



Australia's Golden Outback
Destination Development Strategy
'An Action Plan Approach'
UPDATE, 2007 – 2017



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Australia's Golden Outback
 Destination Development Strategy
 2007-2017
 Updated 2007

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ENQUIRIES

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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 icons and iconic 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 icons; and
- Provide the leadership which focuses on the development of tourism product and investment within icon and iconic experience areas.

The process to prepare each Destination Development Strategy 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 research and consultation in 2003 a selection of key experiences and attractions in Australia's Golden Outback were identified and allocated onto the matrix (shown on page 8). This process suggests that the Antony Gormley Sculptures, the Golden Quest Discovery Trail, Wave Rock, Fitzgerald River National Park and the Outback Way represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Esperance, Kalgoorlie-Boulder and the wildflower experience 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's product and infrastructure gaps tend to surround specific destinations. Although distance was seen as a deterrent to the domestic market, international travellers said that it added to the authenticity of the outback experience. The lack of activities and attractions were also raised as key issues.

In order to strengthen the iconic experience for visitors and increase visitation, Tourism WA's Regional Managers partner 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 2006, 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 RTO's 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 Golden Outback

Leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers strongly identified the most iconic holiday experiences available in Australia's Golden Outback region as being¹.

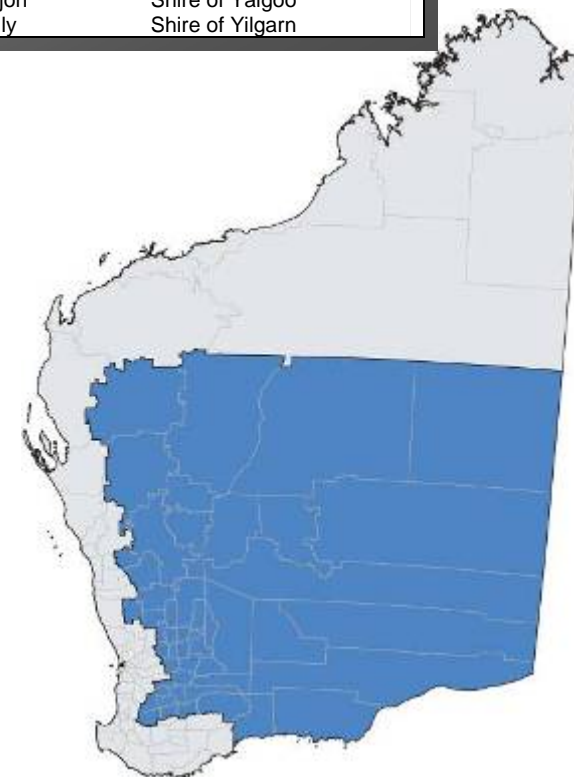
- **History/mining experiences** – historic buildings, historic sites, mining museums, mines and prospecting (key areas Kalgoorlie-Boulder, Coolgardie and Cue).
- **Beach/coastline** – scenery, islands, fishing, swimming, granite rocks, rugged coastline and scenic drives (key area Esperance).
- **Wildflowers** – wildflower oriented holiday experiences including guided day tours, wildflower farms and recommended self-drive trails.
- **Outback experiences** - vast clear skies and theatrical landscapes, camping under the stars and 4WD driving along such roads as the Canning Stock Route, the Gunbarrel Highway and the sealed Eyre Highway across the expansive Nullarbor.

Other experiences/destinations mentioned included Wave Rock, Anthony Gormley Sculptures and farm/station stays.

Covering more than 54% of Western Australia, Australia's Golden Outback is incredibly diverse in its landscape, history and people. Whether it is the red earth, golden wheat fields or rugged coastline with sugar white beaches, this is the place for true outback adventures.

The region's economy has historically been based on mining and agriculture. Commerce, manufacturing, fishing and tourism also make important contributions.

Australia's Golden Outback		
City of Kalgoorlie-Boulder	Shire of Laverton	Shire of Quairading Shire of Ravensthorpe
Shire of Bruce Rock	Shire of Leonora	Shire of Murchison
Shire of Coolgardie	Shire of Meekatharra	Shire of Sandstone
Shire of Corrigin	Shire of Menzies	Shire of Tammin
Shire of Cuballing	Shire of Merredin	Shire of Trayning
Shire of Cue	Shire of Moora	Shire of Upper Gascoyne
Shire of Cunderdin	Shire of Mt Marshall	Shire of Wagin
Shire of Dalwallinu	Shire of Mukinbudin	Shire of West Arthur
Shire of Dowerin	Shire of Morowa Shire of Mount Magnet	Shire of Westonia
Shire of Dumbleyung	Shire of Ngaanyatjarraku	Shire of Wickpin
Shire of Dundas	Shire of Narembeen	Shire of Williams
Shire of Esperance	Town of Narrogin	Shire of Wiluna
Shire of Kellerberrin	Shire of Narrogin	Shire of Wongan-Ballidu
Shire of Kondinin	Shire of Nungarin	Shire of Wyalkatchem
Shire of Koorda Shire of Kulin	Shire of Perenjori	Shire of Yalgoo
Shire of Lake Grace	Shire of Pingelly	Shire of Yilgarn



Opportunities and Market Segments

Research conducted in 2003² outlined some opportunities that exist for Australia's Golden Outback. 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.

Outback adventures – rugged male-oriented experiences, including pubs, camping, racing, gambling, mining culture, etc.

- Aimed primarily at groups of young males (aged under 35).

Historical discoveries – historical gold mining experiences, including historical, mining tours, gold panning, ghost towns, old buildings, architecture, etc.

- Aimed primarily at the older market (aged 55 and over).

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

- Aimed primarily at females aged 55 and over and couples.

Family farm stays – country farm stay experiences, including feeding animals, milking cows, riding horses, etc.

- Aimed primarily at young families with children aged 12 and under.

Discovering uncrowded getaways for water activities (Esperance) – exploring uncrowded coastal areas to do water activities, including beaches, 4WD, fishing, boating, etc. in a relaxed, rather than action packed, environment.

Secluded and scenic coastal escapes (Esperance) – relaxing coastal holiday experiences in a beautiful scenic environment, including secluded beaches, walks in national parks, bird watching and scenic drive routes.

Market Performance of Australia's Golden Outback

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 Strategy (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 access 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 icons and iconic 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 icons; and
- Providing the leadership which focuses on the development of tourism product and investment within icon and iconic experience areas.

In order to identify and prioritise iconic experiences, consultation and research was 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 iconic experiences, destinations and attractions within the region, an Australia's Golden Outback 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 all 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 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 Golden Outback Matrix are perceived to be iconic. 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.

Destinations or attractions that fall within the leverage area in the matrix are perceived to be iconic 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.

