

# Central Wheatbelt Tourism Strategy

2009 – 2014

*working together to win partnerships in tourism*



Central Wheatbelt Visitor Centre Working Group

[www.wheatbelttourism.com.au](http://www.wheatbelttourism.com.au)

Shire of Bruce Rock • Shire of Corrigin • Shire of Kellerberrin • Shire of Kondinin  
Shire of Koorda • Shire of Kulin • Shire of Merredin • Shire of Mount Marshall  
Shire of Mukinbudin • Shire of Narembeen • Shire of Nungarin • Shire of Tammin  
Shire of Trayning • Shire of Westonia • Shire of Wyalkatchem • Shire of Yilgarn



## Executive Summary

The Central Wheatbelt Tourism Strategy 2009 – 2014 was developed after considerable consultation with stakeholders, steered by the Central Wheatbelt Visitors Centre Working Group. Importantly it has been expanded to include 16 local governments.

This Strategy includes 6 strategic objectives and supporting directions. Working collaboratively will enhance access, accommodation, attractions, amenities and activities in our region and deliver quality visitor experiences. The Strategy moves towards a more regional approach and encourages the sharing of resources, ideas and practices to ensure best practice in the industry.

### Summary of Objectives

- To appreciably raise the profile of tourism across the region,
- To establish stronger alliances with zone tourism, industry, and government stakeholders,
- To raise the community's participation in *regional* tourism,
- To establish co-operation and collaboration amongst partners and subregional tourism groups,
- To increase visitation levels and length of stay by effective marketing strategies and the development of a range of accommodation and quality visitor experiences,
- To establish the region as a short break seasonal destination across market streams,
- To establish a range of self-drive routes, and
- To increase the accessibility and quality of sites and attractions over five years.

Although focusing on a period of five years, this Strategy provides a framework for subsequent development of the region's annual marketing activities, promotions, activities and plans and provides foundations for future strategic plans.

This Strategy follows on from the Central Wheatbelt Tourism Strategy of 2004 – 2008 with some important recommendations in product development, intra regional cooperation, accommodation, marketing, visitor servicing and access.

### Summary of Recommendations

- Each Regional Organisation of Councils (ROC's) formulate a 5yr Tourism Development Plan outlining priorities, as recommended in this Strategy,
- Self drive routes are further developed and supporting infrastructure and marketing is consistent across the region,
- At least two cross regional projects are actioned by ROC's by 2014,
- The ROC's continue and increase their support of the Central Wheatbelt Visitor Centre in Merredin as well as provide out of hours visitor servicing in their district,
- Work collaboratively on choosing one brand for the region and together, resource and promote accordingly with Tourism WA and Australia's Golden Outback,
- An Accommodation Audit and Strategic Plan is pursued by the ROC's and developed by 2014

- That ROC's and sub regional tourism groups provide consistent and sensitive road, and management practices and signage as well as lobby for alternative transport routes and methods.

I would like to acknowledge the following members of the Working group for their input into this Strategy;

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## Purpose of a Regional Strategy

1. The Strategy ensures recognition of tourism as a legitimate source of economic and social benefit to the region.  
*Tourism is an import industry that brings dollars and interactions in from elsewhere and is complimentary to the core economic base of the region – the growing and transport of grain. Planning for tourism is a legitimate activity for stakeholders.*
2. The Strategy defines how the region feels about tourism as an industry and defines what tourism actually is in this region.  
*A Strategy helps to show exactly what facets of a community make up the tourism product and how tourism overlaps into many sectors of activity. It also offers a base line audit of what is here now and in what direction development may occur.*
3. The Strategy defines the focus and process of tourism planning. It ensures the focus be on quality visitor experiences in all aspects of planning.  
*Tourism is about the broad visitor experience and this should be the focus of all planning, brochures, projects, visitor servicing and management.*
4. The Strategy enables all tourism partners to see where they fit into a regional context.  
*Tourism is about quality experiences that offer 'points of difference' and extend the visitor experience rather than repeat the visitor experience. It enables managers and planners to see the 'gaps' and 'do something differently' so that visitation is encouraged and extended.*
5. The Strategy offers the opportunity for tourism partners to work locally but all in the same direction regionally.  
*It enables ACTION at a local level but PLANNING on a regional level.*

*'partnerships build tourism'*



## Table of Contents

Executive Summary .....	2
Purpose of a Regional Strategy.....	4
Introduction.....	7
Background.....	9
1. Product Development.....	12
1.1 Themes .....	12
1.1.1 Nature .....	12
1.1.2 Growing of Grain.....	13
1.1.3 Where's the water? .....	14
1.1.4 Noongar Indigenous Sites and Experiences .....	14
1.1.5 Mining .....	14
1.1.6 Military Sites .....	14
1.2 Site significance in relation to themes .....	15
1.2.1 Definitions of site significance .....	15
1.2.1.1 Core Site.....	15
1.2.1.2 Key Sites .....	15
1.2.1.3 Interpretive Sites.....	16
1.3 Recommendations .....	16
2. Intra Regional Cooperation.....	17
2.1 Point of Difference .....	17
2.2 The Essence of Regional Collaboration for Tourism Development .....	17
2.3 Recommended Cross Regional Projects .....	18
3. Accommodation .....	23
3.1 Current Situation .....	23
3.1.1 Summary of accommodation facilities .....	23
3.1.2 Accommodation trends in the region .....	24
3.1.3 Awareness of accommodation availability .....	25
3.1.4 Accommodation: RV Sites and Bush Camping .....	26
3.2 Recommendations .....	27
4. Marketing .....	29
4.1 Tourism Marketing.....	29
4.1.1 The Marketing Challenge .....	30
4.1.2 Branding .....	31
4.1.2.1 Partnership Marketing and Branding with the AGO .....	32
4.1.3 Sub Regional Tourism Organisations .....	34
4.2 The reality of tourism marketing in the region .....	36

4.2.1 Visitation .....	36
4.2.2 Services and Facilities, Attractions and Products.....	36
4.2.3 Partnerships and current marketing .....	36
4.3 Recommendations .....	37
<b>5. Visitor Servicing.....</b>	<b>38</b>
5.1 Visitor Centres .....	38
5.2 Central Wheatbelt Visitor Servicing .....	39
5.2.1 Visitor Centres.....	39
5.2.1.1 Possible additional Accredited Visitor Centre within the Region .....	41
5.2.1.2 Funding for Accredited Visitor Centres .....	41
5.2.2 Visitor Information Centres .....	41
5.2.3 After Hours Visitor Servicing .....	42
5.2.4 Importance of Visitor Centres outside the region .....	42
5.3 Recommendations .....	42
<b>6. Access.....</b>	<b>44</b>
6.1 Current Situation .....	44
6.1.1 Constraints relating to access into the Region include .....	44
6.1.2 Regional Entry Statement Signs .....	44
6.1.3 Intra regional access road issues .....	45
6.1.4 Directional Signage .....	45
6.1.5 Access Maps.....	46
6.2 Recommendations .....	46
<b>Appendices .....</b>	<b>48</b>
1. Achievements from the Central Eastern Regional Strategy 2004 – 2009 .....	49
2. Tourism Trends effecting the Wheatbelt .....	51
3. Tourism Structure and Governance in the region .....	59
4. MOU; Central Wheatbelt Visitor Centre.....	61
5. Visitor Centre Contact Information in the Wheatbelt.....	70
6. Example of cooperative advertising with AGO.....	71
7. Map of the central Wheatbelt.....	73
<b>Attachment 1.....</b>	<b>74</b>
Audit by Themes.....	78
Activity Based Tourism.....	110
Audit sites.....	119

## Introduction

The Central Wheatbelt Regional Tourism Strategy 2010 is a revision of the Central Eastern Regional Strategy, 2004-2009 compiled by Market Force. The purpose of the original Strategy was to 'help guide the growth of tourism across seven shires in Western Australia's central eastern Wheatbelt'.

The 2010 Strategy has been expanded to include sixteen local government areas. Operating across these local government areas are what's commonly known as voluntary Regional Organisation of Councils (ROC's). The ROC's applicable to this Strategy include the Wheatbelt East Regional Organisation of Councils (WEROC), North East Wheatbelt Regional Organisation of Councils (NEWROC) and Roe Regional Organisation of Councils (Roe ROC).

The local governments within these ROC's all participate in supporting visitor servicing at the Central Wheatbelt Visitor Centre, located in Merredin (see Appendix 3)

### Central Eastern Regional Strategy 2004 – 2009

The Central Eastern Regional Strategy 2004 – 2009 made important steps towards a regional approach to tourism. When the revised Strategy was being developed it recognised the following areas;

- That many of the premises relating to the characteristics of the market and visitation to the region contained in the Central Eastern Wheatbelt Tourism Strategy 2004-2009 by Market Force are still valid (see Appendix 2),
- The staged planning to upgrade sites for visitation was still valid but needed revisiting to ensure upgrades were placed in a regional thematic context. This has been undertaken by the use of thematic tables and individual local government tables (See **Attachment 1 - 3**)
- The vital role of local government in driving the development of the five A's of tourism (Accommodation, Access, Attractions, Amenities, Activities) in their local planning, community planning and financial planning decisions is recognised as a reality in our region. The emphasis is to PLAN REGIONALLY – ACT LOCALLY,
- The Strategy recognised the vital role of local government in assisting in the marketing of tourism by its financial support of sub regional tourism associations, and
- The Strategy placed emphasis on the effectiveness of joint sub regional and regional tourism association marketing in conjunction with a very close partnership with the Australia's Golden Outback Regional Tourism Association.

### Central Eastern Wheatbelt Tourism Strategy 2010 - 2014

The 2010 – 2014 Strategy includes significant amendments including;

- It has been expanded to encompass sixteen local governments arranged into three voluntary Regional Organisations of Councils (ROC's); Roe ROC, WEROC and NEWROC. Two sub regional tourism groups are also included in the area, those being Roe Tourism and NewTravel. It also includes reference to some local governments adjacent to the Central Wheatbelt that play a vital role in the thematic approach and in capturing and directing visitation through the Central Wheatbelt,

- The emphasis has changed from focusing on a 'type of attraction' or 'function of a place' to embracing a thematic framework with emphasis on the sub regional and regional context of individual sites under a selection of themes,
- The thematic approach has been aligned with state tourism plans including:
  - Heritage and Cultural Tourism,
  - Nature Based Tourism,
  - Australia's Golden Outback Destination Development Strategy, and
  - The Australian Historic Themes framework has also been used as a thematic guide.
- The Strategy recognises the reality that local government , in close association with the ROC's will be the main drivers in regards to implementing the Strategy in the region,
- The Strategy, where possible, is project based and relies on intra regional co-operative projects as well as building quality visitor experiences at the local level,
- The Strategy places an emphasis on activity based and themed based marketing directed at particular market segments. These include active seniors (cycling, golfing), trails and self drive trails that link themes and build the stories,
- The Strategy places an emphasis on QUALITY visitor experiences rather than quantity and repetition. The emphasis is on enhancing and linking the attractions that exist to deliver quality visitor experiences,
- The Strategy recognises the limitations to the provision of quality accommodation in the region. There is a need for the region to develop an Accommodation Development Strategy in conjunction with Tourism WA, and
- The Strategy recognises the need for the co-ordination of a centralised events program for the region to avoid clashes of dates and competing for entertainment.

## Background

The Central Eastern Regional Strategy 2004 – 2009 was developed to help guide the growth of tourism across seven local government in Western Australia's Central Eastern Wheatbelt. The seven local governments included Kellerberrin, Merredin, Bruce Rock, Narembeen, Yilgarn, Westonia and Nungarin. The regional Strategy aimed to develop a collaborative approach to establishing a higher tourism profile for the region and provide leadership in developing regional priorities such as drive and walk trails, infrastructure requirements, branding and marketing/promotion.

In 2003, tourism across the region comprised a broad collection of natural, historic and mining based products of varying quality and appeal, supported by a limited range of accommodation, fragmented visitor information and promotion, low visitor awareness and low visitation levels. The region, covering in excess of 70,000 square kilometres, did not have a stand-alone icon to attract visitors. The seven local governments traditionally promoted their towns as distinct (competing) destinations located 2-3 hours drive from Perth.

As seven distinct destinations, each local government focused on presenting its town as the focal point supported by a range of sites and attractions within their boundary. Visitors to each local government were provided with a collection of maps, interpretive notes, glossy leaflets and handwritten (copied) handouts to help visitors explore as best they could. Meal and accommodation choices in most towns were and still are, limited. Under this approach the visitor experience was of limited appeal and significantly less than the potential 'whole of region' experience.

Market Force made the following observation in 2003;

*"Given the regions proximity to Perth it has an opportunity to share in a growing trend towards short-stay self-drive visits focusing on nature, adventure, education, heritage and education-based tourism. This requires a regional approach to develop a higher profile using branded imagery and targeted promotion, higher quality visitor information, self-drive routes, improved infrastructure and service standards that will help the visitor to engage with the region. If implemented, these aims will enable the Central Eastern Wheatbelt to compete with an increasing number of quality destinations across regional Western Australia. "*

By 2009 the region had come a long way in adopting a regional approach. The seven local governments involved in the Central Eastern Regional Strategy 2004 – 2009 undertook the production of a Central Wheatbelt Map and Visitor Guide, joined together for regional promotions and sponsored the development of the Central Wheatbelt Visitor Centre.

They were encouraged by the willingness of the sub region to the north, NEWROC with its tourism arm NewTravel to seek to support the Central Wheatbelt Visitor Centre (CWVC). The Shires of Roe ROC and its tourism arm Roe Tourism also now support the CWVC. The development, by the CWVC, of a web site covering this expanded tourism region ([www.wheatbelttourism.com](http://www.wheatbelttourism.com)) has raised the exposure of the Wheatbelt on the internet.

There are now three excellent maps of the region assisting visitor access to attractions within the region. Three co co-operative tourism trails have been developed to assist visitors to move through the region; the Golden Pipeline Heritage Trail, the Pioneers Pathway and Pathways to Wave Rock. All sub regional groups are embarking on co-operative advertising of these tourism trails with the Australian Golden Outback Regional Tourism Association. Further detail on the achievements resulting from the original Strategy can be reviewed in Appendix 1

The Central Eastern Wheatbelt Tourism Strategy 2010 – 2014 sets out a framework that enables the sixteen local governments, in partnership with the Central Wheatbelt Visitor Centre, Australia's Golden Outback and other stakeholders, to benefit through economies of scale, synergy, collaboration and coordination guided by the following broad objectives;

- To appreciably raise the profile of tourism across the region,
- To establish stronger alliances with zone tourism, industry, and government stakeholders,
- To raise the community's participation in *regional* tourism,
- To establish co-operation and collaboration amongst partners and subregional tourism groups,
- To increase visitation levels and length of stay by effective marketing strategies and the development of a range of accommodation and quality visitor experiences,
- To establish the region as a short break seasonal destination across market streams,
- To establish a range of self-drive routes, and
- To increase the accessibility and quality of sites and attractions over five years.

The specific action relating to these broad objectives are listed in Table 1.



**Action related to objectives**  
**Table 1**

<b>1. Product Development</b>	<ul style="list-style-type: none"> <li>• Continue improvements to major sites and infrastructure as outlined in the Strategy following the principle of the themes outlined</li> <li>• Further develop self-drive routes and 4WD trails</li> <li>• Develop activity based attractions and walk/ hike/ bike trails</li> <li>• To adopt a series of 'across the region' projects as a focus of grant funding applications.</li> </ul>
<b>2. Intra Regional Co-operation</b>	<ul style="list-style-type: none"> <li>• Encourage a collaborative regional approach between stakeholders to maintain a united, regional approach to tourism development and marketing</li> <li>• To collaborate and continue to develop suitable maps, brochures and travel aids for visitors</li> <li>• To encourage the local governments and sub regional tourism groups to continue to financially support regional tourism initiatives</li> <li>• Continue to support visitor servicing and the Central Wheatbelt Visitor Centre in Merredin.</li> </ul>
<b>3. Accommodation</b>	<ul style="list-style-type: none"> <li>• To encourage the development and awareness of accommodation products in the region including self contained units, caravan parks, RV friendly sites and Bed and Breakfast properties</li> <li>• To increase the range, quality and capacity of accommodation across the region.</li> </ul>
<b>4. Marketing</b>	<ul style="list-style-type: none"> <li>• Encourage regional marketing and promotion campaigns aimed at raising visitor awareness in conjunction with the Australia's Golden Outback Region</li> <li>• To establish a regional profile as a camping-nature-heritage experience</li> <li>• To increase awareness of the region in digital technology including web sites and navigation aids</li> <li>• Develop and promote a series of unique selling points and activity based tourism products throughout the region following the suggested thematic approach and aligned with Tourism WA's Tourism Strategy</li> <li>• To increase awareness of the region amongst the Perth market</li> </ul>
<b>5. Visitor Servicing</b>	<ul style="list-style-type: none"> <li>• Encourage a high level of visitor servicing throughout the region.</li> </ul>
<b>6. Access</b>	<ul style="list-style-type: none"> <li>• To establish defined tourism routes in the region to allow for effective management for wildflower and landscape qualities and for all road users and commercial activity within the region,</li> <li>• To collaborate and ensure signage, routes and access to themed products within the region is consistent across local governments and sub regional boundaries,</li> <li>• To endeavour to encourage rail package tours,</li> <li>• To promote cycle touring by lobbying for more space for cycles on rail services, and</li> <li>• To provide good access maps for the region.</li> </ul>

## 1. Product Development

Product development encompasses four areas within the Strategy. Those being;

- Continue improvements to significant sites and infrastructure in the central Wheatbelt region as identified in this Strategy,
- Further develop self-drive routes and 4WD trails,
- Develop activity based attractions and walk/ hike/ bike trails, and
- Adopt a series of 'across the region' projects as a focus of grant funding applications.

