne Development Commission - Aboriginal Economic Development Officer
Julie Weir	Gascoyne Murchison Area Consultative

	Committee
Stefanie Schneider & Brian Beardman	Geraldton Visitor Centre
Priscilla Clayton	Mid West Development Commission
Mark Ramage	Ocean Centre Hotel
Michael Braybrook	Pinnacle Country Tourism Promotions
Tony Nottle	Shire of Carnamah
Graham Wilks	Shire of Carnarvon
Clinton Strugnell	Shire of Dandaragan
Phil Anastasakis	Shire of Exmouth
Neil Bennett	Shire of Greenough
John Merrick	Shire of Irwin
Planner (position vacant)	Shire of Northampton
Kelvin Matthews	Shire of Shark Bay
Ron Buckey	Tourism Council Western Australia
Mike Flood & Lance Hardy	Tourism Western Australia
Andrew Prior	Wheatbelt Development Commission
Darren Capewell	Yadgalah Aboriginal Corporation

Appendix 2 - Tourism Western Australia Regional Manager Contact Details

Gascoyne Regional Manager

Ground Floor, 15 Stuart Street
CARNARVON WA 6701
Tel: 08 9941 2406 or 1800 009 189
Fax: 08 9941 4713
Email: gascoyne@westernaustralia.com

Mid West Regional Manager

Ground Floor Corner Chapman Road and Cathedral Avenue
GERALDTON WA 6531
Tel: 08 9921 0716 or 1800 009 189
Fax: 08 9921 0707
Email: midwest@westernaustralia.com

Wheatbelt Regional Manager

Level 7, 2 Mill Street
PERTH WA 6000
Tel: 08 9262 1779 or 1800 009 189
Fax: 08 9262 1944
Email: wheatbelt@westernaustralia.com

Appendix 3 - Acronym List

The following acronym list provides a quick reference for terms that may be used in the Destination Development Strategy. It is not a fully comprehensive list of acronyms used in the tourism and hospitality industries.

ACC	Area Consultative Committee
AHA	Australian Hotels Association Inc (WA branch also known as WAHA)
AITO	Australian Institute of Tourism Officers Ltd
ASCOT	Australian Standing Committee on Tourism
ATDW	Australian Tourism Data Warehouse
ATE	Australian Tourism Exchange
ATEC	Australian Tourism Export Council
ATEC (WA)	Australian Tourism Export Council (WA Branch)
B&B	Bed and Breakfast
BART	Broome Airport Relocation Team
BGPA	Botanic Gardens and Parks Authority
BTR	Bureau of Tourism Research
CBD	Central Business District
CRC	Cooperative Research Centres
DEC	Department of Environment and Conservation
DHW	Department of Housing and Works
DLI	Department of Land Information
DOIR	Department of Industry and Resources
DOTARS	Department of Transport and Regional Services
DPI	Department for Planning and Infrastructure
DSR	Department of Sport and Recreation
EMRC	Eastern Metropolitan Regional Council
FRRR	Foundation for Regional and Rural Renewal
GDC	Gascoyne Development Commission
GEDC	Goldfields Esperance Development Commission
GSDC	Great Southern Development Commission
GSWPA	Great Southern Wine Producers Association
HCTA	Heritage Country Tourism Association
IVS	International Visitor Survey
KDC	Kimberley Development Commission
LGA	Local Government Authority
MDC	Mid West Development Commission

MIAA	Meetings Industry Association of Australia
MICE	Meetings, Incentives, Conventions and Exhibitions
MRA	Midland Redevelopment Authority
NVS	National Visitors Survey (BTR)
OAED	Office of Aboriginal Economic Development
PCB	Perth Convention Bureau
PCEC	Perth Convention Exhibition Centre
PDC	Pilbara Development Commission
Peel DC	Peel Development Commission
RAP	Regional Assistance Program
RIA	Rottneest Island Authority
RIF	Regional Investment Fund
RRG	Regional Reference Group
RTA	Regional Tourism Association
RTAP	Regional Tourism Activity Project
RTO	Regional Tourism Organisation
RTRB	Regional Tourism Review Board
SRT	Swan River Trust
STO	State Tourism Organisation
SWDC	South West Development Commission
TA	Tourism Australia
TCA	Tourism Council Australia
TCWA	Tourism Council Western Australia
TDR	Tourism Development Register
TFC	Tourism Forecasting Council
TRC	Tourism Research Committee
VFR	Visiting Friends and Relatives
WATAA	Western Australian Travel Agents Association Inc.
WATN	Western Australian Tourism Network
WDC	Wheatbelt Development Commission
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

Endnotes

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- ¹ Australia's Coral Coast Product and Infrastructure Gaps 2004, Tourism Western Australia, May 2004
² Australia's Coral Coast Region Tourism Perspective 2003, Tourism Western Australia, December 2003