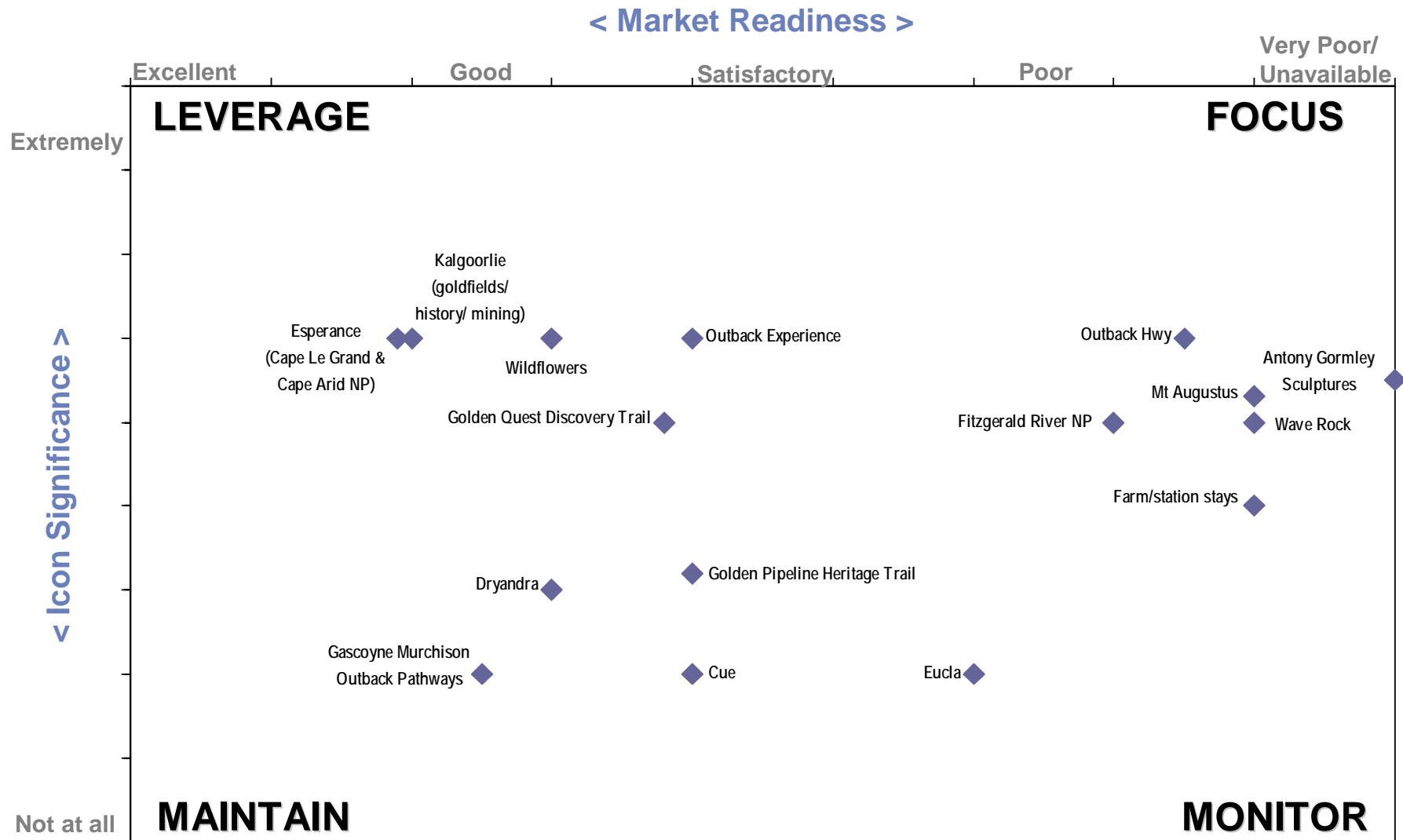
Destinations or attractions that fall within the monitor area are neither iconic nor market ready so should therefore not be the focus of major product and infrastructure development, resources or marketing activities. However, they should be monitored for increased iconic significance (in which case 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 the Antony Gormley Sculptures, the Golden Quest Discovery Trail, Wave Rock, Fitzgerald River National Park and The Outback Way represent areas where the focusing of Tourism WA's limited industry development efforts are likely to be the most effective. In contrast, Esperance, Kalgoorlie-Boulder and the wildflower experience are largely market ready (with the exception of minor improvements).



Australia's Golden Outback – 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 Golden Outback

Qualitative research with leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers highlighted that the region's product and infrastructure gaps tend to surround specific destinations. Although distance was seen as a deterrent to the domestic market, international travellers said that it added to the authenticity of the outback experience. The lack of activities and attractions were also raised as key issues. These gaps were also checked by a Regional Reference Group to pinpoint consistent gaps.

Access

Visitors need to get to 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.

Australia's Golden Outback is easily accessible from the east via both the Trans-Australian Railway Line and the Eyre Highway. Between Kalgoorlie and Perth, the Eyre Highway becomes the Great Eastern Highway. Although numerous destinations are accessible by sealed roads, several remarkable locations are not accessible by two-wheel drive vehicles, which limit their tourism development potential.

Transwa operates the Prospector train service daily from Perth to Kalgoorlie and return. The Indian Pacific stops at Kalgoorlie-Boulder twice a week each way on its journey between Sydney, Adelaide and Perth. Transwa and Goldfields Express link together the other regional centres, while tour operators include many of the regions attractions in their tour programs. On weekdays only the AvonLink travels from Perth, Northam and Merredin before returning to Perth. Most major coachlines also visit the region and operate tours to popular attractions.

Qantas Airways and Skywest Airlines operate scheduled flights to Kalgoorlie and a number of air charter companies also fly around the region and to Perth. Skywest also services Esperance, Leonora, Leinster, and Skippers Aviation provides services to Laverton. There are also a number of sealed and unsealed airstrips throughout Australia's Golden Outback.

Permits are needed to travel on Aboriginal land in the region, for example on the Outback Way. A joint project between the governments of Western Australia, the

Northern Territory and Queensland is underway to upgrade the Outback Way that runs from Winton in Queensland to Laverton via Alice Springs. At a cost of \$93 million, this project is subject to key Federal funding.

Research highlighted that overall access to Australia's Golden Outback was satisfactory/poor. Both consumers and operators felt that the long travel distance was a barrier, boring and there were not enough things to do on the way to destinations. Backpackers and caravaners generally found access less of an issue than other segments.

Accommodation

When tourists visit an iconic experience, they generally need accommodation at or near the attraction. A range of good standard, reasonably priced accommodation is available in Australia's Golden Outback, although a uniform high standard of service can be difficult to maintain due to the transient nature of some of the hospitality workforce.

Investment in both private and public tourism infrastructure has tended to be reliant on the fluctuating health of the mining and manufacturing sectors in Kalgoorlie. In addition the fluctuating commodity prices and exchange rates impact heavily on the capacity of Kalgoorlie and other regional centres to sustain their population.

Good quality, reasonably priced accommodation including cottages, motels, holiday units, apartments and bed and breakfasts is available in most parts of the region. Farmstays, caravan parks and camping are also available.

Towns beyond the regional centres require better accommodation and service facilities to encourage visitors to stay longer. Leonora, Merredin and Moora are regional centres that would benefit from better quality accommodation.

Research highlighted that accommodation ratings were generally consistent. Most felt that the key locations of Kalgoorlie and Esperance were fairly well supplied, with the exception of limited supply in peak periods and some operators' preference for developments that cater to larger groups. However, other smaller destinations had more accommodation problems, with a particular need for comfortable hotels.

Attractions and Activities

This is the place for true outback adventure. Driving becomes an activity in itself rather than a means to an end and camping under the stars is a mystical experience. 4WD drivers will relish the Canning Stock Route, the Outback Way through to Uluru and the sealed Eyre Highway across the expansive Nullarbor. Self-drive travellers have been catered for by the newly created Golden Quest Discovery Trail, which links in with many Golden Outback experiences. Tours offer authentic Aboriginal encounters in and around the mining towns and settlements built by gold rush pioneers.

Kalgoorlie-Boulder is the heart of Western Australia's gold mining country. Still a thriving mining town, it's also a living museum where visitors can see a vast operational open-pit mine, explore an old mine shaft or try their hand at gold-panning. In spring, many parts of the region are transformed as the arid landscape gives way to pockets of delicate wildflowers. Nature lovers will want to explore the Dryandra Woodlands for native wildlife and bush walks. In extreme contrast, the rugged coastline and sandy coves around Esperance create stunning photo opportunities.

People flock to Esperance from far and wide for world class beaches and windsurfing. Nearby islands offer eco-experiences and a variety of accommodation options for holiday makers, while surrounding farmland rolls into rocky national parks. Australia's Golden Outback is a region of contrasts and diversity. The area to the east of the Darling Range is popular for farm stay holidays and offers a taste of country hospitality. Children love the experience and the farm animals.

Mt Augustus is the world's largest monolith and is twice the size of Uluru in the Northern Territory. It draws visitors to view its changing colours from dawn to dusk, to see the Aboriginal etchings at its base or to find the abundance of wildlife that can be found around it. The Gascoyne-Murchison Tourism Pathways Plan also provides a framework to improve facilities in the outback areas.

Most of the year is suitable for visitors in the Goldfields. The spectacular wildflower displays make spring a preferred time to visit the region, as does the equally pleasant weather in autumn. Industrial tourist attractions rate highly and visitors also rank visiting heritage buildings as an important part of the historic experience of the area.

The region lends itself to nature based tourism including trail walking in national parks, whale watching along the coast and exploring the Recherche Archipelago by

boat to watch whales, seals, sea lions and other marine wildlife. World-class fishing is on offer and enthusiasts can take deep-sea day trips and extended charters.

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.

Cultural and heritage experiences also occur throughout the region with such attractions as Hoover House, Wagin Historical Village, Cunderdin Museum, Nungarin Military Museum, Albert Facey House and the Australian Inland Mission Hospital offering the unique chance to revisit the region's diverse range of history.

Research concluded that Australia's Golden Outback would benefit from an increase of activities and attractions due to the vast distance of outback between key destinations in the region. Specific region-wide suggestions included more farm stays, more organised tours, better signage to smaller attractions along the way like the limestone caves, more scenic viewing points and a nature/eco centre between Kalgoorlie-Boulder and Southern Cross.

Amenities

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

Qualitative research highlighted that overall amenities tended to be appropriate in big tourism towns (i.e. Esperance and Kalgoorlie-Boulder) receiving a satisfactory rating, consistent across both consumers and operators. Smaller towns tended to have specific individual amenity problems.