### 1.1 Themes

The CWVC Working Group chose a number of themes under which to present the attractions in the region to visitors.

The themes arose out of the question ***"What stories do we have to tell?"***

Many people are familiar with food and wine trails as a themed experience. Visitors are handed on from one gourmet experience to another. The aim of the Central Wheatbelt Tourism Strategy 2009 - 2014 is to do this under a series of themes.

In adopting this thematic approach it is important that the locations and activities identified by stakeholders provide a story that will engage and provide lasting memories to visitors. Projects that fall short of these requirements can diminish the overall desired outcome of the thematic approach and drain resources that could have greater impact in other areas.

In developing the themes, the CWVC Working Group worked on the principle developed by the Australian Heritage Commission, that being;

*"By emphasizing human activities that produce the places we value and the human response to Australia's natural environment, places are related to processes and stories associated with them, rather than to the type or function of the place"<sup>1</sup>*

#### 1.1.1 Nature

***The natural environment: The unique features of the natural environment of the Wheatbelt including geology and landscape; flora and fauna; and viewing the stars.***

This is the theme that currently is, and into the future will be, the most attractive for both domestic and overseas visitors. Tourism Australia Experiences Framework Research April 2009 states that *"Nature is seen as the most universally appealing and uniquely Australian experience"* across most demographics.

This theme deals with nature based camping experiences, interpretative walks and trails, wildflower touring and 4WD 'outback adventure' experiences.

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<sup>1</sup> Australian Historic Themes; A framework for use in heritage assessment and management

It should be noted that much of this activity in the Wheatbelt region takes place on land under the management of the Department of Environment and Conservation (DEC). It also occurs on small reserves that are environmentally fragile and are 'arks' for the retention of ecological systems that are unique to the region.

Good quality naturally vegetated roadside/railway verges are essential for the maintenance of the wildflower self drive touring market. Insensitive and destructive roadside/ railway maintenance practices can impact on this major tourism product. Road managers should be sensitive to this need. The tourism potential of roadside verges should be assessed locally and appropriate practices introduced to sustain wildflower displays on roadside verges. There is no use in putting resources into developing a wildflower trail to have the road managers unaware of the economic tourism value of sensitive management of the road verges along the trail.

For this reason developments related to the nature based themes should have a primary criterion to preserve the natural environment and should be undertaken in close consultation with the appropriate land managers.

The Strategy's nature based thematic approach should follow Tourism WA's Nature Based Tourism Strategy, that being;

*Vision: That nature based experiences offered to visitors are real and sustainable.*

*Mission: To offer quality visitor experiences which are spiritually uplifting and environmentally enhancing.*

Guiding Principles:  
*Conserving the natural environment  
 Involving and benefitting local communities  
 Improving knowledge*

The nature based strategies within the region should adopt policies to engage the visitor in assisting in the preservation and enhancing of the natural environment e.g. signs / brochures should include codes of conduct, why the area is unique and why it is important to keep to the trails etc. Offering of guided tours into sensitive areas e.g. Wadderin Reserve in the Shire of Narembeen is a good option and covers all the principles listed above.

### 1.1.2 Growing of Grain

***Heritage and the built environment: The history of the development of the Wheatbelt. The Wheatbelt lifestyle. The history of current issues and interests relating to the growing and handling of grain.***

This theme incorporates most local museums, exploration routes, local events such as shows and bush races, built heritage such as wheat silos, the local 'railway' pub, grain handling facilities and the location of towns and settlement at sidings that gave rise to the location pattern of Wheatbelt towns today.

The central Wheatbelt has numerous attractions related to this theme but they lack differentiation e.g. tourists say "seen one museum, seen them all". They are also relatively static with a lack activity and do not always offer quality visitor experiences.

Rather than trying for more attractions the central Wheatbelt should focus on enhancing those they have and making them more sustainable e.g. new interpretation projects at local museums.

### 1.1.3 Where's the water?

***Heritage and the built and natural environment: The lack of fresh surface water has had an overriding influence on life in the Wheatbelt throughout human occupation of the area. The Wheatbelt is unique in responses to this problem and the features left in the landscape.***

This theme deals with the historic responses to finding fresh water and the current problems of rising salinity and decreasing rainfall. This theme incorporates responses from the Indigenous people, early explorers, prospectors, settlers, the C.Y. O' Connor Pipeline, the country water supply scheme to present day responses to salinity. This theme is closely aligned with Growing of Grain but has sufficient intrinsic value to be set apart as a theme.

This theme offers challenges to present it in an exciting and meaningful way. The Golden Pipeline Heritage Trail is an established trail from which the water theme can be built upon. For example, how was water found for habitation prior to the pipeline? Just repairing and highlighting a series of rock wells or gnamma holes by themselves is not sufficiently engaging to offer memorable experiences to visitors.

### 1.1.4 Noongar Indigenous Sites and Experiences

***Culture, country and Noongar history and heritage are very rich in the Wheatbelt but very understated.***

This theme deals with the those aspects of the Noongar culture that resident groups such as the Njaki Njaki and others wish to share with others to increase the knowledge and appreciation of their culture, to assist in the preservation of that culture and to have a stake and ownership in tourism in the region. This theme deals with the Indigenous spiritual and economic response to the environment and their cultural heritage.

### 1.1.5 Mining

***Heritage and the built environment: The location of the Wheatbelt between the Goldfields of the Yilgarn and Kalgoorlie regions and the ports of Albany and Fremantle had a major influence on the opening of routes throughout the region and its history of settlement.***

This theme deals with the routes the prospectors took to access the fields, the 'ghost mining towns' of the Yilgarn, and the current mining activities at Westonia and in the Yilgarn Shire.

### 1.1.6 Military Sites

***Heritage and the built environment: The strategic position of the central Wheatbelt in Australia's response to imminent invasion in World War II has left its mark on the built environment of the region.***

This theme centres on the response of Wheatbelt communities when their country was engaged in past conflicts with particular emphasis on World War II. It deals with stories related to those who went away (memorials etc), those who stayed and those who came into the region and what they left behind.

Military history is becoming of increasing interest to a wide demographic and military based tourism especially overseas theatres of War are attracting increasing visitation. The military history of the Wheatbelt could become a discrete marketable product incorporating static displays, events and even themed accommodation.

## 1. 2 Site significance in relation to themes

Having specified the themes, an audit of all Wheatbelt sites was undertaken. The sites were then placed under an appropriate theme and graded as to their significance in the development of the theme.

### 1.2.1 Definitions of site significance

It is important to identify the relative value of the site or event to the telling of the story related to the theme. This enables all stakeholders to relate their site/event to the overall development of the theme and develop partnerships with other groups promoting the same theme.

It also enables the prioritization of projects in relation to the theme e.g. initial funding and project development would be undertaken to build the core and key sites.

The following definitions have been adopted in the Strategy to convey the role and priority of a particular event/ site in developing the theme.

#### 1.2.1.1 Core Site

- A core site is a site/ event that offers major insights that are essential in introducing the theme or contain essential elements in developing the theme. It may also be a site where a number of themes overlap.
- Location may be an important element of a core site. It would be essential that the core is located where there is a high level of visitation and the chance to engage the visitor in the story of the theme is high
- Example: Core site for the Growing on Grain theme may be the Cunderdin Museum. It is located on the highway at the commencement of the Wheatbelt and is close to Perth. It has a farm lifestyle pavilion and would be a great place to explain the history of the development of the Wheatbelt and encourage visitors to explore the theme further at other key and interpretive Sites.

#### 1.2.1.2 Key Sites

- These are attractions and places that are important in developing the theme and introduce points of difference in relation to the theme.
- Example: A key site in continuing the Grain story would be Wyalkatchem Museum where the story of the introduction of the bulk handling of grain could be told in an imaginative way. This would be the point of difference this Museum could concentrate on doing really well rather than just having a wonderful collection of farm machinery.

#### 1.2.1.3 Interpretive Sites

- These are individual sites that offer insights into the development of the theme.
- Example: An interpretive activity/ site related to the Grain theme would be a visit to the Mukinbudin Men's Shed to meet retired farmers or attend a day when they use the older machines to put in or harvest a crop.

### 1.3 Recommendations

- Stakeholders, when developing events and attractions consider how they fit into the themes outlined in the Strategy and how, regionally, their event or attraction builds the overall visitor experience of that theme.
- Regional stakeholders plan projects and developments so as to focus resources initially on ensuring the core sites are resourced and developed first with encouragement to fill in with the key and interpretive sites by local stakeholders.



## 2. Intra Regional Cooperation

Intra regional cooperation encompasses four areas within the Strategy. Those being;

- Encourage a collaborative regional approach between stakeholders to maintain a united, regional approach to tourism development and marketing, The actioning of cross regional projects would be an example of this.
- To collaborate and continue to develop suitable maps, brochures and travel aids for visitors,
- To encourage the local governments and sub regional tourism groups to continue to financially support regional tourism initiatives, and
- Continue to support visitor servicing and the Central Wheatbelt Visitor Centre in Merredin.

### 2.1 Point of Difference

The thematic approach outlined previously enables local managers, tourism operators and potential operators to see where their activities fit into the overall context for the development of tourism product and marketing.

As much of the development of product is, in this region, actioned through local governments, the themed approach offers a context in which local activities and development of attractions can occur and enables a point of difference approach to be undertaken.

Point of difference refers to specialising or tailoring the attraction / site to tell interesting and specific stories, or highlight a local feature that is *different* from elsewhere in the region; different enough to feature in promotion campaigns and different enough to make people wish to visit.

In the regional context it means that towns should endeavor to focus on unique attractions / events rather than do what a nearby town has done e.g. if every town had a dog cemetery would the Corrigin Dog Cemetery be the unique attraction it is?

The Kulin Tin Horse Highway is a unique attraction under the Growing on Grain theme that is developing iconic status. It is a good marketable product that adds to why people should come into the region. The first farmers who put together a few drums to promote the Kulin Bush Races would not have thought they were creating a unique attraction and developing a point of difference that would bring visitors their way. The Highway arose from community creativity and was an authentic local response. This is the best type of tourism product. The challenge is to keep the product fresh, to add value, build the product and adjacent attractions so benefit is received throughout the year.

### 2.2 The Essence of Regional Collaboration for Tourism Development

This Strategy is aimed at fostering across regional co-operation in relation to tourism and community development. It relies on;

- Local government, through their community and in partnership with other managers such as the Department of Environment and Conservation, undertaking the upgrade or development of their attractions and points of difference at the local level, while at the same time being aware of the wider picture as outlined in the Strategy.
- Each ROC supporting the general premises of the Strategy, assessing priorities for tourism development in their ROC and adopting tourism planning across their ROC to ensure that these are achieved,
- Each ROC supporting the need for joint marketing for both tourism and community development. The ROC's need to acknowledge the need to develop marketing plans with their sub regional tourism associations. This will enable them to take advantage of partnerships with operators and Australia's Golden Outback Regional Tourism Association,
- All three ROC's recognising that the lack of accommodation is a limiting factor to tourism development in the area. The Strategy recommends that the ROC's have a Regional Accommodation Strategy undertaken as the first step in the upgrade of existing accommodation and attracting a suitable mix of accommodation for the whole central Wheatbelt region,
- All ROC's recognising designated tourism routes when allocating road funding. A plan needs to be developed to ensure that consistent management, signage and upgrade of tourism routes is maintained and incorporated in sub regional and regional road planning and management,
- ROC's recognising the need for at least one professionally run accredited Visitor Centre in the region (currently at Merredin) to assist sub regional tourism groups, provide a call to action for marketing campaigns and assist visitors to explore the region. A local visitor reception point in each town should also be encouraged,
- That, in the longer term, the three ROC's consider supporting a staff position in either tourism marketing or tourism development, possibly based at the CWVC in Merredin to assist the implementation of the ROC marketing plans and help drive the intra regional tourism development projects outlined in this Strategy. A professional person would be available in the region to implement marketing plans, support sub regional tourism associations, assist in developing intra regional projects and in general helping to implement the recommendations of this Strategy, and
- All three ROC's plan across the region tourism projects that will attract funding and be of benefit to tourism in the whole area. Priority should be given to those projects identified in Tourism WA's Australia's Golden Outback Tourism Development Priorities 2010 – 2015 as the direction of Tourism WA and Development Commissions is to focus on strategic projects that have the capacity to drive investment and thus deliver both social and economic benefits for the region.

## 2.3 Recommended Cross Regional Projects

As identified by the Central Wheatbelt Visitor Centre Working Group and by tourism groups in the region and Tourism WA's Development Priorities, it is recommended these be pursued.

**Table 2**  
**Recommended Cross Regional Projects**

Project	Stakeholders	Initial Action
<b>Projects included in Tourism WA's Australia's Golden Outback Tourism Development Priorities 2010- 2015</b>		
<b>Accommodation: <i>Investigate the opportunity for accommodation development in the region</i></b>		
<p>A major constraint on the growth of tourism in the region is the lack of quality accommodation and accommodation suitable for the coach market.</p> <p><b>Develop a Regional Accommodation Development Strategy.</b> There is a need for the whole region to support a study of the accommodation needs and identify where accommodation could be developed to survive commercially and enhance tourism in the region. The study should include consideration of techniques and incentives to upgrade existing facilities such as local 'pubs' and older style motel units.</p>	<p>WEROC, Roe ROC, NEWROC</p> <p>Wheatbelt Development Commission</p> <p>Tourism WA, AGO</p>	<p>Merredin has commenced Land Bank action with Tourism WA.</p>
<b>New Product: <i>Construct additional interpretation and amenities around key historic and natural landmarks</i></b>		
<p>The <b>Rabbit Proof Fence</b> proposal. Identify the location of the fence/s along major routes and establish activities and interpretation in relation to this product. Walk/ drive trails.</p>	<p>Cunderdin Historical Society, Relix , ROC's , Tourism WA, National Trust.</p>	<p>Cunderdin and initially WEROC and Councils through which the Rabbit Proof fence line runs.</p>
<p><b>World Wars in the Wheatbelt.</b> Product related to the military history of the region, including War memorial information.</p>	<p>National Trust, ROC's, property owners, Heritage Council</p>	<p>Local government and community in Merredin and Nungarin which are the CORE sites for the development of this</p>