Signage has also been identified as a major problem throughout the State. According to a 2002 Visitor Satisfaction Survey 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 (LGAs), 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.

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 Golden Outback region.

Focus

The following destinations or attractions falling within the focus area in the Australia's Golden Outback Matrix, are perceived to be iconic. 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.

Antony Gormley Sculptures

British sculptor Antony Gormley's work known as "Inside Australia" is a collection of 50 black steel sculptures standing in a white and the very shallow ancient salt Lake Ballard, near the town of Menzies. The sculptures were displayed as part of the 50th anniversary celebrations of the Perth International Art Festival.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Access to Antony Gormley Sculptures - Menzies	Facilitate the development and implementation of a road management and maintenance plan and improve public transport services.	Shire of Menzies, Tourism WA, DPI, DEC	Ongoing	Ongoing	Ongoing
ACCOMMODATION					
Menzies accommodation	Encourage the provision of a range of accommodation.	Tourism WA, Private Sector	To be determined	Ongoing	Ongoing
Menzies Caravan Park	Expansion of Menzies Caravan Park	Shire of Menzies, DPI	\$800,000	Dec 2007	Planning
Camping facilities	Investigate the provision of overnight camping facilities and bunkhouse in reasonable proximity to Lake Ballard.	Shire Of Menzies	To be determined	To be determined	Ongoing
ATTRACTIONS/ ACTIVITIES					
Antony Gormley Sculptures arts & culture tours	Explore the development of tour packages with an 'Arts and Culture' theme.	Tourism WA, Shire of Menzies, Private Sector	To be determined	Ongoing	Ongoing
Signage and interpretation at Lake Ballard	Signage and interpretation to explain the artist's vision, the local ecology, local Aboriginal and European history and other important information and issues.	Shire of Menzies, Tourism WA	\$50,000	2007	Planning
Lake Ballard and Gormley Sculptures	Investigate the long term retention of the Gormley sculptures at Lake Ballard.	Shire of Menzies, DPI, PIAF, Indigenous groups, Tourism WA	To be determined	2007	Ongoing

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Preservation of Gormley Sculptures	Sculptures urgently need their bases replaced to stainless steel bases in order to provide "salt proofing".	Shire of Menzies, Management Committee	\$400,000	To be determined	Planning
Menzies walk trail	Provisions of interpretive walk trail around the town of Menzies.	Shire of Menzies	To be determined	To be determined	Planning
Lady Shenton hotel	Upgrade of Lady Shenton Hotel for an Art Gallery and Information/Visitor Centre.	Shire of Menzies	To be determined	Dec 2007	Planning
AMENITIES					
Site plan and fencing for Lake Ballard	Site plan to be devised to ensure future sustainability of the Lake Ballard/Gormley sculptures. Fencing to be put in place to prevent people driving on Lake Ballard and compromising sculptures and the visual resource.	Shire of Menzies, Tourism WA	\$50,000	2007	Planning
Visitor facilities	Investigate the issue of access to meals and merchandising and increased and improved interpretation to in close proximity to Lake Ballard.	Shire of Menzies, Tourism WA	To be determined	Ongoing	Ongoing
Provision of sanitary facilities at Lake Ballard	Preserve the fragile ecology and the visual resource by ensuring appropriate facilities.	Shire of Menzies, DPI, Tourism WA	\$50,000	2007	Planning

Mt Augustus

Mt Augustus is the world's largest monoclinal and is twice the size of Ayers Rock. During dawn and dusk, its colour changes almost minute by minute from deep indigo to bright pink, orange or red and occasionally green. Increasing numbers of people are coming to Mt Augustus to capture the moods of the rock in photographs or simply to enjoy the experience.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Seal Burringurrah/ Mt Augustus Airstrip	Explore the impact of heavy rains in this area that can severely restrict all forms of access. Currently all airstrips are unsealed.	DPI, DEC	To be determined	2007	Requiring investigation
Road upgrade	Investigate the upgrade and sealing of roads within the national park.	DEC	To be determined	2007	Requiring investigation
Seal roads from Carnarvon to Meekatharra via Mt Augustus	Provide a sealed road from North West Coastal Highway to Great Northern Highway. The work will be carried out in three stages. Stage 1: 172kms from Carnarvon to Gascoyne Junction – currently under construction. Stage 2: 288kms from Gascoyne Junction to Mt Augustus – currently in planning. Stage 3: 347kms from Mt Augustus to Meekatharra – currently in planning.	Main Roads WA	\$233 million (\$20 million has been committed in Main Roads program toward Stage 1. The remainder is uncommitted)	2009	Planning and development

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Mt Augustus accommodation	Develop new or improved accommodation at Mt Augustus.	Private Sector, DEC	To be determined	To be determined	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Mt Augustus walk trails	Improve and expand walk trails at Mt Augustus.	DEC	To be determined	To be determined	Requiring investigation
Guides at Mt Augustus	Assess the feasibility of providing a guide during tourist season. Further activities need to be developed.	DEC, Burringurrah Aboriginal Community	To be determined	2007	Requiring investigation
AMENITIES					
Mt Augustus summit structure	Construct a viewing facility on the summit of Mt Augustus.	DEC	\$20,000	To be determined	Planning
Mt Augustus	Determine what additional visitor amenities are required.	DEC	To be determined	2007	Requiring investigation
Cobra Station & Bangemall Inn	Establish tourist facilities at Cobra Station and Bangemall Inn.	Fairwest Pty, DEC	\$50,000	To be determined	Planning

Wave Rock

Just 4kms past the thriving Wheatbelt town of Hyden is Wave Rock. Fifteen meters high and 110m long, Wave Rock is one of Western Australia's major tourism icons attracting over 100,000 visitors each year from all corners of Australia and the world. Research showed that operators and consumers had concerns surrounding the lack of product and activities around Wave Rock and the distance to reach it from Perth. However, positive comments related to its inherent uniqueness and undeveloped natural beauty.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Widen Corrigin to Hyden Road	Widen single lane sections of the road between Corrigin and Hyden. This is the road to Wave Rock, which is an attraction that attracts over 100,000 visitors per year. <u>Comment on status:</u> Estimated cost under review, still pending funding.	Main Roads WA	\$20 million	2010	Planning
Seal and light Wave Rock airstrip	Seal and construct lighting at the Wave Rock airstrip. <u>Comment on status:</u> Pending funding. Recognised in Tourism WA State Infrastructure Strategy submission.	Mauritz Enterprises	\$80,000 to bring power to the airstrip	2010	Planning
ACCOMMODATION					
Additional Wave Rock accommodation	Explore the provision of an upmarket hotel and backpacker accommodation. <u>Comment on status:</u> Current facilities meeting present demands, however land has been bought adjoining the Wave Rock Motel which will be available for future development.	Private Sector, Tourism WA	To be determined	2012	Requires further investigation
Wave Rock Caravan Park (upgrade)	Provide additional onsite accommodation, increase and further develop park sites, upgrade ablution facilities, incorporating swimming pool and spa. <u>Comment on status:</u> Swimming pool in place and ablution facilities upgraded.	Private Sector, Shire of Kondinin	\$200,000	Ongoing	Completed and Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Shire of Lake Grace accommodation	Investigation and concept planning currently underway for redevelopment of the Lake Grace Motel and road house. Projected 36-48 room motel envisaged. <u>Comment on status:</u> Planning approval given by Council. Awaiting Ministers approval.	Private Sector, Shire of Lake Grace	\$4 million	2007-2008	Planning
Shire of Kondinin accommodation	Investigate the development of increased tourist accommodation in Kondinin. <u>Comment on status:</u> Feasibility study needs to be undertaken.	Private Sector, Shire of Kondinin	To be determined	To be determined	Requires further investigation
ATTRACTIONS/ ACTIVITIES					
Wave Rock Interpretive Centre	Provide more interpretive experiences. <u>Comment on status:</u> CBH and Mauritz Enterprises currently developing an Interpretive Centre in Hyden.	Mauritz Enterprises, CBH	Not fully costed	2007	Development
Wave Rock site upgrade	Wave Rock site upgrade to include enhanced interpretation, install picnic shelters, improve parking facilities, improve access to the top of Wave Rock, directional signage to Hippos Yawn and install a new entry facility. <u>Comment on status:</u> Submission made for ATDP funding.	Shire of Kondinin, Mauritz Enterprises, Tourism WA	\$352,750	Pending funding	Planning
Hippos Yawn development	Undertake detailed design work, enhance interpretive signage, re-vegetate Cave Mouth, improve car park. <u>Comment on status:</u> Submission made for ATDP funding.	Shire of Koondinin, Mauritz Enterprise, Tourism WA	\$71,700	Pending Funding	Planning
The Humps project	Access realignment, new coach parking area, environmental and cultural walk trails, interpretation, toilet control of pedestrian traffic through environmentally sensitive areas.	Shire of Koondinin, Mauritz Enterprise, Tourism WA, Water Corp	\$174,000	2007	Development
Wave Rock Wildlife Park (extension) -	Examine incorporating a drive through the safari park depicting animals in the natural environment. <u>Comment on status:</u> Conceptual designs drawn up. Currently classed as a C class reserve. Negotiations regarding the lease of land underway.	Private Sector, Tourism WA	To be determined	To be determined	Planning
AMENITIES					
Wave Rock Visitor Centre extension	Facilitate incorporating decking, alfresco area for restaurant and display room to accommodate antique toy soldier collection.	Private Sector, Tourism WA	\$300,000	2005	Completed
Wave Rock Visitor Centre	Incorporating Mulkas Cave & Aboriginal history, interpretative centre, theatre & interactive walk trail. <u>Comment on status:</u> Conceptual designs drawn up.	Mauritz Enterprises, Tourism WA	To be determined	Pending Funding	Planning
Kondinin Roadhouse/Motel	Upgrade of the existing facilities including reception area, dining room, motel units, replace roadhouse roof, placement of canopies over fuel pumps, extend car park and incorporate disabled toilets.	Shire of Kondinin, Kondinin Community Group	To be determined	To be determined	Planning