Project	Stakeholders	Initial Action
		project.
<b>No 4 Pump Station (Merredin).</b> Develop a tourism component and interpretation at No 4 Pump Station, Merredin	National Trust, Shire of Merredin	
<b>Existing Product: <i>Improve signage, interpretation and availability of rest areas on key touring routes</i></b>		
<b>North East Wheatbelt Discovery Trail.</b> This currently features in advertising but does not exist with interpretation and signage on the ground. Upgrade of road conditions, amenities, signage and interpretation is needed. <ul style="list-style-type: none"> <li>• Aim to extend usage beyond just the Spring wildflower season.</li> <li>• Encourage links to Murchison via Paynes Find / Mouroubra Rd and western Wheatbelt area via Dalwallinu and Wongan Hills.</li> <li>• Work towards incorporating this in the Geo Park concept.</li> </ul>	NewTravel, local government, NEWROC, Wheatbelt Development Commission, Tourism WA, AGO	NewTravel, NEWROC
<b>Continue to improve Wave Rock as a tourist attraction</b>	Mauritz Enterprises	
<b>Identified by the Central Wheatbelt Visitor Centre Working Group</b>		
<b>Activity Based Tourism</b>		
Establish a <b>cross regional activity program</b> of events and sporting organisations that wish to participate in activities that will encourage visitation. Create brochures, web and other collateral that will build visitation. This could include <i>Walk the Wheatbelt</i> – a guide to walking trails in the Wheatbelt, golf, cycle, bowls, arts and culture activities and programs.	Local community sporting groups, sub regional tourism associations, ROC's, Tourism WA and AGO RTA.	Sub regional tourism association level with support from local government.
Establish at least 2 <b>long duration walk / mountain bike trails</b> involving overnight stays along the lines of the Bibbulmun Track. <ul style="list-style-type: none"> <li>• Along the Holland Track</li> <li>• Merredin to Muntadgin Trail that could extend to Naremben</li> </ul>	Local government, DEC, track managers, ROC's, Tourism WA and AGO	Sub regional tourism associations, all ROC's that wish to be involved in a longer duration

Project	Stakeholders	Initial Action
<ul style="list-style-type: none"> <li>Walk the Rabbit Proof Fence</li> </ul>		Trail.
<b>New Product</b>		
<p>Investigate the possibility of <b>establishing two Geo Parks</b> incorporating the mineralization belt of Westonia and Yilgarn, as well as the granite rocks of the NE Wheatbelt (Geeraning/ Elachbutting / Sandford/ Baladjie). Another area could include Yorkrakine/ Koberbin, Mt Stirling/Mt Caroline.</p> <p>Geo Tourism is becoming very popular in Europe. Geo Parks are a Unesco initiative and have an accreditation process. They are a new way of telling the story of the landscape and include geology, folklore, environment, archaeology, ecology and streetscape art as well as parks and geo gardens. Where they have been established e.g. in Ireland, has resulted in benefits to small towns previously ignored by visitors.</p>	<p>WEROC, NEWROC, Geological Survey, Museums WA, Tourism WA Wheatbelt Development Commission</p>	<p>WEROC, NEWROC Wheatbelt Development Commission. A major long term project needing support at all levels of community and Government.</p>
<b>Indigenous Product</b>		
<p>Encourage the development of an Indigenous Cultural Centre in the region. This would tie in well with a Geo Park concept as landscape is an integral part of Aboriginal culture.</p>	<p>WEROC, Shire of Kellerberrin, local indigenous groups, Tourism WA, WAITOC, CANWA</p>	<p>Shire of Kellerberrin as a suitable CORE site location for Indigenous Interpretation in the region.</p>
<b>Upgrading and development of existing intra regional products</b>		
<p><b>York -Goldfields Heritage Trail:</b> Either re-brand as Hunt's Trail under a water theme or incorporate as extensions in part to the Golden Pipeline Heritage Trail. The sign posting either needs up grading or removing.</p>	<p>WEROC, Heritage Council who co-ordinated original trail, Golden Pipeline Heritage Trail, National Trust</p>	<p>WEROC</p>
<p><b>Yilgarn Ghost Town Touring Trail:</b> Plan a trail for 4wd enthusiasts that takes in some of the</p>	<p>Shire of Yilgarn, National</p>	<p>Shire of Yilgarn, Shire of</p>

Project	Stakeholders	Initial Action
former gold settlements north and south of the Great Eastern Highway. This trail could link with the Golden Pipeline Heritage Trail, Gold Quest Discovery Trail and the York- Goldfields Heritage Trail. It could include a geocache component where travellers hunt out GPS locations. Incorporate this project into the wider Geo Park concept.	Trust, Heritage Council, Gold Quest Discovery Trail, WEROC	Westonia
<b>Heritage/ Arts/ Cultural</b>		
Devise a good system for the delivery of heritage information and activities (cd's, web sites, brochures, e-guides). Note; the WA Museum have a Guide on Museums in the Wheatbelt.  Encourage a workshop to bring together those who value the heritage and culture of the area to agree on points of difference between the activities and sites they manage and to support the upgrade of interpretation within local museums.	Wheatbelt Chapter of Museums of Australia, ROC's, community organisations related to culture and the arts, sub regional tourism associations	Sub regional tourism associations
Encourage the production and selling of pamphlets and items on the War memorials and military history in the Wheatbelt.	As above	
Highlight in post cards, cards and material, the characteristics of grain storage in the Wheatbelt	As above	



### 3. Accommodation

Accommodation encompasses two areas within the Strategy. Those being;

- To encourage the development and awareness of accommodation products in the region including self contained units, caravan parks, RV friendly sites and Bed and Breakfast properties, and
- To increase the range, quality and capacity of accommodation across the region.

#### 3.1 Current Situation

Built accommodation in the region includes hotels, motels, park chalets, B and B's and one or two backpacker lodges. There are privately owned accommodation sites as well as local government managed caravan parks and a limited number of managed areas for free bush camping. It is generally accepted that Hotel/ Motel accommodation is of a relatively low standard and in general does not meet visitor expectations.

##### 3.1.1 Summary of accommodation facilities

- There are 20 caravan parks in the Wheatbelt with in excess of 350 powered sites.
- There are approximately 1,345 commercial beds available in the area under review.
  - 28% of those beds are in rooms without ensuite facilities,
  - 12% are in self contained units, and
  - 49.6% are of the standard motel type with ensuite.

**Table 3**  
**Room types and number of beds 2009**

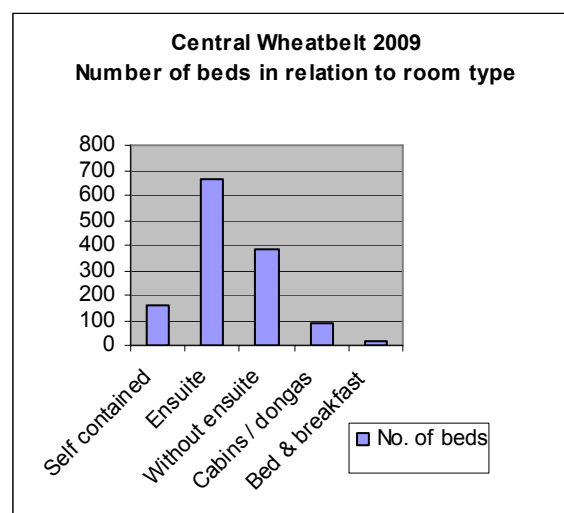


Table 3 indicates the room type and number of beds available in the central Wheatbelt in 2009. It does not take into account the quality of the accommodation.

**Table 4**  
**Bed Types in Merredin, Hyden and Southern Cross 2009**

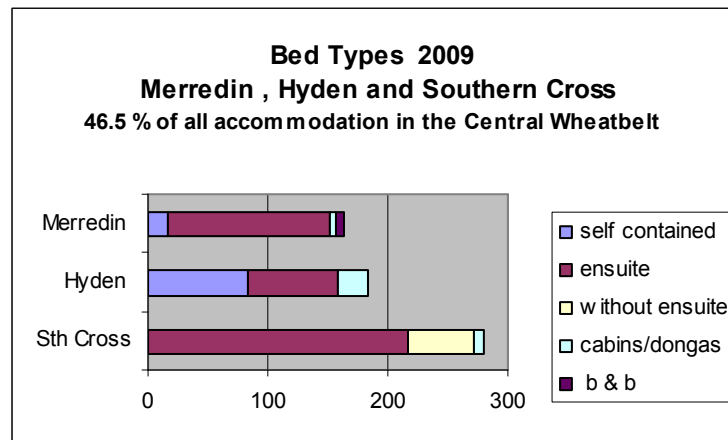


Table 4 demonstrates that 46.5% of all accommodation in the region was held in 3 towns in 2009.

- Much of the **hotel** accommodation in the region was built over 50 years ago and consists of the older style two storied hotel with small rooms and shared facilities located on the upper floor. This type of accommodation has limited appeal for the most market segments but represents 28% of the beds available. It is suggested that these rooms have a very low occupancy rate. Some of these properties have a small number of motel rooms added at the side or rear of the premises. Most of these additions are over 30 years old.
- **Motel** accommodation is mainly clustered in Merredin, Southern Cross and Hyden and generally consists of properties over 30 years old. 46% of the beds available are located in these three towns. If rooms without ensuites are excluded these three towns hold 67% of available beds.
- There has been very little addition to built accommodation in the central Wheatbelt over the past 20 years. The Wave Rock Resort near Hyden, is the only new large commercial accommodation constructed in the late 1980's and offers a self contained option. Tressies Caravan Park in Kalgarin is a relatively new, privately owned caravan park constructed in the 1990's.

### 3.1.2 Accommodation trends in the region

The following trends have been observed over the last five years:

- The installation of self-contained units in local caravan parks. These have mainly been installed by local governments to provide accommodation for commercial and professional people who regularly visit the town to provide services. The visitor segment assists to increase the occupancy of these units during the 'season',
- The addition of more Bed and Breakfast accommodation as well as farm stay properties,

- A number of towns are adopting the RV (Recreation Vehicle) Town Status where they provide an informal area for self contained RV's to use for a minimum cost (\$5), and provide a sullage disposable point, and
- The upgrade of a few informal bush camping areas in the region e.g. Elachbutting Rock and Gorge Rock.

These trends have increased the availability of accommodation and accommodation services to a small degree. However, the lack of accommodation for the coach market, especially the seniors' coach market, is a constraint in growing this segment of tourism business in the Wheatbelt.

Anecdotal evidence from the Central Wheatbelt Visitor Centre indicates that there is very little capacity for properties in Merredin to accommodate tour coach passengers (up to 40 passengers). Due to high corporate occupancy rates mid week there is a reluctance to hold rooms well in advance, a requirement needed for coach tour operators if they are planning to advertise tours through the central Wheatbelt.

**Seasonality** is a major constraint on the provisions of visitor accommodation in the region. The highest visitation and demand for tourism accommodation in the region is from August to October. Occupancy rates can be boosted at seeding and harvest time if seasonal workers are accommodated in nearby towns. Mining enterprise, road and pipe works and construction also has an influence on accommodation occupancy rates in some areas.

For the above reason the region needs to adopt a lateral thinking approach to increase accommodation capacity. The region has plenty of beds but they are not in the configurations or of the quality that are readily marketable to the visitor segments that currently travel to the region. Even the corporate market, especially the professional corporate market, are becoming more discerning and choosing self-contained and boutique accommodation, if available, in preference to the standard motel room.

The area north of the Great Eastern Highway has the least accommodation capacity and is the most affected by seasonality. It does not have a 'passing' trade to boost occupancy levels. Only 13% (151) of all available beds in the region are located in the New Travel area north of the Great Eastern Highway. Almost half of these available beds are without ensuite facilities. Tourism in this area relies on visitors bringing their accommodation with them such as RV's, caravanners and/or campers.

The central Wheatbelt region does not attract a high level of back packers, a market that would ideally utilise the upper floor, basic accommodation offered by the older style hotels. This market relishes the night life, action and risk taking products all of which are absent in the region. However, it is the international backpacker market that provides the labour force for many of the hotels in the region. They often come to the Wheatbelt to make money to continue their travels.

### 3.1.3 Awareness of accommodation availability

There is a general lack of awareness of the availability of accommodation in the central Wheatbelt.

One of the major constraints for visitors in trying to find existing accommodation options is that very few properties actively advertise their accommodation and many lack exposure on the internet.

The majority of accommodation properties, hotels and motels in particular, do not advertise in the usual tourism publications or web sites e.g. the AGO Holiday Planner, WA Accommodation Guide, Cooks Beautiful South, or on the Australian Tourism Data Exchange web sites, as their core accommodation clients are in the repeat corporate market segment.

Many properties do not maintain a presence on the internet and many lack an email service to enable those wishing to have the convenience of booking through the internet to do so. Up to 70% of people (including corporate firms) now use the internet to search and book accommodation. Greater internet exposure and email access could assist in growing occupancy for a number of properties.

Very few accommodation properties contribute through membership fees to their local sub regional tourism associations. These associations always include accommodation properties in their publications as they realise that if potential visitors cannot access this information easily and conveniently it is an impediment to attracting visitation.

The CWVC web site has the most comprehensive list of accommodation available in the region. Currently this is provided at no cost to the operator and for many it is their only presence on the internet. The CWVC actively seeks the information on the site from operators by ringing them directly.

### 3.1.4 Accommodation: RV Sites and Bush Camping

#### **Recreational Vehicles**

This growing segment of the market is seeking out the smaller quieter places. They travel more slowly and explore places in more detail, than other markets. They also enjoy a good meal and a coffee, a bakery and meeting the locals at local events.

As they bring their accommodation with them they are an ideal target market for the region. A number of local governments have responded to the Campervan and Motor Home Club of Australia (CMCA) RV Friendly Town campaign and have signed up to be an RV Friendly Town. In the region the following towns are registered - Quairading, Bruce Rock, Corrigin, and Wyalkatchem with Westonia as an RV Friendly Destination. The CMCA has a membership of over 50,000 people Australia wide ([www.cmca.net.au](http://www.cmca.net.au))

An assessment of the benefits of being in the RV Friendly Town scheme is needed. At present there are very few statistics available on occupancy rates of RV friendly sites or local government caravan parks. If the commitment in becoming RV Friendly is not too great and benefits are forthcoming it could be worth more central Wheatbelt towns and areas joining the scheme. Sites such as Nungarin, Ardath, Muntadgin, Hines Hill, Mt Walker could provide sites for RV vehicles. Such sites would take the pressure off bush camping areas and add value where there are commercial enterprises nearby.

#### **Bush Camping**

With the anticipated growth in this market there is a need for more managed bush camping sites in the region particularly in the north eastern Wheatbelt. In recent times upgrades have occurred at Elachbutting Rock in the Shire of Westonia and Gorge Rock in the Shire of Corrigin. A number of Department of Conservation (DEC) reserves have been upgraded with more visitor information and facilities such as interpretation trails but are considered day use sites only and off limits to campers.

The greatest potential for adding to the managed bush camping sites is in reserves controlled by local governments perhaps in partnership with DEC to ensure conservation values are maintained and enhanced. These include;

- Shire of Nungarin - Eaglestone Rock, Talgomine Reserve, Danberrin,
- Shire of Westonia - Baladjie Rock,
- Shire of Mt Marshall - Billburning Rock,
- Shire of Bruce Rock - Kwolyin (near Kokerbin Rock),
- Shire of Narembeen - Roe Dam,
- Shire of Kondinin - Yeerakine Rock, and
- Shire of Kulin - Jilakin Rock.

Ideally the provision of toilet facilities, defined parking areas / camping areas, directional signage and interpretation, walk trails plus picnic tables should be the minimum infrastructure provided at these sites. Each site should also include a management and maintenance plan for the whole reserve.

As the attraction of visitors to these sites assists the whole region it is suggested that ROC's join to prioritise the upgrading of these sites and consider a pool of joint funding or grant applications to assist the local governments in which the sites occur to develop the facilities.

### 3.2 Recommendations

- As a priority the region needs to increase its accommodation capacity or better utilise the capacity it has to help increase visitor levels. This is a 'chicken and egg' issue as it is very difficult to encourage investment in accommodation upgrades if visitation levels are not perceived to be increasing.
- It is recognised that it will be difficult to attract investment in new built accommodation properties in any, but the largest tourism centres which experience high levels of traffic. Merredin is possibly the only town within the region under review that has the current capacity to attract private investment in new accommodation. The Shire of Merredin is currently investigating these possibilities. Regional support could assist the process.
- There is a need to encourage and upgrade to quality accommodation in the older style hotel/ motel accommodation. The standard needs to meet current visitor expectations as does the level of customer service on offer. One of the impediments to this occurring is the lease holder system in many of the older style hotels. Where there is an owner manager, upgrades are more easily undertaken once the owner has assessed the potential of the business. Of importance to this recommendation is the study by Linda Roberts, 'Reinventing 3 and 4 star accommodation in regional Australia: Identification of innovative strategies to meet visitor needs' (2007).
- Encourage accommodation properties to see the value of tourism and to be aware of tourism as an industry in the region and of their role within it in relation to quality accommodation, visitor servicing, customer service and promotion/ marketing. The advantage of tourism accreditation needs wider exposure.
- It is desirable that bed and breakfast/ farm stay properties in the region establish an across the region network so that properties can refer clients and information on, be aware of marketing opportunities through the CWVC and Australia's Golden Outback Regional Tourism Association, and generally raise their profile both within the region and elsewhere.