Farm/Station Stays

The area to the east of the Darling Range is popular for farm stay holidays and offers a taste of country hospitality. Children love the experience and the farm animals. A trip to farming country is all about getting close to nature and into the clean, fresh air.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Develop additional farm and station stays throughout AGO in lieu of larger accommodation developments	Encourage the development of additional accommodation on stations and farms, particularly on marketed self-drive routes.	Private Stations.	Ongoing	Ongoing	Ongoing
ATTRACTIONS/ ACTIVITIES					
Wheatbelt farm/pastoral experience	Examine the diversification of existing rural/pastoral businesses to incorporate farm tourism experiences. Comment on status: Workshops have commenced	Tourism WA, AGO, WDC, LGAs	To be determined	Ongoing	Ongoing
Development of uniquely "Outback" events/activities	Encourage the development and enhancement of new and existing "Outback" events and activities, such as the Nullarbor Muster, bush races, rodeos in order to retain characterised "Outback" activities.	AGO, Tourism WA, WACC	Ongoing	Ongoing	Ongoing
AMENITIES					
Signage	Ensure relevant signage in respect to farm stay experiences is strategically placed at information bays and key access points.	LGAs, Main Roads WA	N/A	Ongoing	Requiring investigation

Outback Way

The Outback Way proposal provides for a third link across Australia from Laverton in Western Australia to Winton in Queensland via Alice Springs in the Northern Territory.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Outback Way from Laverton to the Northern Territory border – upgrade to formed gravel	The 893km Western Australia section of the Laverton (WA) to Winton (Queensland) Outback Way runs from Laverton to the Northern Territory border. The 191kms of unsealed road from the Northern Territory border to the Olgas is the responsibility of the Northern Territory Government.	Outback Highway Development Council	\$93 million	2008	Planning
Integrated tourism plan	Undertake an integrated tourism plan for the Outback Way, discussing issues of access and future directions, accommodation audits, packaging and development etc.	Outback Highway Development Council	\$487,390	2007	Planning
Upgrade Facilities for visitors using the Canning Stock Route	Develop site plans, preservation plans and interpretation for visitors along the Canning Stock Route.	Shire of Wiluna, Shire of Laverton, Shire of Leonora	To be determined	Ongoing	Planning
Entry signage	Increased tourism/directional signage within Shire of Ngaanyatjarraku.	Shire of Ngaanyatjarraku	To be determined	To be determined	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Outback Way accommodation	Investigate new and improved accommodation facilities, unique, low impact accommodation and more caravan/camping sites along the Outback Way.	Tourism WA, Private Sector	To be determined	Ongoing	Ongoing
ATTRACTIONS/ ACTIVITIES					
Outback Way and Kalgoorlie-Boulder tourism and Aboriginal cultural experiences	Explore the impact of a potential increase in traffic through the Aboriginal lands along the Outback Way. Consider tourism development opportunities with cultural tourism experiences. This will be developed in conjunction with tour operators and agencies working with communities to achieve Aboriginal sustainable tourism product. Concept stage.	Outback Highway Development Council, City of Kalgoorlie-Boulder, Shire of Laverton, key Indigenous stakeholders, Tourism WA	To be determined	Ongoing	Requiring investigation
Outback Way trails and tours	Facilitate the development of historical walk trails and tag-along tours.	Outback Highway Development Council, Tourism WA, Private Sector	To be determined	Ongoing	Ongoing
The Great Beyond – Australia’s Inland Explorer Centre	Develop an interpretive visitor centre presenting the pioneering achievements and human endeavour associated with Australia’s early explorers and Aboriginal guides.	Shire of Laverton	\$1.5 million	2006	Completed
AMENITIES					
Outback Way visitor facilities	Examine the requirement for interpretation, safety information and rubbish management.	Outback Highway Development Council, Indigenous organisations, Tourism WA	To be determined	To be determined	Requiring investigation
Entry statements to State	Investigate the requirement of improved signage at the Outback Way entry point into Western Australia, and/or the moving of this signage to a location where it can be protected from vandalism.	Tourism WA, Shire of Ngaanyatjarraku, Main Roads WA	To be determined	To be determined	Requiring investigation
Desert Knowledge Australia- “Our Outback”- Cross Border Tourism Strategy	Develop a coordinated approach for promoting outback tourism that extends across the state borders of QLD, NSW, SA and WA.	Desert Knowledge Australia, GEDC, State Tourism Authorities, Regional Tourism Organisations	\$355, 623	30 June 2010	Ongoing
Rest stops	Develop rest areas along the Outback Way, in culturally and environmentally sensible areas.	Shire of Laverton, Shire of Ngaanyatjarraku, Outback Highway Development Council	To be determined	Ongoing	Planning
Warburton Roadhouse	Warburton Roadhouse upgrade to a more visitor friendly attraction with seating out the front and interesting visual designs on the outside walls.	Shire of Ngaanyatjarraku, Ngaanyatjarra Council	To be Determined	To be determined	Planning

Fitzgerald River National Park

Fitzgerald River National Park is renowned for its diverse and spectacular scenery and flora, which in turn supports a number of threatened animals. The National Park is one of the most diverse botanical regions in the world and rates as a World Biosphere by UNESCO. More than 1,800 beautiful and bizarre species of flowering plants, as well as a myriad of lichens, mosses and fungi, have been recorded in the National Park.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
National Park Lodges	Liaise with DEC to develop lodges at a range of national parks and at Fitzgerald River. The design and style of the accommodation to be tailored to suit the environment in each location.	Tourism WA, DEC	To be determined	Ongoing	Requiring investigation
Cape Le Grande, Cape Arid and Fitzgerald River National Parks Caravan Park facilities	Upgrade caravan and camping facilities at Cape Le Grand, Cape Arid and Fitzgerald River National Parks.	Private Sector, DEC, Tourism WA, Shire of Ravensthorpe, Shire of Esperance	To be determined	To be determined	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Fitzgerald River National Park – Interpretive Centre	Develop a biosphere interpretive centre within the Fitzgerald River National Park.	Shire of Ravensthorpe	\$1 million	2008	Planning

Golden Quest Discovery Trail

The Golden Quest Discovery Trail runs from Coolgardie to Laverton and covers 965 kilometres. Encompassing Coolgardie and Kalgoorlie-Boulder, extending north to Menzies, Kookynie, Gwalia, Leonora and Laverton, the trail represents a journey through a landscape resonating with the ghosts and stories of the past. It's a journey rich with architectural and engineering gems, natural history, Aboriginal history and a host of remarkable characters. The Golden Quest Discovery Trail includes many areas and attractions such as the Gormley Sculptures at Lake Ballard, Hoover House at the Gwalia Heritage Precinct, Niagara Dam and the Super Pit.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Maintenance of already existing access routes and trail infrastructure	Memorandum of Understanding between all relevant parties involved in the Golden Quest Discovery Trail. Signed by all parties to ensure that resolution occurs for maintenance of the trail.	Shire of Coolgardie, Shire of Menzies, Shire of Leonora, Shire of Laverton, City of Kalgoorlie-Boulder, DEC, and other relevant government and Indigenous bodies.	To be determined	Ongoing	Ongoing