- An assessment of the RV Friendly Towns program and more sites added to the network.
- Those local governments with an RV Friendly status and those with caravan parks keep statistics on visitation. These should include information such as origin of visitor, where they found out about the park / town, length of stay etc. There is very little statistical information available to assess the impact and value of the self drive recreational vehicle market in the Wheatbelt.
- That the development of bush camping sites at strategic sites is prioritised and ROC's establish a pool of funding to assist upgrades of these sites.
- That the three ROC's in the central Wheatbelt combine to consider undertaking an Accommodation Strategic Plan for the Region. This would involve;
  - A quality assessment and critic of existing accommodation types within the region,
  - An assessment of the market and the accommodation types and standards required by the market and potential market,
  - Consideration of accommodation supply adjacent the region e.g. Narrogin, Wongan Hills, Dalwallinu , Lake Grace,
  - Identification of areas that would qualify as being suitable for investment by private enterprise,
  - A development plan to address the issues involved in raising the standards of the existing accommodation mix in the region i.e. local training programs and workshops for accommodation suppliers such as Business Blitz,
  - Identifying marketing strategies to boost occupancy of the existing accommodation in the region,
  - Devise a uniform method for the collection of statistical data on caravan and recreational vehicle use by local governments and encourage the adoption of this by all Councils, and
  - The results to be submitted to the ROC's for planning / marketing and grant application purposes.



## 4. Marketing

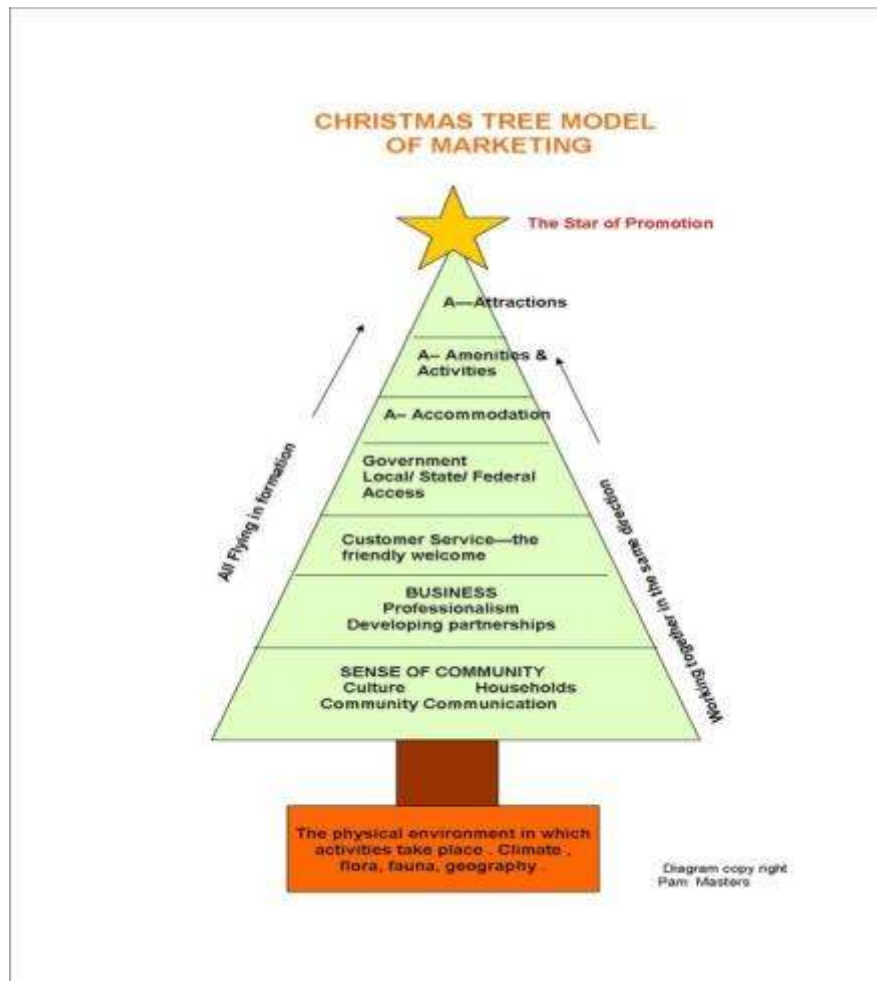
Marketing encompasses five areas within the Strategy. Those being;

- Encourage regional marketing and promotion campaigns aimed at raising visitor awareness in conjunction with the Australia's Golden Outback Region,
- To establish a regional profile as a camping-nature-heritage experience,
- To increase awareness of the region in digital technology including web sites and navigation aids,
- Develop and promote a series of unique selling points and activity based tourism products throughout the region following the suggested thematic approach and aligned with Tourism WA's Tourism Strategy, and
- To increase awareness of the region amongst the Perth market.

### 4.1 Tourism Marketing

The two main aspects of tourism marketing are the quality of the product and raising awareness of the product.

The 'Christmas Tree Model of Marketing' below describes, in a simplistic manner, the wider view of marketing. It incorporates all the aspects that come together to create a product / community that has something to promote. Get the product right by all components working together and then put the star on the top to show the world that something exciting is happening that they should not miss.



The main aspects of tourism marketing considered in the above model are;

1. Ensuring that there is quality product and marketable visitor experiences (see Attachment 1)
2. Raising awareness of the product through branding, target marketing and partnerships with sub regional tourism associations, operators, the Australia's Golden Outback Regional Tourism Association and Tourism WA.
3. Raising awareness in the region that marketing and promotion includes all aspects of 'selling' a community and relies on resilience in advertising, continuity and consistence of exposure to a variety of markets.
4. The selling / exposure of a variety of aspects of the community and not just tourism.

#### 4.1.1 The Marketing Challenge

The Central Eastern Wheatbelt Regional Tourism Strategy 2004- 2008 identified the major market segments and segments for target tourism marketing. Much of the Strategy is still applicable (see Appendix 2, pg 51).

The Strategy also noted the fragmented and 'ad hoc' promotion of the region. It identified the need for common branding and the advantages of cooperative marketing in shared expenses, targeted mediums, and continuity in advertising and unified messages.

Some cooperative marketing has occurred but the main change in the period has been sub regional tourism bodies advertising co-operatively with Australia's Golden Outback Regional Tourism Association (see Appendix 6 pg 71).

The challenges in tourism marketing for the region currently consist of;

- Branding – awareness raising,
- Financial resources, and
- Human resources.

#### 4.1.2 Branding

It has been very difficult to achieve a common brand for the whole central Wheatbelt. The Wheatbelt Tourism Association had an attempt when it was functional from 2004- 2007. A TV and print media advertising campaign was undertaken in 2005 for the whole Wheatbelt region under the banner *Wake up to the Wheatbelt – a world apart but not a world away*.

Two logos were used;

1. The AGO brand WA logo with the Wheatbelt added:



2. The Wake Up to the Wheatbelt logo:



These logos have not become widely accepted in the region. The trend has been for the sub regional tourism groups to develop their own image e.g. Pathways to Wave Rock, The Pioneers' Pathway and align these under the branding of the AGO.

For example,



and



This route branding relates directly to a marketable product. This coupled with consistency of branding and continuity in advertising will ensure a raised level of awareness of the product. In the absence of an iconic attraction to market, this is a strategy that can be adopted with limited resources.

It takes at least five years of consistent marketing of a brand/product to create a perception in a small percentage of the market (as observed by the Central Wheatbelt Visitors Centre). After five years visitors, in a targeted group, are just beginning to ask about the Pioneers' Pathway route by name. It is becoming a branded product.

It is important that continuity of marketing a consistent brand is undertaken rather than just short bursts here and there. Therefore marketing plans for this region should have at least a five year commitment of resources if any improvement in awareness of the region is to occur.

There can be no let up.

For example, the Pioneers' Pathway stakeholders may say that the route is now established and support at the same level is no longer required. This would result in all the expenditure of the previous year's being lost and the pathway lose its level of awareness and go back to being just a road. Marketing is about refreshing the product, adding attractions to the product and ensuring it has market resilience and continuity.

#### 4.1.2.1 Partnership Marketing and Branding with the AGO

In regards to marketability, the AGO recognises five sub regions within the Wheatbelt. These are;

- Wheatbelt South,
- Roe Tourism - Pathways To Wave Rock,
- WEROC district - Golden Pipeline Heritage Trail (no tourism association as yet)
- North Eastern Wheatbelt, and
- Central Midlands.

For each of these sub regions, self drive trail advertising packages have been developed and promoted with co-operative funding from sub regional tourism groups (see Appendix 6).

Australia's Golden Outback Business and Marketing Plan 2009/10 identifies the characteristics that make the AGO region, including the Wheatbelt, a unique holiday

experience and which define the brand *Out of the way. Out of this world!* This is not too far from the Wheatbelt's concept of *A world apart but not a world away.*

Table 5 outlines the 'feel' of the AGO brand as presented in the AGO Marketing Plan;

**Table 5**

How does the AGO as an organisation <b>feel</b> about our region?	<ul style="list-style-type: none"> <li>• Passionate</li> <li>• To provide a unique offering</li> <li>• To share and be proud of our experiences</li> <li>• To encourage regional community growth</li> <li>• To encourage regional employment</li> <li>• We like our people and we like our lifestyles</li> <li>• We have a great regional character/ personality</li> <li>• We are our region's tourism backbone</li> <li>• Immerse visitors in our true culture</li> </ul>
What are the <b>values</b> inherent in the AGO brand?	<ul style="list-style-type: none"> <li>• Unpretentious, what you see is what you get</li> <li>• Work hard, play hard</li> <li>• Protective of what we have</li> <li>• Honesty</li> <li>• Trust</li> <li>• Modest (under promote, pleasantly surprised)</li> <li>• Proud</li> <li>• Conservative</li> <li>• Optimistic</li> <li>• Independent</li> <li>• Self reliant</li> <li>• Spirited</li> </ul>
If AGO were a person , what would our <b>personality</b> be?	<ul style="list-style-type: none"> <li>• Down to earth</li> <li>• Natural</li> <li>• Charming</li> <li>• Determined</li> <li>• Refreshing</li> <li>• Sense of humour</li> <li>• Likeable</li> <li>• Respected</li> <li>• Interesting</li> <li>• Great story teller</li> <li>• Nice person</li> <li>• Big ideas</li> <li>• Fun- loving</li> <li>• Genuine</li> <li>• Makes you feel comfortable</li> <li>• Straight down the line – no crap</li> <li>• Old friend</li> <li>• Compassionate</li> <li>• Considerate</li> <li>• Community minded</li> <li>• Neighbourly</li> <li>• Proud</li> <li>• Knowledgeable</li> </ul>

What <b>characteristics</b> make us AGO?	<ul style="list-style-type: none"> <li>• Real hamburgers – not Mcdonald's</li> <li>• Far away from city pressures – drive to freedom</li> <li>• New experiences</li> <li>• Adventurous</li> <li>• Will give you a real Australian experience</li> <li>• People/stories / real lives/ untouched</li> <li>• Shows you how real Australia lives</li> <li>• Beauty</li> <li>• Sit in a bar at a local pub</li> <li>• Let the locals translate our land to YOU</li> <li>• Unshaven</li> <li>• Appreciation for history</li> <li>• A place where the beer is called draft... not boutique</li> <li>• Out of the way. Out of this world!</li> </ul>
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All these 'feelings' are applicable to the Wheatbelt and the sort of image with which we would like to be associated.

By attaching its marketing plans to the AGO, the region has the advantages of

- Continuity of branding,
- Professional marketing expertise including appropriate professional graphic design,
- Continuity in advertising to the intrastate market – our major market segment,
- A large pool of dollars to leverage our much smaller dollar base and promote our local routes/ brands,
- Ability to negotiate discounts with media based on volume and continuity,
- Resilience in advertising with a least 3 to 4 major media advertisements per year backed up by calls to action for local maps and the Holiday Planner,
- Current marketing of the central Wheatbelt region, and
- Financial resources.

At present the majority of funding for marketing the region is provided by local government either through the ROCS or individually, tourism associations formed in the area, direct to the AGO for the Regional Holiday Planner produced annually and direct advertising with media e.g. The West Australian's Wheatbelt Supplement.

Wave Rock in Hyden is the only private business in the region that undertakes substantial media advertising.

Some operators and local businesses support advertising in the AGO Regional Planner or local town advertising campaigns e.g. *Merredin .... be surprised!* (GWN television campaign 2009). However, in general there are very few advertising dollars available from local operators and businesses to contribute towards the promotion of the region.

#### 4.1.3 Sub Regional Tourism Organisations

At present these groups have a role that is partly product development and partly promotion. They are run by interested local volunteers spending their own funds to attend meetings, and, in some cases, Community Development Officers or Council staff. Many have had little or no experience in the tourism industry or in marketing but are very keen and enthusiastic.

**Roe Tourism** covers an area larger than Roe ROC and includes the local governments of Lake Grace, Quairading, Bruce Rock, Narembeen, Kulin, Corrigin and Kondinin. They have

an annual budget of around \$14,000 to undertake advertising and the reprint of their Map and Visitor Guide.

**NewTravel** covers an area larger than NEWROC and includes the local government of Dowerin, Wyalkatchem, Trayning, Nungarin, Mukinbudin, Mt Marshall and Koorda. They have an annual budget of \$16,000 to undertake advertising and the reprint of their Map and Visitor Guide which consumes about half their budget annually.

The **WEROC** local governments do not have a tourism organisation / association to undertake joint marketing efforts. A budget of \$ 13,000 is set aside biannually for the reprint of the Map and Visitor Guide. WEROC has also undertaken co-operative marketing on a small scale, around \$4,000 annually.

The **Pioneers' Pathway Group** overlaps three ROC's and consists of the towns of Goomalling, Dowerin, Wyalkatchem, Trayning, Nungarin and Merredin. It has an annual budget of \$12,000. Approximately half is spent annually on advertising and half set aside for a biannual brochure reprint.

The total budget available for co-operative tourism advertising in the region, through sub regional tourism associations / ROC's is in the vicinity of \$35,000.

With half page advertising in the major weekly, monthly and daily papers in Perth, the major market, running at around \$4,500 this total spend does not cover much awareness raising. For this reason there needs to be leverage of the dollars available for tourism marketing by joining with the AGO marketing campaigns.

The human resource sustainability of these sub regional tourism associations is under strain. Often they rely on one or two people to keep them running and lack continuity as people come and go from the core group or are only able to attend a meeting now and then. They do not have an office but may have some support from participating local governments in providing minute takers or in holding the funds for payment.

However, their role is essential for the Wheatbelt.

The sub regional tourism organisations are the only bodies currently involved in actively and consistently promoting the region under defined brands. They understand their sub region; where it wishes to go in tourism and the resources it is able to muster. This grass roots knowledge is invaluable. They also have an understanding of the core markets that are coming to the region and are aware of the need to keep them informed about the area with good maps and visitor information.

The Central Wheatbelt Visitor Centre and the sub regional tourism groups provide the only contact for the Marketing Manager of the AGO to engage with for promotional purposes.

With the support of the Central Wheatbelt Visitor Centre and the sub regional tourism associations the AGO has, over the last three years, been able to;

- Rearrange the Wheatbelt section of the AGO Holiday Planner to better suit the Wheatbelt stakeholders,
- Communicate more easily to visitors in relation to Autumn and Spring print media advertising campaigns,
- Increase the number of these advertisements for the region on a co-operative basis, and

- Upgrade the Wheatbelt presence at consumer shows such as the Caravan and Camping Show in Perth using banners co-ordinated by the CWVC.

In dollar terms the Wheatbelt (2009) has received a value spend of in excess of \$31,000 in print media promotion and consumer show promotion by the AGO for a combined spend from the region to the AGO of \$5,700.

## 4.2 The reality of tourism marketing in the region

### 4.2.1 Visitation

- The majority of visitors to the region are self drive tourists from all market segments.

### 4.2.2 Services and Facilities, Attractions and Products

- The Wheatbelt is a major potential self drive destination from Perth,
- Hotel/ motel accommodation is of a low standard,
- There is a lack of high profile experiences,
- The perception of the Wheatbelt is as flat, uninteresting, long distances to travel with little to see. This needs to be enlivened by activity based tourism,
- The region has a sameness of product that has been differentiated, in the last five years, by the branding of specific self drive routes. This and the production of the Three Maps and Visitor Guides has resulted in greater exploration of the region by visitors. Comments received along the way have included, "We are doing Wave Rock this year but would like the NE Wheatbelt Map to do that area next year". The maps and routes have cut the region into manageable bites that provide a structured plan for visitation, and
- The one icon in the region, Wave Rock, needs continual refreshment of its product to maintain visitor attractiveness. The partnership with the Granite Woodland Trail is a step that could be extended into the Wheatbelt with closer liaison between Roe Tourism and Wave Rock.

### 4.2.3 Partnerships and current marketing

- The basics of marketing the region is continuity of advertising in the Perth market,
- Currently partnerships between sub regional tourism groups and the AGO have provided the only consistent advertising of the region in the last 3 years,
- The region has limited resources both human and financial to undertake major marketing strategies,
- There appears to be little opportunity of engaging businesses and corporate sponsors for marketing dollars,
- The region lacks image branding on which to tie together a variety of marketing campaigns,
- The sub regional associations (ROCs and Tourism Associations) that have arisen in the Wheatbelt are a response to creating differentiation of the product and appear to be working well in the eyes of the visitor,
- Future marketing of the region should recognise the success of the above as the basis for moving forward, and
- ROCs and Tourism associations are generally under resourced, lacking in expertise in tourism and marketing and, in the case of the ROCs, do not see marketing as having a major role in the organisation.



### 4.3 Recommendations

- That each ROC adopt a 3 – 5 year resourced marketing plan incorporating the total marketing of the region. It should also include strategies to attract and foster lifestyle images, real estate sales, business development, event promotion as well as increasing visitation. Marketing for tourism should be considered as just one aspect of a wider marketing plan that could include attraction of new businesses and residents. By combining in this way the value and continuity of exposure to the Perth market can be sustained.
- That the three ROCs covered by this Strategy consider supporting, in the long term, a marketing/ tourism development position possibly based at the CWVC in Merredin to assist the implementation of the ROC marketing plan and help drive the intra regional tourism development projects outlined in this Strategy. A professional person would be available in the region to implement marketing plans, support sub regional tourism associations, assist in developing intra regional projects and in general helping to implement the recommendations of this Strategy.
- There is a need to make planning for a visit to the Wheatbelt easier for the consumer by - feeding them routes detailing things to see and do, driving times and accommodation options. This will ensure that online access and booking for accommodation is easy and convenient. More accommodation properties need to embrace email, e-tourism and develop websites.
- That all Wheatbelt marketing groups consider the adoption of an overriding brand and slogan such as *Wake up in the Wheatbelt - a world part but not a world away* to use in association with their sub regional product brands.
- That a customised Brand WA logo be developed for the Wheatbelt sub region of the AGO based on those elements of the AGO logo that are relevant.
- The majority of marketing for tourism should be on a co-operative basis through sub regional tourism groups with the Australian Golden Outback Regional Tourism Association
- That sub regional tourism groups continue to be resourced by local governments and ROC's at a level appropriate for their sustainability and play a major role in the development of brochures and tourism advertising campaigns in conjunction with the AGO and ROC for their sub region.
- There is potential to attract the pensioner and senior market to rail and coach packages if suitable accommodation becomes available.

## 5. Visitor Servicing

Visitor servicing encompasses one area within the Strategy. That being;

- Encourage a high level of visitor servicing throughout the region.

### 5.1 Visitor Centres

Currently visitor servicing in the central Wheatbelt is undertaken by a variety of organisations. Most communities in the region have recognised the need to have a friendly welcoming reception for visitors. This also includes entry statements, information bays and the community Information Centre.

Tourism WA produced the Visitor Servicing Study in May 2004 and the report noted that Visitor Centres provide:

- **Tourism outcomes:** visitors have better experiences, stay longer, spend more, come back and tell others. Tourism businesses benefit from more custom.
- **Community outcomes:** enhanced sense of place and community esteem, focused use of community resources, employment opportunities, local businesses benefit from visitor expenditure.
- **Safety outcomes:** enhanced information to avoid visitors getting lost or hurt.
- **Environmental and cultural outcomes:** directing tourism activity away from inappropriate places and areas susceptible to damage or cultural sensitivity, raised awareness in visitors.

It has been proved that travelers visiting a Visitor Centre take additional trips or stay longer. Visitors with less fixed travel plans are twice as likely to extend their stay in a region as those with fixed plans leaving the opportunity to on sell product to those on relatively unstructured visits.

National and international research has shown that visitor servicing can increase yield from visitors and suggests that following a visit to a Visitor Centre;

- Between 13% and 15% of visitors stayed an extra night in an area,
- Between 18% and 21 % undertook additional tours,
- Between 30% and 56% visited additional attractions, and
- At least 22% of visitors said that the Visitor Centre experience affected their decision to spend more than originally budgeted in a region.

Secondly, Tourism WA's Visitor Servicing Study articulated that;

*Visitors reported that they would not think to go to a local government office for information nor would they expect a high level of service to be received. They would expect the offices to be off the main thoroughfare... and not to be open on weekends.*

There are two types of information centres recognised by Tourism WA.

1. The **Accredited Visitor Centre** is required to meet a set of specifications and is located in a strategic site of high visitation. Once the criteria are fulfilled the centre then gains the right to use the Italic I yellow symbol on a blue background. This symbol is under copyright and may not be used unless accreditation is undertaken successfully. It is used Australia wide and is recognised by visitors. Accredited

centres have professional staff as well as volunteers and open up to seven days a week. Their core business is visitor servicing.

2. **Information Centres** are centres that have not undertaken accreditation or are not located in a strategic position to warrant accreditation. They are able to use the white roman I which is the universal symbol to indicate many types of information. Many of these centres do not open on weekends. They may have volunteer staff and, in some cases, a paid manager. Their core business is generally not visitor servicing.

## 5.2 Central Wheatbelt Visitor Servicing

### 5.2.1 Visitor Centres

There is one accredited visitor centre in the area under review; the Central Wheatbelt Visitor Centre (CWVC) at Merredin. It is run and managed by the Shire of Merredin with sponsorship support from NEWROC, WEROC, and Roe ROC under a Memorandum of Understanding with the Regional Organisation of Councils (see Appendix 4).

The CWVC maintains a web site that covers all towns and settlements from Beacon/ Koorda in the north to Kulin, Kondinin, in the south and from Tammin in the west to Southern Cross in the east.

It provides a call to action through a 1 300 number for advertising and marketing promotions by sub regional tourism groups including the Pioneers' Pathway Group, NewTravel, and Roe Tourism on a cost recovery basis. It does not undertake marketing and promotion for the region as a whole. The funding provided by MOU partners is solely for visitor servicing.

The CWVC assists MOU partners and sub regional travel associations with advice on brochure development, displays, marketing and tourism development. It also assists established and potentially new operators with information on the industry, statistics and experienced advice on entering the tourism industry.

The CWVC adopts a whole of region approach to displays and staff training as well as being the Visitor Centre for the Shire of Merredin. Staff members are knowledgeable on the whole of Western Australia and are able to assist visitors with enquiries about any part of the state. CWVC current staff members have professional Visitor Servicing qualifications through TAFE.

Table 6 outlines the Visitor Centre, Information Centres and Information Desks in the Central Wheatbelt.

**Table 6**  
**Visitor Centres in the Central Wheatbelt**

Location	Type	Opening Times	Comments
<b>NEWROC</b>			
Koorda Telecentre and Koorda Shire	IC	Mon - Fri 10am-4pm Shire: Weekdays, 9am -4pm	Received upgrade funding from Tourism WA 2005
Beacon Telecentre	IC	Mon – Fri 9am – 3.30pm	Received upgrade funding from Tourism WA 2005
Bencubbin- Mt Marshall Shire	ID	Mon – Fri 8.30am-5pm	
Dowerin Telecentre	IC	Mon – Fri 9.30am-4.30pm	Has a tourism room
Wyalkatchem Visitor Centre at CBH Museum	IC	7 days 10am-3.30pm	Visitor Centre staffed by Shire on Mon – Fri. Volunteers on weekends
Trayning Shire	ID	Mon – Fri 8.30am -4.30pm	Post Office also has visitor information
Nungarin Visitor Centre at Post Office	IC	Mon – Fri 9am -11am	Received upgrade funding from Tourism WA 2006. Telecentre also has visitor information
<b>WEROC</b>			
Tammin Shire	ID	Mon – Fri 9am -4.30pm	
Kellerberrin Community Resource Centre	ID	Mon – Fri 9am – 5pm	Opened September 8 <sup>th</sup> 2009
Merredin – Central Wheatbelt Visitor Centre	VC	Mon- Fri 9am – 4pm Sat, Sun and Public Holidays 10-1pm (May-Oct)	Received upgrade funding from Tourism WA and Wheatbelt Development Commission 2004-2008
Westonia Shire	ID	Mon- Fri 8.30am-5pm	
Southern Cross – Shire of Yilgarn	ID	Mon – Fri 8.30am- 4.30pm	
Bruce Rock Community Resource Centre	IC	Mon – Fri 8.30am – 4.30pm	
<b>Roe ROC</b>			
Quairading Information Centre	ID		In wood turning exhibition centre
Corrigin Telecentre	IC	Mon- Fri 9am-5pm, Closed 1pm – 1.30pm	
Narembreen Shire	ID	Mon – Fri 8.30pm- 5pm	
Kulin Telecentre	IC	Mon- Fri 9am-4.30pm	
Kondinin Shire	ID	Mon- Fri 8am – 4.30pm	
Wave Rock Visitor Centre	IC		Uses accreditation italic but hasn't completed accreditation.
Lake Grace Visitor Centre	IC	Mon – Fri 10am-4pm	

Note:

VC – Visitor Centre IC – Information Centre ID - Information Desk - Where a Shire Office or business has a display of brochures

### 5.2.1.1 Possible additional Accredited Visitor Centre within the Region

Within the region the Hyden Visitor Centre, a privately run centre, has the potential to qualify as an accredited Visitor Centre due to the high level of visitation the Wave Rock area receives plus the increasing popularity of the Granite Woodlands Trail through Norseman. At present the Hyden Visitor Centre provides visitor servicing and booking services for Wave Rock. To provide a service for the whole region it would need additional resources from the whole region.

### 5.2.1.2 Funding for Accredited Visitor Centres

If the Accredited Visitor Centre has a regional approach and provides valuable services to the region then it is important that the Centre is supported financially by the whole region. At this time this is only possible via the Regional Organisation of Councils.

The establishment of the CWVC was a core action resulting from the original Central Wheatbelt Tourism Strategy and all partners agree that they have received benefits from its formation. The present MOU with the ROCs outlines the role the CWVC has in providing 1300 number support, web site hosting, and call to action responses, as well as brochure display and regional displays in the Centre. To have professional staff on hand nearly seven days a week to promote and encourage visitation has provided great convenience both for visitors, potential visitors and MOU partners.

Currently the CWVC at Merredin receives .05% towards the total cost of running the Centre from regional partners. Over 60 % of the staff time at the Visitor Centre is spent in working for regional tourism and directing visitation to all sectors of the region.

The Shire of Merredin and the ROC's need to consider a greater contribution if this regional model of visitor servicing is to be sustainable. Costs such as web site hosting and maintenance, wages and salaries and outgoings can be anticipated to rise in the future. As sub regional tourism groups become more sophisticated in their marketing it is envisaged that the regional role of the CWVC will expand.

## 5.2.2 Visitor Information Centres

From Table 6 it can be seen that there are a variety of ways that visitor information is delivered by many towns in the Wheatbelt. Some operate under the Roman I symbol others just provide information through local government reception desks, Telecentre / community resource centres, the local museum or post office or simply a very good, up to date Information Bay at a strategic location.

These Information Centres act as the reception to the local area for visitors and are very important in providing detailed local knowledge that visitors seek. Staff soon work out the type of information they may need to know about, the direction of travel of their clients and how best to assist them.

Local Information Centre operations are not solely dedicated to visitor servicing. They have a strong community connection through the other services they offer to local people.

Although they have some regional brochures these Centres mainly concentrate on servicing their local government area. Staff knowledge may not extend to areas beyond that. In some cases the Information Centre staff may not be aware of the local attractions nor have visited them recently. It is important that volunteers and professional staff have training and undertake familiarisations to local attractions so as to have accurate knowledge to inform visitors.

### 5.2.3 After Hours Visitor Servicing

It will be noted that most Information Centres in the central Wheatbelt area are only open from Monday to Friday as they are contained in local government offices or Telecentres. There is a need to be able to provide information to visitors on the weekend.

This could be done in a number of ways;

- Supply a small counter brochure holder and have the local brochure, regional map and visitor guide available at local accommodation properties,
- Provide visitor services at the local roadhouse if open longer hours than the Information Centre and/or the local café if open weekends, at the local museum if open weekends and / or on the verandah of the ablution block at the Caravan Park,
- Have an up to date all weather information board or enclosed notice board available in an easily accessible place to provide after hours information. If vandalism is not a problem then exterior weather proof brochure holders are available to place adjacent the notice board, and
- Have an organisation or person with the job to check that the brochures are topped up frequently.

### 5.2.4 Importance of Visitor Centres outside the region

For the central Wheatbelt five areas have been identified as key sites with a regional focus that will attract visitation and encourage longer stays in the central Wheatbelt region. Those being;

1. Narrogin, the south west border. It already has an accredited Visitors Centre,
2. Wongan Hills/ Dalwallinu, the north west border. Both have good information centres with Wongan Hills having a regional focus of sending visitors through the north eastern Wheatbelt. They are manned mostly by volunteers and closed in the summer months,
3. Northam, has an accredited Visitor Centre and is a key point in displaying sub regional tourism maps and visitor guides,
4. York, has an accredited Visitor Centre and is a key point in displaying sub regional tourism maps and visitor guides, and
5. Norseman, Coolgardie and Kalgoorlie Visitor Centres.

It is important for tourism that sub regional tourism associations and the CWVC encourage partnerships with these centres and keep them regularly supplied with brochures and information.

## 5.3 Recommendations

- That the ROC's increase support to the Shire of Merredin for the operation of the CWVC in its visitor servicing role.

- That the three ROC's covered by the Strategy consider supporting a marketing / tourism development position possibly based at the CWVC in Merredin to assist the implementation of the ROC marketing plans and help drive the intra regional tourism development projects outlined in this Strategy. A professional person would be available in the region to implement marketing plans, support sub regional tourism associations, assist in developing intra regional projects and in general helping to implement the recommendations of this Strategy. This position would only be indirectly related to the visitor servicing role of the CWVC.
- That town progress / tourism associations, or similar organisations, engage local businesses such as service stations, cafes and accommodation properties in visitor servicing.
- That Roe ROC look into the possibility of assisting the Hyden Visitor Centre to further promote the region by providing a level of resources under an MOU similar to the CWVC.
- That where there is an Information Centre or Information Desk, that a program for staff to undertake regular familiarisations and training be introduced. This will enable staff to increase their local knowledge of attractions and brochures available so they may become ambassadors for the area.
- That a Wheatbelt training manual for all information points, that are not a visitor centre, be developed and this manual be included as a part of staff training.
- That all towns check the material on their Information Bays at least once a year to ensure that it is current.

## 6. Access

Access encompasses five areas within the Strategy. Those being;

- To establish defined tourism routes in the region to allow for effective management for wildflower and landscape qualities and for all road users and commercial activity within the region,
- To collaborate and ensure signage, routes and access to themed products within the region is consistent across local governments and sub regional boundaries,
- To endeavour to encourage rail package tours,
- To promote cycle touring by lobbying for more space for cycles on rail services, and
- To provide good access maps for the region.

### 6.1 Current Situation

In general there is good road access into and through the region. The network of sealed and unsealed roads is well maintained. Frequent public transport service access is restricted to the Prospector and Merredin Link rail service through the towns of Tammin, Kellerberrin, Merredin and Southern Cross. This service offers possibilities for package tours to be developed from the major towns and, in particular, Merredin where a coach tour service is available.

#### 6.1.1 Constraints relating to access into the Region include

There are a number of constraints in terms of access to the region, these include;

- Many hire cars are not permitted to travel on unsealed roads. This restricts access to attractions particularly in the north eastern sector of the region.
- The lack of space for bicycles on the Merredin Link rail service is a restraint on the development of cycle touring.
- The perception that most traffic travels the Great Eastern Highway. There is an opportunity of promoting north/ south access routes through the region and adjacent regions as well as the west / east route via Wongan Hills and Bullfinch and the Hyden / Norseman link.

#### 6.1.2 Regional Entry Statement Signs

The Wheatbelt section of Australia's Golden Outback Tourism Association has been lobbying for entry signage along major highways to indicate;

- a) that the visitor is now in the AGO Tourism Region, and
- b) that they are entering the AGO Wheatbelt region.