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Chalet accommodation on the trail	Investigate the provision of accommodation along the trail to suit a variety of markets in the accommodation sector. <u>Comment on status:</u> Renovation of Goongarrie Cottages is completed. Progress negotiation with current owners St. Barbara Ltd regarding the upgrade of current facilities of the State Hotel and the provision of use for visitor accommodation.	Shire of Menzies, Shire of Leonora, Gwalia Heritage Precinct, GEDC	To be determined	To be determined	Planning and Completed
ATTRACTIONS/ ACTIVITIES					
Walking trails	Walking trails incorporated with the Golden Quest Drive Trail. A selection of suitable walking trails "spurring" off at unique and important points, such as Goongarie and Windara.	DEC, Golden Quest Discovery Trail, relevant Shires and Government bodies	To be determined	To be determined	Planning
Wood Line trails	Develop mountain bike trails along former Wood Line's interpretative centre.	Shire of Coolgardie, DEC, Golden Quest Discovery Trail	To be determined	To be determined	Planning
Cave Hill & Burra Rocks	Development of board walks, viewing platforms and interpretation.	Shire of Coolgardie, DEC	To be determined	To be determined	Planning
"Green Trail"	Development of an 'environmental' trail that overlay's the Golden Quest Discovery Trail	Shire of Coolgardie, Shire of Menzies, Shire of Leonora, Shire of Laverton, City of Kalgoorlie Boulder, DEC	\$11,000 (1 st stage) 2 nd stage to be determined	2008 (1 st stage)	Planning
Varischetti Memorial	Development of signage and interpretation of the Varischetti story.	Shire of Coolgardie	\$100,000	2007	Planning
Coolgardie Museum	Updating and modernising of the Coolgardie Museum.	Shire of Coolgardie	\$1-2 million	2008	Planning
Pharmacy Museum	Development of a management and interpretation plan, including a purchasing plan.	Shire of Coolgardie	To be determined	To be determined	Requiring investigation
Northern trail	Development of spur drive trail out of Leonora.	Shire of Leonora	To be determined	To be determined	Planning
Shire of Leonora cemeteries	Conservation Plan and Works for old Leonora and Malcolm cemeteries.	Shire of Leonora	To be determined	To be determined	Planning
AMENITIES					
Trail maintenance/ facilities	Maintenance and provision of three sets of rest room facilities along the trail.	DEC, Golden Quest Discovery Trail Inc., GEDC, relevant Shires and Government bodies	\$397,000	April 2007	Currently underway

Leverage

The following destinations or attractions falling within the leverage area in the matrix are perceived to be iconic 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.

Esperance (Cape Le Grand and Cape Arid National Parks)

Esperance was one of the most frequently mentioned destinations in Australia's Golden Outback (along with Kalgoorlie). The main appeal of this area is the coastline/beaches/scenery. Wild coastal scenery, rugged granite peaks, and sweeping heathlands characterise Cape Le Grand National Park. Popular features in the park include attractive bays with wide sandy beaches set between rocky headlands. Inland, the park protects an undulating heath-covered sand plain, interspersed with swamps and freshwater pools. In the south-west corner of the park, massive rock outcrops of granite and gneiss form an impressive chain of peaks.

Cape Arid National Park is an exceptionally scenic park. With more than 160 bird species, it is an important park for the conservation of birds in Western Australia, and harbours a number of restricted and threatened species, as well as some interesting inland birds. Overall Esperance is considered to be an excellent attraction for both domestic and international markets with good aspects relating to accommodation (good standards/range), beaches and amenities (walk trails/drive loops/toilets/tables). Minor product and infrastructure gaps occur with distance/access and attractions.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Transwa Perth to Esperance	Investigate the provision of establishing a train service between Perth and Esperance, via Kalgoorlie, reverse daily.	DPI, TransWA, Shire of Esperance, Shire of Dundas, City of Kalgoorlie-Boulder	To be determined	To be determined	Requiring investigation
ACCOMMODATION					
National Park Lodges	Liaise with DEC to develop lodges at Cape Arid, Cape Le Grand, Fitzgerald River National Parks and Recherche Archipelago. The design and style of the accommodation to be tailored to suit the environment in each location.	Tourism WA, DEC, Private Sector	To be determined	Ongoing	Requiring investigation
Cape Le Grande and Cape Arid Caravan Park facilities	Upgrade caravan and camping facilities at Cape Le Grand, Cape Arid and Fitzgerald River National Parks.	Private Sector, DEC, Tourism WA, Shire of Esperance	To be determined	To be determined	Requiring investigation
Esperance – major tourism resort	Investigate the opportunity for a major tourism resort for the Esperance region, incorporating in excess of 100 room hotel and associated facilities.	Private Sector, Tourism WA, Land Corp	To be determined	To be determined	Under investigation
Esperance caravan park accommodation	Examine the feasibility of upgrading caravan park facilities.	Tourism WA, Private Sector	To be determined	2006	Completed
Esperance Region – visitor facilities	Investigate the upgrading of beach camping, recreation areas and information areas.	Tourism WA, Shire of Esperance	To be determined	To be determined	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Kepa Kurl Discovery Centre	Establish a discovery centre displaying the ecology, geology and marine diversity of the Southern Ocean.	Shire of Esperance	\$3.5 million	2009	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Recherche Archipelago and Cape Le Grande National Park walk trails	Investigate the development of walk trails within and between national parks.	DEC, Tourism WA	To be determined	To be determined	Requiring Investigation
Mt Ridley Eco-Tours	Investigate the development of eco tours featuring Mt Ridley. An opportunity exists to link into Aboriginal tourism with this project.	DEC	To be determined	Ongoing	Requires Investigation
ATTRACTIONS/ ACTIVITIES					
Salmon Beach Wind Farm Heritage Trail	Develop heritage trail around the Salmon Beach Wind Farm.	Shire of Esperance	\$80,000	2005	Completed
Nature based package	Investigate the design and development of an environmental product for visitor participation in the Esperance region.	Tourism WA, DEC	To be determined	To be determined	Requiring investigation
AMENITIES					
South east coast whale watching facilities	Provide access to selected points along the coast with elevated views of the Southern Ocean. Construct graveled tracks with limited car parking facilities' steps to sheltered viewing platforms with interpretive information about whales, migration times etc.	Shire of Esperance	To be determined	To be determined	Planning
Esperance visitor signage	Investigate additional signage, welcome entry statement and interpretive information in national parks.	Tourism WA, DEC, Shire of Esperance	To be determined	To be determined	Requiring investigation
Middle Island visitor access and facilities	Investigate the potential for the development of day tourist facilities at Middle Island in the Recherche Archipelago.	DEC, Tourism WA	To be determined	To be determined	Requiring investigation

Kalgoorlie (Goldfields/history/mining)

Kalgoorlie is the heart of Western Australia's gold mining country. Still a thriving mining town, it's also a living museum where visitors can see a vast operating open-pit mine, explore an old mine shaft or try their hand at gold-panning. Kalgoorlie was one of the most frequently mentioned destinations in the Golden Outback (along with Esperance) due to a number of iconic attractions relating to the gold rush history of the area (historic buildings/old mining town/Royal Flying Doctors) and various mining experiences available (super pit/underground mine tours). Due to the prominence of this experience, this destination was generally more appealing for the older market. However, despite these unique characteristics it has limited attractions and general appeal for the youth and family markets.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Loop-line Railway – extension	Extend the Loop-line Railway – a heritage passenger railway line featuring diesel and steam locomotion. Extend railway line to Hannan Street, Kalgoorlie. Stage 1 to Williamstown/Stage 2 Williamstown to Hannan Street.	Golden Mile Loopline Society Inc., City of Kalgoorlie-Boulder, KCGM	\$2.5 million	2007	Planning
Passenger vehicle roll on roll off rail facility Kalgoorlie-Boulder	Produce a facility whereby passengers on interstate trains will be able to drive on or drive off cars and campervans at Kalgoorlie-Boulder. A) Establish the potential for use, and an operator agreement to provide a service; B) Subject to (A) include development in plans for Kalgoorlie-Boulder rail	Private Sector, DPI, TransWA, Great Southern Rail, Tourism WA	To be determined	To be determined	Requiring investigation