It is felt that such entry signage would reinforce the marketing messages in all media and the sense of place in the minds of the travelling public.



It is recommended that ROC's and local governments support and lobby for the erection of regional and sub regional entry statement signs such as *Welcome to Australia's Golden Outback – The Wheatbelt*.

### 6.1.3 Intra regional access road issues

At present road management is focused on the safety and quality of the roads for the transport of grain. Routes to silos and major grain storage facilities quite rightly have a high priority and the roads are managed for the moving of heavy equipment and large vehicles.

Like the 'grain roads' there is a need for Road Managers to recognise the major Tourism Routes throughout the region and those roads that are particularly valuable in attracting and retaining the wildflower tourism market.

All tourism groups within the region have complained of insensitive management of road verges along wildflower routes.

There is a need for sub regional tourism organisations in conjunction with road managers in each local government to map roads of special interest to the tourism industry and lobby to have these managed for their value to the tourism industry, the safety of all roads users and the convenience of local people and commercial operations.

Tourism routes may need areas where vehicles with caravans can stop to admire the flowers or pull over out of the way of other road users. Such areas should be designated in the mapping of tourism routes throughout the region. Best practise for the maintaining and enhancing of the biodiversity of road verges should then be put into practise along the tourism and wildflower routes so designated as a priority.

ROCs should encourage the sensitive management of 'wildflower' roads and the adoption of best practice in maintaining the values of these roads (see Attachment 1).

### 6.1.4 Directional Signage

Directional signage is one of the most important aspects of visitor access throughout the region. The quality of signage to visitor attractions has improved over the last few years.

There is a need for consistent signage throughout the region and the signage needs to follow right through to the attraction. All directional signage on roadsides should follow the standard colour scheme as applied by Main Roads WA and include;

1. Name of the attraction. That name has to be the official name and the attraction should be signed by that name at the attraction so the visitor knows that they have arrived.
2. There should be a kilometre distance placed on every sign to the attraction.
3. A sign should be erected at every junction where confusion could occur until the attraction is reached. Often the only sign is off the major road with little or no follow up signage.

For directional signage to visitor attractions off a road managed by Main Roads the application is assessed by Tourism WA. Tourism WA signage policies can be identified on their web site.

Signage is expensive and its installation needs to be staged. By concentrating on the core and key elements outlined in this Strategy, directional signage can be included as an integral part of the project management plan for the upgrading of individual sites.

### 6.1.5 Access Maps

The three Maps and Visitor Guides produced by the ROCs in association with their sub regional tourism groups has played a major role in providing greater access to attractions in the region. They are;

- Pathways to Wave Rock – Roe Tourism,
- Central Wheatbelt Map and Visitor Guide – WEROC,
- North Eastern Wheatbelt Map and Visitor Guide – NewTravel and NEWROC.

It is important to ensure that the maps are updated regularly especially in relation to road surfaces (sealed or unsealed) and accuracy of information. At present most of the maps are updated biannually with a print run of around 15,000 per map. The maps are provided free of charge with the average cost of production around \$1 each, not including initial development cost. The maps are used as the main promotional tool of the sub regions and are very popular with visitors.

Distribution of the maps is mainly undertaken by volunteers and a commercial distribution system is not used due to the small volume of each print run and costs involved.

The cost of reprinting the maps takes up a substantial part of the annual budget of the sub regional tourism associations. The maps are their major promotional tool. Until other promotional brochures or guides are produced it would be difficult to recover costs by selling the maps but this could be considered for the future.

Another way to reduce costs is to combine all three maps and have a Map Folder similar to the Nullarbor brochure printed as a giveaway or sale item. Distribution and printing costs per sub region would be shared, either reduced, or a larger print run be made possible.

The Map Guides are provided online ([www.wheatbelttourism.com](http://www.wheatbelttourism.com)) however, due to the way they are designed, take a considerable amount of time to download. In the future consideration could be given to developing the maps in a PDF format.

Consideration should also be given to a cooperative brochure and an e-guide to cover the three tourism subregions.

## 6.2 Recommendations

- Consider the promotion of north/ south and alternate east/ west routes as points of entry and exit for travellers.
- Support activities that will increase the use of the rail service by travellers including cyclists.
- Support the erection of regional and sub regional entry statement signs.
- Develop a system of designated tourism routes and wildflower roads in each sub region.

- Encourage road managers to adopt consistent and sensitive road management practises across the region along tourism routes and wildflower roads to enhance the landscape and wildflower values of the routes/roads.
- Upgrade directional signage and adopt a consistent standard of practise in relation to directional signage.
- Support the production of accurate detailed maps of the region for both accessibility and promotion purposes. These maps to be of a format that can be easily downloaded from the internet.
- Consider a co-operative brochure and e-guide for the region.

## **Appendices**

- 1. Achievements from the Central Eastern Regional Strategy 2004 – 2009... pg 49**
- 2. Tourism Trends effecting the Wheatbelt... pg 50**
- 3. Tourism Structure and Governance in the region... pg 59**
- 4. MOU; Central Wheatbelt Visitor Centre... pg 61**
- 5. Visitor Centre Contact Information in the Wheatbelt... pg 70**
- 6. Example of cooperative advertising with AGO... pg 71**
- 7. Map of the central Wheatbelt... pg 73**

## APPENDIX 1

### Achievements resulting from the Central Eastern Regional Strategy

#### 2004 - 2009

The initial regional tourism strategy extended over the six calendar years (2004-2009), adopting three 'phases' of development to achieve the desired objectives. The strategies in each phase were as follows.

##### ***Phase 1: 2004-2005***

The aim was to improve *existing* infrastructure, sites, attractions and visitor information; strengthen tourism cooperation and collaboration within the region; establish co-operative funding and development across the Shires; establish a marketing identity for the region; and commence a targeted marketing and promotion campaign.

##### Achieved by 2008 :

- Visitor Information improved with the Shire of Merredin in partnership with surrounding Shires undertaking the development of the Level 2 accredited Central Wheatbelt Visitor Centre and giving it regional status. A number of smaller Visitor Centres have also undertaken improvements in their facilities including Beacon, Koorda and Nungarin.
- Some level of co-operative funding has been achieved with each subregional tourism group and/or Roc providing funds for tourism promotion and visitor servicing. The production of three regional maps was a result of co-operative funding.
- A small degree of improvement of existing infrastructure has been undertaken. E.g. development of visitor amenities at Elachbutting Rock in the Shire of Westonia, visitor signage in Bruce Rock and the development of the Old Propsectors Trail and CBH Museum at Narembeen. Other sites under improvement include Beringbooding Rock and Weira Reserve in Mukinbudin. However, in general the improvement in existing infrastructure and sites for visitors has been undertaken by the Department of Environment and Conservation independently of the aims of this Strategy. Sites improved include Sandford Rocks in the Shire of Westonia and Billyacatting Conservation Park in the Shire of Trayning and Frog Rock in the Shire of Yilgarn.
- Participating Shires have an increase awareness of the value of tourism and support for tourism developments
- The establishment of a market identity for the region has been more difficult to develop but is evolving as sub regional groups improve communications and undertake marketing campaigns. There has been no targeted marketing promotion by the region as a whole but sub groups such as the Pioneers Pathway Group has undertaken a media campaign of that nature. In 2005 the Merredin Visitor Centre developed a web site [www.wheatbelttourism.com](http://www.wheatbelttourism.com) to promote the region.

##### ***Phase 2: 2006-2007***

Aimed to improve the self-drive routes and trails; increase the regions accommodation capacity; further penetrate target and niche markets to raise visitor levels; increase collaborative promotions

with the Zone Tourism body; and further develop alliances with tourism industry operators to expand the available product/service range.

***Phase 3: 2008-2009***

Aimed to integrate product and tourism capabilities across the region; further develop collaborative / co-operative tourism programs within the region; expand the on-line web facility; undertake targeted marketing campaigns to niche segments broadening the visitor base; and continue to improve infrastructure at sites and attractions.

Achieved:

- In general the development of the self drive routes has come before the improvement of the infrastructure. In the period under review the following self drive trails i.e. those that include signage along the trail have been developed. These are

1. The Golden Pipeline Heritage Trail
2. The Pioneers Pathway Trail
3. Pathways to Wave Rock Trail.

These trails have, and are being promoted both to niche markets and a wider audience through advertising in print media and the use of the Maps & Visitor Guides.

- The increase in the region's accommodation capacity has been more difficult to achieve relying as it does on the need for investors to see value in investing in accommodation in the area. Steps towards achieving these aims have been
  1. Holding a B & B seminar in Merredin and the opening of B & B's in Bruce Rock, Quairading, Meckering, Wyalkatchem, Mukinbudin, south of Moorine Rock and Merredin.
  2. Having land set aside in the Merredin Town Plan for Tourism Accommodation purposes.
- Collaboration between local sub regional tourism groups has been achieved to some degree. Roe Tourism and New Travel are working well and are linked together by their joint partnership with the CWVC. WEROC does not have a tourism group as such but has participated through the CWVC Working Group. All have worked together on this review of the Strategy for Tourism in the Central Wheatbelt Region.
- No action on expanding the product service range has been undertaken however, Merredin has made an attempt to interest a wholesaler in rail packages for seniors to the town.

## APPENDIX 2

### Tourism Trends of the central Wheatbelt

**Revision of information from the Central Eastern Wheatbelt Tourism Strategy 2004-2009.**

#### Introduction

This section presents a range of issues influencing a regional tourism strategy within the Central Eastern Wheatbelt (CEW). References are provided as footnotes.

*2009 review: The trends described in the original strategy are substantially the same so only minor amendments to this section have been made. Some more recent statistical data has been added. The economic downturn of September 2008 onwards can be expected to have some impact on visitation to the CEW with International and Interstate visitation expected to decline over the next two years and self funded retirees being unable to undertake less discretionary spending may impact on tourism related businesses.*

#### Tourism Trends

Some of the more relevant trends affecting tourism and the CEW include;

- There is continuing interest in nature-based tourism.
- There is a changing pattern of demand towards shorter, more frequent, intensive holidays resulting in higher spend, shorter stay visitors.
- With a squeeze on time and leisure pursuits, tourists are seeking holidays that link with personal interests (culture, sport, social, health).
- Travel and holidaying is becoming spread out all over the year with links to school, work, holidays, events, family, sport, etc.
- Tourists are becoming more interested in activities such as sporting and cultural events, outdoor adventure, and eco-nature based activities.
- Information for visitors is becoming more diverse including on-site display boards, documented guides, CD-ROM's, web sites, online booking facilities, maps, planners, trip notes and documented routes.
- Visitors are more interested in quality tourism experiences, quality service and lifestyle choices such as a "good" cup of coffee ,good food and value for money holidays

A review of issues influencing the development of tourism in the short-medium term includes;

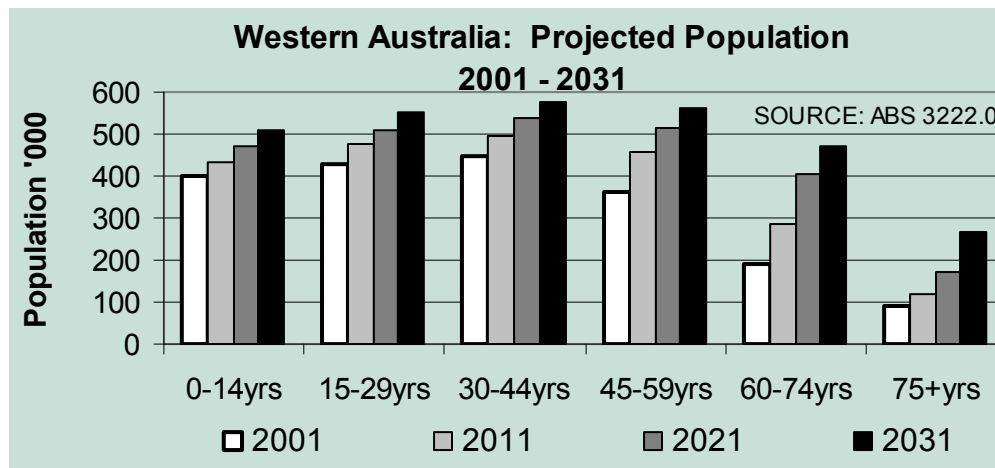
1. When visitors compare regions and destinations during pre-trip planning, their feelings and preferences will increasingly be influenced by highly emotive, sensory-based advertising and promotion (with a distinct emphasis on selling the experience). For example, the CEW could be promoted with a caption that appeals to the senses and or conveys a feeling of goodness.
2. It will become increasingly difficult for regions to capture repeat visitors due to their changing needs as more choices and opportunities arise. This translates into heightened competition in terms of quality of experience and value for money. Destinations that offer multi-sensory experiences that incorporate health, exercise, education and adventure will be more likely to flourish. Repeat visitation will depend largely on how well a destination can service visitors on quality-value and curiosity-experience. For example, through a combination of self-drive routes, walk trails and highly 'experiential' opportunities.

3. Whilst it will remain important to attract visitors to a region, the economic value of tourism will always depend on how much visitors spend while in a region. Given the CEW's comparatively low visitor levels it is important to focus on integrating *regional* produce, products, and services into the expenditure patterns of visitors. For example, offering camp-oven or bush tucker meals; offering shearing tours or sheepskin products during the shearing season; offering farm tours or tractor / header rides; or Landcare-based farm tours during quiet periods; or guided 4WD tours of local tracks and trails; or guided bird watching tours.
4. The drivers of comparative advantage in Australia's tourism industry were seen as "the need to be close to the customer....with new and customised products.....along with low transaction costs and high market awareness". This is evidenced by a growing use of information technologies; more direct contact with tourists; more direct alliances with tourism service-product providers; less middlemen; and more creative packages and promotions. For example, a centralised web site that enables visitors to view potential sites and attractions, plan a route, develop and print a 2-3 day program, arrange for a visitors guide, or book accommodation and activities would significantly promote and develop tourism within the CEW.
5. The recent change in emphasis in tourism planning from monitoring visitor arrivals towards visitor receipts will eventually give way to visitor satisfaction (and hence a closer look at visitor needs and expectations). The shift towards managing satisfaction will require an increased emphasis on gathering visitor data and developing a profile of needs, expectations, trends and impacts. Destination-specific visitor surveys will become more widespread as tourism develops across regions and competition among destinations intensifies.
6. A range of factors influence travellers to take drive holidays. Influential factors include the state of the economy; traveller's level of disposable income; prevailing weather; lifecycle and age; and employment status. Negative factors or potential barriers to taking drive holidays include a lack of perceived benefits of drive destinations; a lack of information; misinformation; a short break that requires more than a 400km round trip; and the availability of easier or cheaper options.
7. In a study to help understand visitor information needs, key findings suggest visitors to WA seek broad, general information when considering a destination including things to see and do, and tour and accommodation options. This type of information was often sourced from websites, guide books (e.g. Lonely Planet), travel agencies, auto clubs, and visitor information centres. Upon arriving in WA, the sought-after information becomes more specific such as opening/closing times of sites and attractions, maps and directions, travel/time distances, and transport. This type of information was often sourced from visitor centres, word of mouth, brochures, and hotels. The study found that information gaps (deficiencies) included information on locations and attractions, travel options other than tours, and maps with directions highlighting major tourist attractions. Visitors to information centres were generally "information gatherers" searching for a wide range of information from a broad range of sources. Brochures were often considered too commercial and instead needed more maps and information sheets about specific locations.
8. Themed and self-drive routes are gaining popularity in offering visitors a range of experiences and activities within a manageable package. However, what is less certain is how many themed routes



can the drive market tolerate? In the Wheatbelt the drives tend to be a way to get to a particular destination e.g. Wave Rock or Kalgoorlie or as an alternative route to a major highway (e.g. Pioneers Pathway). There is a need to develop and promote them as an attraction in themselves.

- Traditionally the origin of most visitors to the CEW have been from Perth, followed by coastal towns extending from Kalbarri to Augusta to Esperance, and to a lesser extent from towns within the Wheatbelt-Goldfields region. The largest share of visitors originates from Perth and this is expected to continue. The projected population for Perth during 2001-2031 indicates that *the most significant increases* are in the 45-59 and 60-74 year old age groups (i.e. the baby boomers) as shown in the chart below. These two groups comprising elderly families, couples and retirees represent an opportunity in guiding the development of product, infrastructure, and branding for the CEW.