	realignment options.				
ACCESS					
Regular passenger air services to Goldfields	Investigate with stakeholders the potential and the means to achieve increased passenger air access to the Goldfields on regular passenger transport services: Intrastate (from Perth to Goldfields airports and return). Interstate (direct from East Coast to Kalgoorlie-Boulder and return).	DPI, City of Kalgoorlie-Boulder, Airlines, Tourism WA	To be determined	Ongoing	Requiring investigation
Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
High quality accommodation	Encourage the development of more quality accommodation development within the City of Kalgoorlie Boulder (3-5 stars). <u>Comment on status:</u> Concept prepared for a 150 unit resort including a day spa and 27 hole grass golf course.	Private Sector, Landcorp, Tourism WA, City of Kalgoorlie-Boulder	\$20 million	To be determined	Planning
ATTRACTIONS/ ACTIVITIES					
Aboriginal arts cultural tourism and interpretation centre	The Wongutha Birni Group will establish a centre for the cultural training of Aboriginal youth, a place for the storage of sacred artifacts, instruction on dance and painting art forms which can be used for cultural exhibition and tourism. The proposed building in Kalgoorlie is under renovation and heritage classification.	Wongutha Birni Corporation	\$800,000	2004	Completed
Redevelopment of Kalgoorlie and Boulder Town Halls	Update town halls to gain better use of the facilities.	City of Kalgoorlie-Boulder, Tourism WA	\$300,000	2006	Completed
Kalgoorlie Miner Newspaper printing museum and archive	Explore the possibility of establishing a printing museum with the Kalgoorlie Miner.	Kalgoorlie Miner, Tourism WA, Private Sector	To be determined	To be determined	Requiring investigation
Development of 'soft' adventure tour product	Investigate the provision of bushwalking tours, Aboriginal interpretive tours, camping tours while metal detecting or appreciating wildflowers and other flora and fauna.	Kalgoorlie-Boulder Visitor Centre, Tourism WA	To be determined	2007	Planning
Kalgoorlie-Boulder walk and bike trails	Liaise with the City of Kalgoorlie-Boulder to develop interpretative heritage walk trails within the main streets of Kalgoorlie and Boulder. In addition, further enhance existing walk or bike trails to improve visitor leisure experiences.	City of Kalgoorlie-Boulder, Tourism WA	To be determined	To be determined	Requiring investigation
Kalgoorlie visitor activities and tours	Explore additional activities such as tours at the Super Pit, improving access to prospecting areas, tourist flights, encourage local artisans in crafting gold and regional products, e.g. sandalwood etc.	Tourism WA, KCGM, Private Sector, Kalgoorlie-Boulder Visitor Centre	To be determined	Ongoing	Ongoing
Eco/nature based tourism	Encourage the development of eco/nature based tourism around the City of Kalgoorlie Boulder including bird watching, botanical tours, etc.	Private Sector, Tourism WA	Ongoing	Ongoing	Requiring investigation
Land sailing- Kambalda	Encourage the development of land sailing opportunities on Lake Lefroy.	Private Sector, Shire of Coolgardie	Ongoing	Ongoing	Ongoing
AMENITIES					
Goldfields & Esperance visitor facilities	Investigate the provision of servicing facilities for large caravans, camper-vans and fifth wheeler trailers for black water waste, parking, recharging and	Tourism WA, LGAs, Main Roads WA,	To be determined	To be determined	Ongoing

	cleaning. Examine the provision of caravan facilities – e.g. turn arounds, washing, and parking.	Private Sector			
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Wildflowers

Australia's Golden Outback region is awash with a palette of vibrant colours from June to mid November. Nature puts on an exquisite display of dazzling wildflowers - considered to be among the finest in the world. Research indicates that wildflowers in the region are regarded by older intrastate and interstate travellers as being internationally renowned and generally considered the best in the world when in season.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Wildflowers and Mid-West activities	Investigate tour and interpretation activities. Develop a website with maps locating wildflower hotspots.	Tourism WA, Private Sector	To be determined	To be determined	Requiring investigation
Wheatbelt interactive drive	Facilitate the development of a series of drive trails which focus on the region's rural experiences, heritage, Aussie culinary delights, wildflowers, granite rocks.	Tourism WA, Private Sector	To be determined	To be determined	Requiring further investigation
Dalwallinu Acacia Discovery Centre	Develop an interactive discovery centre focusing on the plant species 'Acacia' and associated relationships i.e. Aboriginal use, Sandalwood, tree farms etc.	Shire of Dalwallinu	\$2 million	2007	Planning
Regional wildflower shows	Further development of new and existing wildflower shows/displays.	LGAs, Local Tourist Groups	To be determined	To be determined	Requiring investigation
AMENITIES					
Wildflowers Mid-West picnic spots	Explore the provision of comfortable picnic spots.	Tourism WA, Main Roads WA, LGAs	To be determined	To be determined	Requiring investigation

Monitor

The following destinations or attractions falling within the monitor area are neither iconic 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).

Eucla

Eucla is the largest settlement on the Nullarbor Plain, 10 minutes from the South Australian border. In the early 1900s Eucla was buzzing; the town was home to the busiest telegraph station in Australia beyond the capital cities. The ruins of this historic site are slowly being covered by shifting sand dunes.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Eyre Highway	Upgrade signage, road reserve appearance, tourist facilities, from the	Shire of Dundas, Main	To be	Ongoing	Ongoing

	Western Australian Border to Norseman This includes: Redevelop signage and border entry statement. Rehabilitation of the Old Telegraph Station at Eucla to a safe condition for visitors and interpretive information. The redevelopment of rest areas and toilet facilities at appropriate points. Information bays with appropriate interpretive information at appropriate points.	Roads WA , Private Sector	determined		
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Golden Pipeline Heritage Trail

Weaving romantic stories of Western Australia's Gold Rush era with tales of hardship, water shortages and human endeavour, the Golden Pipeline follows the water pipeline between Mundaring and the Goldfields. The pipeline is regarded as one of the world's greatest engineering feats and is the longest fresh water pipeline in the world.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Merredin accommodation	Investigate opportunities towards improving and/or increasing 3-4 star accommodation in Merredin. <u>Comment on status:</u> Presentation conducted by Tourism WA to the Merredin Shire in respect to developing a local tourism planning strategy.	Private Sector	To be determined	Ongoing	Planning
ATTRACTIONS/ ACTIVITIES					
Golden Pipeline Heritage Trail	A three to six year project to restore and promote the heritage elements of the 550 kilometre Mundaring to Kalgoorlie pipeline – the Goldfields Water Supply Scheme designed by CY O'Connor. This project will include restoration of pumping stations, interpretation centres, a drive trail and various walk trails. The four pumping stations to be restored in the heartlands are at Cunderdin, Merredin, Yerbillion and Ghooli.	National Trust of Australia (WA)	\$20 million	2008	Planning
AMENITIES					
Golden Pipeline Heritage Trail interpretation	Liaise with the National Trust WA to determine the requirements for additional interpretation. <u>Comment on status:</u> Discussions initiated between Tourism WA and the National Trust.	National Trust of Australia (WA), Shire of Coolgardie, City of Kalgoorlie-Boulder	To be determined	To be determined	Under Investigation
Kalgoorlie to Southern Cross scenic viewing points and nature/eco centres	Investigate the requirement of establishing scenic viewing points and nature/eco centres between Kalgoorlie and Southern Cross.	National Trust of Australia (WA), Shire of Yilgarn	To be determined	To be determined	Requiring investigation

Cue

Cue's rich and colourful past echoes through its many historic buildings and unique streetscape. Cue's pioneers believed in its future, having both the confidence and newly won wealth to build structures of real substance and distinction. A number of positive comments related to this destination particularly regarding history, rock paintings and a miniature Uluru, as well as being popular during wildflower season.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					

Cue accommodation	Encourage the establishment of a range of accommodation in Cue.	Private Sector	To be determined	To be determined	Requiring investigation
ATTRACTIONS/ ACTIVITIES					
Wilgie Mia/Walganah Rock	Develop the ochre mine site and Walganah Rock site in consultation with Indigenous Owners.	Thoo Thoo Warninha	To be determined	2009	Completed/ Planning
Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Great Fingal Mine Office	Relocate the Great Fingal Mine Office heritage building in the Shire of Cue and develop the building as a future tourist attraction.	Shire of Cue	\$2 million	To be determined	Planning
Cue indigenous tourism	Assist the Thoo Thoo Warninha Aboriginal community to identify and implement a defined program of sustainable tourism development.	Thoo Thoo Warninha	To be determined	To be determined	Requiring investigation
Cue tours	Develop historical walking tours, 4WD adventure tours and tag-along tours.	Private Sector	To be determined	Ongoing	Requiring investigation
Miners self-drive pathway	Sustain the development of the self-drive Miners Pathway in Cue.	Private Sector Gascoyne Midwest Tourism Inc	To be determined	To be determined	Requiring investigation
AMENITIES					
Cue signage	Investigate the provision of interpretive and directional signage.	Main Roads, Shire of Cue	To be determined	To be determined	Requiring investigation

Maintain

The following destinations or attractions falling 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.