## Regional Tourism

In recent years the Bureau of Tourism Research has published a range of reports focusing on regional tourism. Highlights from these reports provide a 'snapshot' of regional tourism:

- In 1999, 70% of total nights and 81% of holiday nights spent by Australians travelling domestically were in regional areas.
- In 2004 & 2005, there were around 629,500 domestic visitors to the Wheatbelt region with 87% originating from within WA and 8% from interstate and 5% intrastate.
- The primary motivations for Australians - domestic travellers - to visit rural areas were holiday or leisure (46%), visiting friends and relatives (31%), business (18%).
- The primary motivations for international visitors to visit rural areas were holiday/ leisure (91%), visiting friends and relations (7%), business (2%).
- Of day visitors to outback regions, the Wheatbelt had around 68% originating from Perth.

6. Overnight visitors to the outback, including the Wheatbelt region, were more likely to stay in camping grounds, caravan parks, camp on private property, or on the side of the road, spending proportionately less nights in hotels and motels.
8. Since 1998, day trip activity has decreased much more than overnight trips, with Australians now more inclined to go away for the weekend than previously.

### **Self - Drive Tourism**

Tasmania is a good example of drive tourism. When visitors plan tours to Tasmania it is widely accepted that roads are the means for getting from one attraction to another, and roads are not in themselves a significant part of the journey's experience. Tourism Tasmania uses complimentary approaches that include a visitor information centre network, enhanced roadside facilities, and scenic viewpoints. The visitor information system is aimed at helping visitors at all points of the consumer decision making process using a Holiday Planner, regional and themed trail guides, a website, accredited visitor centres, and comprehensive road signage.

The Tasmanian approach emphasises touring routes and trails on a statewide and regional basis. The framework seeks to convey a journey as an all-encompassing experience that involves discovery, exploration, planned and unplanned stops that provide a mixture of learning, adventure, relaxation, socialising, escapism and indulgence. Tasmania's experience in developing regional clusters of sites and themed routes has shown it is important to:

1. **Identify residents and operators willing to invest time, energy and resources into developing tourism within their area**
2. **Identify an appropriate range and selection of sites, attractions and activities for inclusion into routes and themed trails (e.g. by comparing experience value, appeal, strengths, opportunities).**
3. **Determine the most appropriate means (print, sign, web, persons, roadside facilities, and VIC's) to make potential and past visitors aware of local touring opportunities.**
4. **Develop a program of actions aimed at improving visitor experience, length of stay, expenditure, and monitor progress using region-wide measures (e.g. training expenditure, direct marketing, investment-improvement, PR-publicity, etc)**

A recent study of self-drive tourists in Queensland suggests "short breaks" (i.e. weekend, overnight trips) are the most popular across all age categories (as shown below) and that longer trips are undertaken mostly by older travellers;

The drive market in regional Queensland was found to have three distinct demographic - lifecycle segments:

1. *Meanderers* - stopping where they please (54%), mostly older adults and older singles,
2. *Casuals* - stopping to break the journey (37%), mostly young couples and pre-school families,
3. *Straights* - driving straight through to a destination (9%), mostly young singles and families with school aged children,

In the absence of self-drive visitor data for WA it is assumed that the visitor market of the CEW is similar to the segments outlined above.

Drive market segments for the Central Eastern Wheatbelt include (in order of potential priority):

- *Domestic* self-drive holiday travellers with caravans, camper vans and camping equipment,
- *Domestic* self-drive holiday travellers without caravans, camper vans or camping equipment including budget-conscious travellers,
- *International* self-drive visitors, coach and bus passengers, backpackers, ecotourism, nature-based and budget-conscious travellers.

*Domestic Caravanners* comprise the following:

- adult couples (43%), family groups (27%), friends/relatives (21%), alone (6%);
- aged 15-24 (25%), 25-44 (38%), 45-64 (28%), 65+ (9%);
- stay on average 6.3 nights (65+y.o. visitors stay up to 14 nights);
- spend \$83 per night and \$525 per visit (food & beverage 33%, accommodation 23%, transport 20%, shopping / entertainment / tours 17%);
- annual income of <\$36,400 (23%), \$36,400-\$77,999 (34%), \$78,000+ (17%).
- Purpose of trip being holiday/leisure (81%), visit friends & relatives (9%).

*Domestic Campers* comprise the following:

- adult couples (41%), family group (15%), friends/relatives (22%), alone (14%);
- aged 15-24 (16%), 25-44 (40%), 45-64 (27%), 65+ (17%);
- stay on average 4.7 nights (45-64y.o. visitors stay 4.9 nights on average);
- spend \$90 per night and \$423 per visit (food & beverage 28%, accommodation 9%, transport 47%, shopping / entertainment / tours 16%);
- annual income of <\$36,400 (30%), \$36,400-\$77,999 (32%), \$78,000+ (15%).
- Purpose of trip being holiday/leisure (74%), visit friends & relatives (8%).

*International* visitors, nature-based ecotourists and budget-conscious travellers comprise the following:

- adult couples (30%), family group (9%), friends/relatives (14%), alone (44%);
- aged 15-24 (16%), 25-44 (46%), 45-64 (30%), 65+ (8%);
- stay an average 11.8 nights;
- spend \$83 per night on average; and \$1936 per visit on nature-based activities;
- Purpose of trip being holiday/leisure (73%), visit friends & relatives (16%).

From the above it is apparent that adult singles and couples aged 25-44 are the most prominent group and should be among the primary targets for the CEW.

### **The Central Eastern Wheatbelt Tourism Market**

There is no visitor data gathered from within or that which specifically covers the Central Eastern Wheatbelt (CEW). The most widely cited data, which provides *an indication* of visitors travelling in the *Heartlands* region, is the National Visitor Survey (NVS). The NVS data provides estimates of visitors travelling to the Heartlands region, which extends from Jurien Bay in the northwest to Lake Grace in the Southeast. The Central Eastern Wheatbelt represents approximately one third of the Heartlands. A summary of the Heartlands visitor market based on 2000 and 2001 NVS data can be summarised as follows (with year 2000 data shown in parentheses);

The Central Eastern Wheatbelt visitor market comprises three main segments:

1. Young midlife singles and couples, no children, 31% (40%)
2. Parents / Families 32% (31%)
3. Older singles and couples 37% (29%)

The main age categories of visitors to the Heartlands in 2001 were;

1. 15-24 year olds 18% (23%)
2. 25-44 year olds 36% (36%)
3. 45-64 year olds 33% (29%)
4. 65 + year olds 12% (12%)

The types of travel party visiting the Heartlands in 2001 were;

1. Travelling alone 25% (19%)
2. Adult couple 26% (24%)
3. Family group 15% (20%)
4. Friends or relatives 23% (25%)
5. Other 10% (11%)

The main purposes for visiting the Heartlands in 2001 were;

1. Holiday, leisure 45% (50%)
2. Visiting friends and relatives 31% (30%)
3. Business 19% (14%)

The length of stay in the Heartlands in 2001 was;

1. 1 night stay 39% (40%)
2. 2 nights stay 35% (32%),
3. 3 nights stay 12% (11%)
4. 4-7 nights stay 10% (12%)

The timing of visit to the Heartlands in 2001 was;

1. January to March 18% (21%)
2. April to June 22% (29%)
3. July to September 28% (25%)
4. October to December 32% (25%)

The type of accommodation used when visiting the Heartlands in 2001 was;

1. Resort, hotel, motel, motor inn 14% (14%)
2. Caravan park / commercial camping ground 11% (9%)
3. Friends, relatives, own property 38% (54%)
4. Other 27% (10%)

Some additional measures of the Heartlands visitor market in 2001 include;

1. Average length of stay: 2.5 nights (3.2 in 2000, 2.7 in 1999, 2.6 in 1998)
2. Average daily visitor expenditure \$53 (\$66 in 2000, 1999, 1998)
3. Private/own vehicle used as main transport 93% (92% in 2000)

The Table below shows International Visitation based on a 5 year average ending in 2006.

International Visitors			
Region	Visitors	Visitor Nights	Average Length of Stay
Roe	8,200	30,600	3.7
Wheatbelt South	5,000	30,700	6.1
Newroc/Weroc	3,700	48,000	13.0

### Domestic and International Visitor Forecasts

The Table below shows Domestic Visitation to Tourism regions within the Wheatbelt as provided by Tourism Research, Tourism WA. The figures are based on a rolling average over the two year period to increase sample size and increase reliability of data.

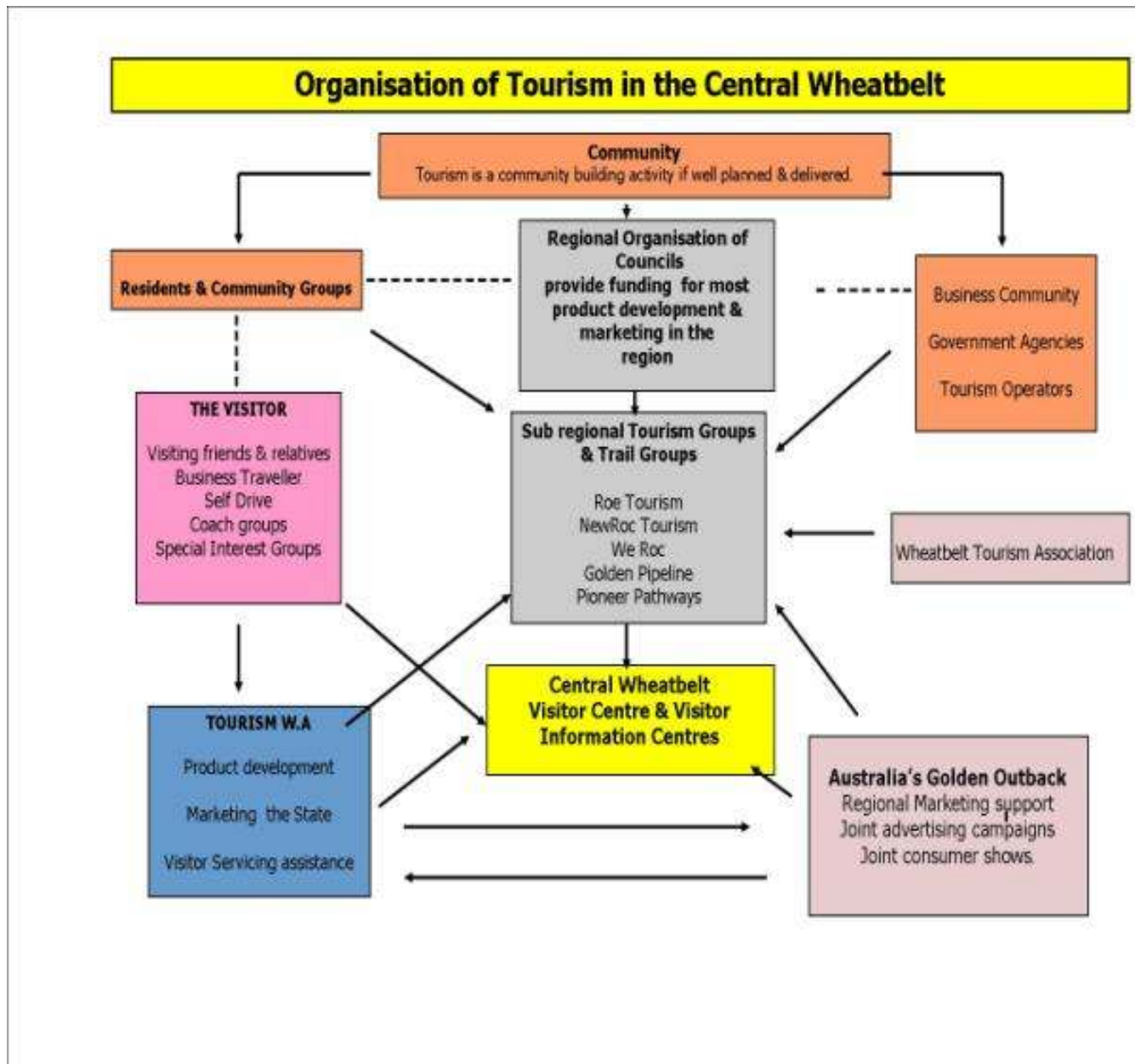
The majority (90%) of visitors to the CEW come from within Western Australia. A minority (10%) of visitors originate from interstate and overseas. This is unlikely to change. Long-term forecasts for domestic and international visitors to Western Australia suggest comparatively low growth during 2004-2012. Annual average growth of approximately 0.5% is forecasted for domestic and 2.1% for international visitor nights during 2004-2012. Short trips (1-4 nights) and day trips to the CEW by West Australian visitors are expected to increase marginally during 2004-2012.

	YE December 2001/02	YE December 2002/03	YE December 2003/04	YE December 2004/05
<b>Domestic Visitors</b>				
Roe	51,000	51,500	58,500	58,500
Wheatbelt South	88,000	110,000	123,500	111,500
Newroc/Weroc	100,500	88,500	73,500	78,500
<b>Domestic Visitor Nights</b>				
Roe	94,500	96,500	119,000	119,000
Wheatbelt South	179,500	257,500	282,500	238,000
Newroc/Weroc	327,500	259,500	163,500	199,500
<b>Domestic Average Length of Stay</b>				
Roe	1.9	1.9	2.0	2.0
Wheatbelt South	2.0	2.3	2.3	2.1
Newroc/Weroc	3.3	2.9	2.2	2.5

## APPENDIX 3

### Tourism Structure and Governance

Like most regions the CEW has a strong reliance on volunteers in organising and administering tourism. The governance of tourism in the CEW can be presented as follows;



There are two sub regional tourism associations operating within the CEW Shires participating in this strategy.

1. **New Travel Tourism Association** represents the Shires of Westonia, Nungarin, Mukinbudin, Trayning, Mt Marshall, Koorda and Wyalkatchem and Dowerin.
2. **Roe Tourism** represents the Shires of Bruce Rock, Narembeen, Kulin, Corrigin, Quairading, Lake Grace and Kondinin.

WEROC Shires do not yet have a sub- regional tourism association although they are part of the Central Wheatbelt Visitor Centre Working Group. They each have a local tourism committee that provides guidance for Shire initiatives. It is recognised that NewTravel services the north-northeast, Roe Tourism services the south-southeast, and independent Shires service the central area. Although this could give cause for boundaries, parochialism, duplication and inefficiencies it has been found that with all Associations having membership of the CWVS Working Group there has been great co-operation and the opportunity for sharing of information and joining together for promotions.

In the absence of a developed network of tourism operators, who might otherwise fund local tourism associations, tourism within the CEW is funded and supported by the Shires. Development Officers within most Shires also provide administrative support to the local tourism associations helping with applications, submissions, meetings, marketing programs and promotional materials. With no overall tourism product development strategy this can result in the duplication of attractions that offer the same experiences and events that clash within the region. There is a need to cultivate a " point of difference " between attractions and events rather than have duplication that does not add to visitor experiences.

**Tourism Western Australia** has a Regional Manager and Product Development officer for the Australia's Golden Outback Region. The Manager is Perth based and it is hoped the Product Development Officer will be based in the AGO Region but the position is currently job shared from Perth. The primary role of the Regional Officers is to facilitate tourism industry development, liaise closely with the Regional Tourism Association for marketing purposes and support the State's tourism policies at a regional level.

A restructure of Tourism WA took place in June 2010. These positions become redundant in December 2010 and may be taken up by other Government agencies.

**The AGO Regional Tourism Association** is responsible for all intrastate marketing (i.e. within WA) and will collaborate with Tourism WA and the industry to prioritise interstate and overseas marketing. Intrastate marketing is the main task of the AGO and they undertake brand campaigns, travel shows, visitor guides-holiday planners, training and industry marketing. The AGO region has four sub zones for marketing purposes. These are the Murchison, Wheatbelt, Goldfields and Esperance sub regions. The Central Wheatbelt area, that is the scope of this Strategy, contains three of the five sub regional groups in the Wheatbelt AGO zone. The other two are the Northern Shires including Wongan Hills, Dalwallinu, Moora and Morawa and Wheatbelt South, based around the Narrogin/Wagin area. Pam Masters from the Central Wheatbelt Visitor Centre has been the Wheatbelt representative on the AGO Board for the last 3 years.

Tourism WA provides funding to the AGO RTO for marketing purposes. Most Wheatbelt Shires take out membership of the AGO.

CEW acknowledges the significance of the RTO and needs to identify representatives to participate on the AGO Board and collaborate with the AGO for promotion and marketing opportunities. This collaboration is underway with the 2007/08 year being significant in the participation by the Wheatbelt area in AGO promotions.