Dryandra

Dryandra Woodland is one of the prime places in Australia's Golden Outback for viewing native wildlife. Although the numbat is probably Dryandra's best known inhabitant, woylies, tammar wallabies, brushtail possums, tawny frogmouths, kangaroos and wallabies are regularly seen on night spotlighting tours of Dryandra. More than 100 species of birds live in the area, including the mound building malleefowl.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Access into Dryandra Woodlands	Investigate upgrading the access road to Dryandra Woodlands. <i>Comment on status:</i> Advice received from DEC is that it is not feasible to seal the access road as this would have a detrimental effect on wildlife.	DEC	N/A	2006	Completed

	Complete sealing of Congelin Road is however viewed as necessary.				
ACCOMMODATION					
Improved accommodation	Develop appropriate accommodation which caters to self-drive and coach tours within in Williams and Narrogin including 4 star, self-contained and improved/additional caravan park accommodation.	Town of Narrogin, Private Sector	To be determined	Ongoing	Requiring investigation
Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Dryandra Wilderness Lodge	Investigate the opportunity to further enhance the accommodation at the Lion's Dryandra Village and Pumphrey's Homestead. <u>Comment on status:</u> DEC have included in the revised Dryandra Management Plan a strategy to an area for powered caravan bays. Tourism WA also made a submission to DEC to include under section 12.2 the development of further cabins.	DEC, Tourism WA	To be determined	2006	Completed
ATTRACTIONS/ ACTIVITIES					
Dryandra Woodlands activities	Examine the establishment of regional and Indigenous tours and daytime activities. <u>Comment on status:</u> DEC are in dialogue with local Indigenous groups.	DEC, LGAs, WDC, DOIR	To be determined	Ongoing	Planning
AMENITIES					
Dryandra Woodlands visitor facilities	Determine the development/further improvement of signage and entry statements. <u>Comment on status:</u> DEC advise that signage has been improved and is now satisfactory.	DEC	To be determined	2006	Completed

Gascoyne Murchison Outback Pathways

The Gascoyne Murchison region epitomises the real 'Outback Australia', and the Outback Pathways provides ready access to the natural and cultural wonders of the land, offering information and enrichment. Each of the three pathways has a unique set of stories to tell; each is an outback adventure with a difference.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Gascoyne Murchison Outback Pathways	Encourage and develop additional station stays with accommodation and guided and self-guided tours. <u>Comment on status:</u> Stages 1 and 2 completed (incorporating 80 interpretation signs and a 184 page guidebook). Other strategies are ongoing	MWDC, GDC, DEC and pastoral leaseholders Indigenous bodies	Stages 1 & 2 \$900,000 Ongoing	Stage 1: June 2005 Stage 2: June 2006 Ongoing	Development
AMENITIES					
Gascoyne Murchison Outback Pathways	Develop additional interpretive and directional signage for three self-drive trails (Pathways) covering 3,000km of State and local roads in Western	MWDC, GDC, Local governments	Ongoing	Ongoing	Planning

	<p>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's theme highlights the early mining, wool and transport industries of WA.</p>	<p>Gascoyne Murchison Tourism Inc</p>			
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Visitor Dispersal Strategies and Projects

To maximise the amount of time visitors spend in the proximity of an icon, visitor dispersal strategies have been developed to help ensure all parts of a region benefit from tourism activity associated with icons.

Access

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Meekatharra to Wiluna Road	Seal the Meekatharra to Wiluna Road.	Main Roads WA	\$68 million	Subject to funding	Planning	Outback Way
Upgrade to Springdale Road	Explore the possibility of sealing remaining 90km of Springdale Road connecting Hopetoun to South Coast Highway.	DPI	To be determined	To be determined	Requiring investigation	Esperance
Upgrade facilities for visitors using the Canning Stock Route	Develop site plans, preservation plans and interpretation for visitors along the Canning Stock Route.	Shire or Wiluna, Shire of Laverton, Shire of Leonora	To be determined	Ongoing	Planning	Outback Way
Increase Transwa services throughout the Wheatbelt	Investigate increased Transwa services into unserved routes.	TransWA, Tourism WA	To be determined	To be determined	Requiring investigation	Wildflowers, Wheatbelt Farm Stays
Wheatbelt Aerial Highway	Development of an aerial highway to encompass some of the region's more popular attractions e.g. Wave Rock, Dryandra, Lake Grace, Australian Inland Mission Hospital, Lake Dumbleyung, the Pink Lakes, Wagin Historical Village Cunderdin Museum.	Private Sector	To be determined	To be determined	Requiring investigation	Wave Rock, Esperance, Kalgoorlie, Dryandra
Wildflower location website	Develop a website where visitors can locate recent wildflower hot spots on accurate maps.	Rhonda Tonkin/ Visitor and Information Centres	\$50,000	2007	Planning	Wildflowers
Williams – Darkin & Williams to Narrogin Rail Trail	Develop a world class rail trail from Darkin to Williams into a facility that walkers, cyclists and riders can enjoy with a view to also create a loop to link the Williams section through to Narrogin.	Williams Recreational Trail Committee, Williams Landcare	To be determined	To be determined	Requiring investigation	Wildflowers

Accommodation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Provision of regional caravan parks	Investigate the improvement of accommodation and the range of services in local government and private caravan parks in the Mid West.	Private sector and LGA's	Ongoing	Ongoing	Planning and Development	Wildflowers

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Motorists station stay/ bed and breakfast/ caravan/camping	Investigate various accommodation developments in Laverton.	Private Sector, Shire of Laverton	To be determined	Ongoing	Ongoing	Outback Way
Pastoral stations	Investigate the development of accommodation facilities and services in Hampton Hill, Edjudina, Braemore, Packsaddle, Fraser Range, Carbine, Mt Burgess, Mungari Station, Sturt Meadows and Mt Monger owners to be encouraged to develop accommodation and visitor facilities and services to enhance tourism experiences.	Private Sector, relevant LGAs, DLI, DOA, PGA	To be determined	Ongoing	Ongoing	Outback Way, Eucla, Gormley Statues
Culham Inlet – chalet and caravan park development	Investigate upgrading existing and develop additional accommodation facilities at Culham Inlet chalet and caravan park to 3-4 star rating.	Private Sector, relevant LGAs, DEC, Department of Agriculture	To be determined	To be determined	Requiring investigation	Fitzgerald River NP
Backpacker, bed and breakfast and farm stay	Develop backpacker accommodation facilities, B&B and farm stay accommodation within the Shire of Ravensthorpe.	Private Sector	To be determined	To be determined	Requiring investigation	Fitzgerald River NP
Hopetoun accommodation	Investigate establishing 2-3 star accommodation at Hopetoun.	Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation	Fitzgerald River NP
Enhancement of accommodation in the Wheatbelt	For example Moora, Lake Grace, Merredin, Nungarin, Southern Cross, Wagin, Pingelly and Williams. Work towards enhancing and/or increasing accommodation levels to cater for coach tours, self-drive and business travellers. <u>Comment on status:</u> 4 star development planned for Lake Grace, Shire of Merredin investigating the need for more 3-4 star accommodation.	LGAs, Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation	Wildflowers, Wheatbelt Farm Stays
Holland Track	Development of formal camping sites in appropriately located areas following the historic track.	DEC, Shire of Coolgardie, Shire of Lake Grace	To be determined	To be determined	Requiring investigation	Kalgoorlie
Cunderdin Lifestyle Pavilion	Lifestyle Pavilion within the Cunderdin Museum precinct area incorporating woodworking, sheep sheering, wheat thrashing and wool spinning. <u>Comment on status:</u> Lifestyle Pavilion completed. Still requires interactive displays as outlined and fit out of visitor centre.	Shire of Cunderdin	\$90,000	June 2004	Ongoing	Golden Pipeline
Wheatbelt Pub Stays	Work with applicable hoteliers to improve on the level of accommodation and service currently available. <u>Comment on status:</u> Various programs including 'No ifs or butts' – Hotel Business Planning and Better Business Blitz have provided this assistance.	Private Sector, AHA, Tourism WA, LGAs	NA	2007	Planning	Golden Pipeline, Wildflowers

Attractions and Activities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Monsignor Hawes Heritage Trail	Develop and implement a strategic plan for 22 sites along the trail. <u>Comment on status:</u> Currently seeking funding from MWGACC.	MWGACC, Catholic Diocese of Geraldton	To be determined	2010	Planning	Wildflowers

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Painted road project	Develop a series of murals on public and private buildings in towns along the Midlands Road from Moora to Mullewa and Geraldton to create a themed route attraction. Some murals completed.	Painted Road Regional Steering Committee	\$100,000	Subject to funding	Development	Wildflowers
Granite and Woodlands Discovery Trail	Development of "Granite & Woodlands Discovery Trail", a 300km drive trail which links the Shires of Dundas and Kondinin.	Shire of Dundas, Shire of Kondinin, DEC	To be advised	2006	Completed	Wave Rock, Eucla
Environmental tourism packages for Norseman	Identify and develop environmental tourism packages for Norseman – potential may be provided with the further development of the Granite & Woodlands Discovery Trail.	Shire of Dundas	To be determined	To be determined	Requiring investigation	Wave Rock, Eucla
Pioneers Pathway – Toodyay to Merredin	Development of a tourist drive between Toodyay and Merredin. <u>Comment on status:</u> Branding and gateway signage completed. Tourism product needs to be now further developed along the Pathway.	Shire of Goomalling, Tourism WA	\$75,000	Ongoing	Completed and Planning	Golden Pipeline, Wheatbelt farm stay
Shire of Coolgardie signage and streetscape	Development of tourism signage and improved streetscapes within the Shire of Coolgardie.	Shire of Coolgardie	To be determined	To be determined	Planning	Golden Pipeline
Kambalda Visitor Centre Relocation	Relocation of the Kambalda Visitor Centre to the Kambalda recreation centre.	Shire of Coolgardie	\$200,000	2008	Planning	Golden Pipeline
Gascoyne Junction Sculpture Park	Investigate the establishment of an open area where travelling artists are able to create and display sculptures from local material.	Shire of Upper Gascoyne	To be determined	To be determined	Requiring investigation	Mt Augustus, Wild- flowers
Wadderin Nature Reserve, Narembeen	Fence off and reintroduce endangered native animals back to the reserve. <u>Comment on status:</u> Funding secured to fence off the reserve.	Shire Narembeen	\$200,000	To be determined	Planning	Wave Rock
Holland Track	Develop a four-wheel drive trail from Broomehill to Coolgardie following historic trail to the Goldfields, including appropriately located camping sites.	Shire of Lake Grace, Shire of Coolgardie	To be determined	To be determined	Planning	Wave Rock
Dumbleyung Bluebird Centre	Establish a centre that includes the Bluebird Replica, Aboriginal heritage display, local art and craft and tourist information centre. <u>Comment on status:</u> Funds secured to develop a business plan.	Shire of Dumbleyung, Private Sector	To be determined	To be determined	Planning	Wave Rock
Williams Woolshed extension	Incorporating an original shearing shed, museum display, murals, interactive displays, actors, wool shearing. <u>Comment on status:</u> Funding secured, under construction.	Private Sector	\$136,000	2007	Development	Wheatbelt farm stay, Wave Rock
Stay Another Day in the Wheatbelt Drive Trail Strategy	Develop a range of experience based drive trails to include cultural, heritage, agriculture, nature, wildflowers and local produce with a view to holding people in the region longer. <u>Comment on status:</u> Wheatbelt Drive Trail Strategy funding secured for Pathways to Wave Rock Drive Trail Initiative.	LGAs, Tourism WA, Regional Tourism Groups, Wheatbelt Development Commission, Main Roads	To be determined	Ongoing	Planning	Wave Rock, Dryandra, Wave Rock Farm Stays, Wild flowers
Nungarin Military Museum	Investigate the tourist potential of the Nungarin Military Museum. <u>Comment on status:</u> Funds have been secured for the restoration of a WW2 tank80 and development of this attraction.	Shire of Nungarin	To be advised	Ongoing	Development	Wave Rock

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Boyagin and Tutanning Nature Reserves	Development of a visitor information facility, interpretive signage, a camping area and interpretive walk trails.	Shire of Pingelly	To be determined	Ongoing	Requires investigation	Dryandra
Wells Trail	Restoration of historic wells along Pioneers Pathway through to the Yilgarn and addition of appropriate signage. <u>Comment on status:</u> Two wells have been restored.	Heritage Council	Ongoing \$62,000	Pending funding	Development	Golden Pipeline
Williams interpretive walk trails	Walk trails along the Williams River and Waneria Nature Reserve.	Shire of Williams, DEC	\$20,000	December 2004	Completed	Dryandra

Amenities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Provision of tourist information	Investigate the provision of tourist information in key locations around Australia's Golden Outback such as the development of roadside information plazas on the outskirts of towns, providing volunteer and commercial guiding services.	LGA, Main Roads	Ongoing	Ongoing	Planning and Development	Outback Adventure
Black waste disposal	Investigate where to increase the availability of black waste disposal sites (for mobile homes/caravans) along major travel routes through Australia's Golden Outback. <u>Comment on status:</u> One site is already available in the Mid West. Two sites in the Wheatbelt currently delivery; Minnivale (Shire of Dowerin) and Wongan Hills Townsite (VC).	Main Roads, DPI	Ongoing	Ongoing	Planning and Development	Outback Adventure
Entry statements to towns	Continue the development of town entry statements that are appropriate and up to date at key Australia's Golden Outback towns.	LGA	Average \$60,000 per town	Ongoing	Planning and Development	Kalgoorlie
Hopetoun Fishing Boat Harbour & Foreshore Precinct – Stage 1	Investigate the development of a fishing boat harbour and foreshore precinct at Hopetoun. Facilitate the development of safe mooring facilities and assess educational opportunity (brochures and interpretation panels) for visitors and users to be aware of marine values.	GEDC, DPI	\$10 million	2013	Planning	Fitzgerald River NP
Land release program – Ravensthorpe region	Liaise with the Shire of Ravensthorpe to determine what land is required across the region to develop tourism, residential, commercial and industrial infrastructure. Prepare a Local Tourism Planning Strategy.	Shire of Ravensthorpe, DPI	N/A	2007	Planning	Fitzgerald River NP
Railway Heritage Trail – Ravensthorpe	Investigate completion of the railway heritage trail.	Shire of Ravensthorpe, Steering Committee of Railway Heritage Trail	To be determined	To be determined	Requiring investigation	Fitzgerald River NP

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Moora Regional Performing Arts Centre	Develop a performing arts centre for local and visiting performers.	Shire of Moora	\$1.7 million	September 2004	Completed	Wheatbelt farm stays
Wheatbelt directional and interpretive signage	Investigate improved directional signage within the Wheatbelt. Attention to this issue is most important on access routes into local attractions that are generating increased tourist numbers (e.g. Elachbutting and the Tin Horse Highway).	Main Roads WA, LGAs	To be determined	To be determined	Requiring investigation	Wave Rock, Wild-flowers, Wheatbelt Farm Stays

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 Golden Outback 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.

Jon Jessop & Jac Eerbek	Australia's Golden Outback
Don Burnett	City of Kalgoorlie-Boulder
Ennis Aminya & Rod Quartermain	Department of Environment and Conservation
Barry Hooper & Klaus Tiedemann	Department of Environment and Conservation
Martin Morris	Discover the Wheatbelt
Claire Bailey	Esperance Regional Tourism Association
Arianne Webb	Golden Quest Discovery Trail
John Lambrecht	Goldfields Esperance Area Consultative Committee
Vicki Bull & Christine Boase	Goldfields Esperance Development Commission
Janice Kendall	Goldfields Esperance Development Commission (Northern Goldfields)
Paul Hopwood	Kalgoorlie Goldfields Tourism
Mary Naisbitt	Lake Grace Tourism Representative
Sandy Walton	Main Roads WA
Ian Menzies	Menzies & Assoc
Pam Masters	Merredin Visitor Centre
Ray Watson	New Travel

Evelyn Reid	Norseman Tourist Bureau
Helen Lewis	Outback Highway Development Council
Jenny Biddulph	Ravensthorpe Hopetoun Area Promotion
Garry Rapacholi	Roe Tourism
Mal Osborne	Shire of Coolgardie
Amanda Nenke	Shire of Dumbleyung and Wheatbelt South Tourism
Peter Webster	Shire of Kondinin
Ollie Farrelly	Shire of Lake Grace
Peter Crawford	Shire of Menzies
Stuart Taylor	Shire of Ravensthorpe
Tony Kirwan	Shire of Wiluna
Ron Buckey	Tourism Council Western Australia
Lance Hardy, Mike Flood and Brooke Gregory	Tourism Western Australia
Andrew Prior	Wheatbelt Development Commission/ Australia's Golden Outback
Glenys Ball	Wheatbelt South Tourism

Appendix 2 – Tourism Western Australia Regional Manager Contact Details

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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

¹ Australia's Golden Outback Product and Infrastructure Gaps 2004, Tourism Western Australia, May 2004

² Australia's Golden Outback Tourism Perspective 2003, Tourism Western Australia, December 2003