## **APPENDIX 4**

### **MOU Central Wheatbelt Visitor Centre**

## **MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**SHIRE OF MERREDIN (“the Shire”)**

**AND**

**NORTH EASTERN WHEATBELT REGIONAL ORGANISATION OF COUNCILS  
 (“NEWROC”)**

Participating Member Shires of Koorda, Mt Marshall, Mukinbudin, Nungarin, Trayning,  
Wyalkatchem.

**AND**

**WHEATBELT EAST REGIONAL ORGANISATION OF COUNCILS (“WE-ROC”)**

Participating Member Shires of Bruce Rock, Kellerberrin, Tammin, Westonia, Yilgarn

**AND**

**ROE REGIONAL ORGANISATION OF COUNCILS (“ROE ROC”)**

Participating Member Shires of Corrigin, Kondinin, Kulin, Narembeen

**FOR**

**the CENTRAL WHEATBELT VISITOR CENTRE (“Visitor Centre”)**

### **Purpose**

To enhance the involvement of surrounding Shires with the Shire of Merredin and the Visitor Centre, through the structures of the Regional Organisations of Councils of the region, in recognition of the essential role of the Visitor Centre to the region generally.

### **Shire of Merredin obligations**

The Shire of Merredin–

- a) will maintain full operational management and control of the Visitor Centre, and have due regard to recommendations of the CWVC MOU Working Group,
- b) nominate a member, and proxy member as appropriate, to participate in the Visitor Centre MOU Working Group,
- c) in the absence of any committee or group established under clause 4, nominate an additional member, and proxy member as appropriate, to participate in the Visitor Centre MOU Working Group.
- d) Visitor Centre as able will
  - display and promote regional information and events,
  - participate in and promote, the tourism efforts of Member ROCs,
- e) The Merredin Shire will
  - as far as possible, within the requirements of other duties, release the Visitor Centre Manager to attend tourism meetings of Member ROCs, as appropriate,

- encourage the participation of the Visitor Centre Manager in the Wheatbelt Tourism Association matters if applicable
- f) The Merredin Shire will provide to attend the Working group meetings  
2 ex-officio members (non voting) –  
the Shire of Merredin CEO, or Manager of Community Services, and  
Visitor Centre Manager as appointed by the Shire of Merredin (Secretary)

### **3. Member ROC obligations**

A Member ROC, on behalf of its participating Member Shires will –

- a) annually, within 30 days of receipt of an invoice, pay to the Shire of Merredin a contribution towards the cost of running the Visitor Centre, as determined under clause 6
- b) consult and involve the Visitor Centre –
  - in development of tourism products
  - in promotional efforts
- c) nominate a member, and proxy member as appropriate, to participate in the Visitor Centre MOU Working Group,
- d) participate as able in cooperative regional tourism efforts,
- e) in the absence of any committee or group established under clause 4, nominate an additional member, and proxy member as appropriate, to participate in the Visitor Centre MOU Working Group.

### **4. ROC tourism committee obligations**

Any committee or group established by a Member ROC to promote tourism specifically within their Member Shires will –

- a) consult and involve the Visitor Centre –
  - in development of tourism products
  - in promotional efforts
- b) nominate a member, and deputy member as appropriate, to participate in the Visitor Centre MOU Working Group,
- c) participate as able in cooperative regional tourism efforts.

### **5. Working Group**

- a) Central Wheatbelt Visitor Centre MOU Working Group is established to –
  - create a forum to liaise between the Central Wheatbelt Visitor Centre and the Member ROCs
  - consider opportunities and provide recommendations for the guidance of the Shire of Merredin
  - consider and comment on the strategic direction of visitor servicing in the Central Wheatbelt and the operations of CWVC
- b) Membership of the Working Group is –
  - 2 persons nominated by the Shire of Merredin –
    - a Councillor who is to be Chairperson of the Working Group
    - a community member selected for their expertise
  - 2 persons nominated by each Member ROC –
    - a Councillor who is an elected member of one of the participating Shires, and

a community member selected for their expertise, preferably from the tourism group of that ROC

2 ex-officio members (non voting) –

the Shire of Merredin CEO, or Manager of Community Services, and  
Visitor Centre Manager as appointed by the Shire of Merredin (Secretary)

- c) The purposes, duties and responsibilities of the Visitor Centre and the Working Group are as attached in Schedule 1, which may be amended from time to time by exchange of letters between the parties.

## **6. Mutual understandings**

It is mutually understood and agreed by and between the parties that –

- a) Freedom of Information Act – Any information furnished under this instrument is subject to the Act.
- b) Modification – Modifications within the scope of the MOU shall be made in writing by mutual consent, signed and dated by the Shire of Merredin and Member ROCs, prior to any changes being effective.
- c) Participation in similar activities – This MOU in no way restricts any party from participating in similar activities with other public or private agencies, organisations, and individuals.
- d) Nothing in this MOU removes the right of individual parties to discuss matters direct with another.
- e) The operational management and responsibility of the Visitor Centre remains with the Shire of Merredin.
- f) A ROC wishing to become a Member ROC to this MOU may do so –
  - by exchange of letters signed by all parties, and noting the details amending –
    - o the heading of the MOU
    - o clause 7 (e) – Contributions to CWVC
    - o clause 9 – Principal Contact
  - paying a pro-rata contribution for the balance of that financial year, as from an agreed date, based on the number of participating Member Shires, and full or half contribution for each Shire.

## **7. Contributions to CWVC**

- a) The Shire of Merredin, through its annual budget, already makes significant contribution to the operations and functions of the Visitor Centre ( as described in Schedule 1 attached) , and is not required to make a contribution under this MOU. For the purposes of this MOU, they are not considered to be a participating Member Shire of a ROC, as they have the legal responsibility for the Visitor Centre, and are a principal Party to this MOU.
- b) The amount of the contribution from each participating Shire is to be negotiated between the Shire of Merredin and participating ROCs and agreed as an annual payment indexed to the CPI annually over the terms of the agreement ( 3 year term).
- c) The contribution of each Member ROC is to be used at the discretion of the Shire of Merredin towards the functions of the Visitor Centre. Any assets purchased remain the property of the Shire of Merredin.
- d) A Shire having dual membership in Member ROCs, is not required to make multiple contributions, but is to nominate a ROC through which their contribution will be invoiced and forwarded.
- e) The Member ROCs' participating Shires are –

**NEWROC –**

Full contribution – Koorda, Mt Marshall, Mukinbudin, Nungarin, Trayning, Wyalkatchem  
 Half contribution – None

**WE-ROC –**

o Full contribution – Bruce Rock, Kellerberrin, Westonia, Yilgarn  
 Half contribution – Tammin  
 No contribution – Merredin

**Roe ROC –**

o Full contribution from Narembeen, Kondinin, Corrigin and Kulin

**8. Operational dates**

This MOU commences 1<sup>st</sup> of July 2010, once signed by all parties, and terminates on 30 June 2013.

**9. Principal contacts****9.1 Shire of Merredin**

Pam Masters  
 Manager  
 Central Wheatbelt Visitor Centre  
 PO Box 42  
 Merredin 6415

ph: 9041 1666  
 fx: 9041 2788  
[visitor@merredin.wa.gov.au](mailto:visitor@merredin.wa.gov.au)

**9.2 NEWROC**

Trevor Smith  
 CEO  
 Shire of Mukinbudin  
 P.O. Box 67  
 Mukinbudin 6479

ph: 9047 1102  
 fx: 9047 1239  
[trevor.smith@mukinbudin.wa.gov.au](mailto:trevor.smith@mukinbudin.wa.gov.au)

**9.3 WE-ROC**

Steve O'Halloran  
 CEO  
 Shire of Bruce Rock  
 P.O. Box 113  
 Bruce Rock 6418

ph: 9061 1377  
 fx: 9061 1340  
[ceo@brucerock.wa.gov.au](mailto:ceo@brucerock.wa.gov.au)

**9.4 Roe ROC**

Julian Murphy  
 Chief Executive Officer ph: 9063 2203  
 Shire of Corrigin  
 Lynch Street  
 Corrigin 6375

fx: 9063 2005  
[jmurphy@corrigin.wa.gov.au](mailto:jmurphy@corrigin.wa.gov.au)

**9.5 NEWTravel**

Ray Watson  
 Chairperson  
 C/- P.O.  
 Mukinbudin 6479

ph: 9047 0014  
 fx: 9047 0022  
[watsonsway4@bigpond.com.au](mailto:watsonsway4@bigpond.com.au)

**9.6 WE-ROC tourism committee – to be advised when and if established****9.5 Roe Tourism**

Jen Gmeiner  
 Secretary  
 C/- P.O.  
 Shackelton 6386

ph: 9064 1190  
 fx: 9064 1190  
[minnawarra@westnet.com.au](mailto:minnawarra@westnet.com.au)

## 10. Signatures

Cr Ken Hooper  
President, Shire of Merredin

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Cr Eddie Garner  
Chair, NEWROC

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Cr Louis Geier  
Chair, WE-ROC

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Julian Murphy  
Roe ROC

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**Schedule 1****CENTRAL WHEATBELT VISITOR CENTRE (CWVC)**

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**Aim:** To be a sustainable high quality Visitor Centre delivering exceptional service to visitors and the regional partners. This will be accomplished with the advice, support and financial contributions from the MOU members.

**WORKING GROUP****DESCRIPTION**

The Central Wheatbelt Visitor Centre MOU Working Group is comprised of members of the partners involved in the Central Wheatbelt Visitor Centre as outlined in Clause 5 of the MOU. It has the role of assisting the development of visitor servicing and tourism in the Central Wheatbelt by the provision of advice and support to the Shire of Merredin to assist the CWVC in having a regional focus.

**MEETINGS**

1. Working Group to meet 2- 3 times per year or as required. The following months are suggested. Feb/March, July, October/November - pre visitor season & post visitor season.
2. Meetings would generally be held at Merredin but may be rotated throughout the area depending on the views of the Working Group

**ACTIVITIES**

Including but not limited to –

1. To provide advice and to assist the Central Wheatbelt Visitor Centre in being representative of the whole region in visitor servicing.
2. To involve the CWVC in the development of tourism products and promotional efforts in the whole region.
3. The Working Group does not have the power to instruct but only to advise in relation to the operation of the CWVC.
4. The Working Group does not have authority to advise or direct promotional activities. Promotional choices remain the prerogative of the sub regional groups although the CWVC will participate, as able, in and encourage cooperative regional tourism efforts.

**ROLE OF WORKING GROUP MEMBERS**

1. To provide advice to assist the CWVC Manager in the operation of the Central Wheatbelt Visitor Centre
2. To improve communication on all aspects of visitor servicing and tourism undertaken by the Centre to the organisations that provide funding for the operation of the Centre and whom they represent.
3. To have input into the activities and planning for the future of Visitor Servicing, tourism development and promotion in as far as those activities are the function of the Central Wheatbelt Visitor Centre.
4. To encourage the completion of the aims and objectives of applicable tourism strategies as they apply to visitor servicing and are within the operational capacity of the Central Wheatbelt Visitor Centre.
5. To keep their participating ROCs informed.

## OPERATIONAL PROCEDURES

1. Working Group members and CEO's of participating Shires will be notified of all meetings in advance
2. Items for the Agenda will be requested.
3. An Agenda will then be prepared and distributed ,prior to the meeting, to Working Group members and participating Councils
4. Minutes from meetings will be provided within a month following the meeting date.
5. The CWVC Manager will present a written report either prior to the meeting or at the meeting for circulation to participating parties to the MOU.
6. Recommendations from the Working Group will be considered by the Merredin Shire.
7. Such recommendations, after due consideration, may or may not be included in the operational activities of the Centre at the sole discretion of the Shire of Merredin. The decision of the Shire of Merredin will be communicated back to partners.
8. Meetings will be convened if at least one person from each party to the MOU is able to attend. The meeting will not be convened if one of the parties to the MOU is not represented.
9. Once a meeting is convened and a quorum is not reached a discussion will take place. Recommendations from that discussion will only go forward after confirmation.

## ROLE OF THE VISITOR CENTRE

### CORE ACTIVITIES

The Core Activities are those that will be provided under the current funding of this MOU

The CWVC will

1. Provide premises that are neat and tidy in a central easily accessible location at Merredin. The premises will conform to Level 1 Visitor Centre criteria.
2. Provide a professional, accredited Level 2 "tourism" dedicated service delivered a minimum of 38 hours per week for "walk in "customers.
3. Provide a facility that has the primary role of servicing the visitor and whose "core" business is Wheatbelt Tourism
4. Provide brochure racking space for regional and local tourist information.
5. Provide display space to showcase sub- regional attractions and facilities.
6. Provide a professional service delivered 24 hrs for email customers and phone customers through computer and answering services.
7. Maintain the regional web site [www.wheatbelttourism.com](http://www.wheatbelttourism.com)
8. Provide a 1300 number for visitor servicing. ( See conditions of use of 1300 number below)
9. Maintain, through the web site, a data base on attractions, accommodation and events in the region
10. Encourage and support integrated sub regional promotions as able.
11. Attend as many sub regional tourism association meetings as possible.

### ADDITIONAL ACTIVITIES RELATING TO PROMOTIONAL CAMPAIGNS

These activities will be undertaken by the CWVC on a **cost recovery basis** after negotiation with sub regional groups.

1. Provide a "call for action" response for sub regional promotions. The cost of this service to be considered in the cost of the promotional campaign by the organisation and tourism organisations or ROC's will be charged for this service.
2. Provide a service for the distribution of sub regional brochures and visitor guides as requested.
3. Assist or arrange a sub regional display at the CWVC with display materials provided by the sub region or the cost borne by the sub region.



## **ROLE OF PARTIES TO THE MOU (see also Clause 2- 4 of MOU)**

1. The parties to the MOU will provide representatives as indicated in Clause 2, 3 & 4 of the MOU to be a conduit between the Central Wheatbelt Visitor Centre and member Rocs and their Shires.
2. The Working Group members have the role of reporting back to their ROC Councils on the activities of the Group and to follow up actions as required.
3. The Working Group members have the role of bringing forward to the Group matters of concern or interest relating to the core activities of the Central Wheatbelt Visitor Centre as described in this MOU.

## **KEY PERFORMANCE INDICATORS**

These will mainly relate to customer satisfaction with the customers being  
Visitors to the region.  
Members of the MOU

- A. The CWVC will endeavour to
  1. Respond to customer enquiries via email or answering machine either on the same day or the nearest working day.
  2. Respond to phone calls as quickly as possible.
  3. Mail out material same day requested or the next mail day.
  4. Post material on web site within two days of receipt if no technical problems with site.
  5. Attend at least a minimum of two sub regional association meetings per year
  6. Address complaints about work standards as soon as possible.
- B. These relate to improving the profile of tourism in the region and communication between the members of the MOU
  1. Greater co-operation between Shires on tourism as measured by co-operation in marketing and visitor servicing activities
  2. More effective expenditure of promotion budget of Shires through co-operative activities in relation to brochure production, advertising and promotion
  3. Better lines of communication developed in relation to tourism projects.

## **COMPLAINT PROCEDURES ( i.e. complaints from MOU members)**

1. These should be brought to the attention of the CWVC Manager in the first instance
2. If no satisfaction is obtained then the complaint should be directed to the Manager Community Services, Shire of Merredin.
3. If not resolved, to follow the Shire of Merredin internal complaint procedure.

## **USE OF 1300 NUMBER & WEB SITE ADDRESS BY MOU MEMBERS**

1. The **web site address** can be used on any publication or in any promotional campaign without charge. It is suggested that it be used along with the local Shire web site on local Shire publications directed at visitors.
2. The **1300 number** can be used by stakeholder organisations on the following print related material **without charge**
  - Sub regional map and visitor guides where there is more than one town involved in the publication.
3. The 1300 phone number should not be used on individual town brochures but rather a local number should be used as enquiries may be of a specific local nature and not able to be answered by the CWVC.

The **1300 number** can be used on a **cost recovery basis** for special promotional campaigns provided the use of the number and the cost and nature of any follow up activity needed is negotiated with the CWVC during the planning of the campaign.

## APPENDIX 5

### Visitor Centre contact information in the Wheatbelt

Visitor Centre Data Base - Central Wheatbelt			
Name	Email	Phone	Opening Times
<b>NEWROC</b>			
Koorda Telecentre	<a href="mailto:koordatc@wn.com.au">koordatc@wn.com.au</a>	96841081	Mon 10am - 5pm Tues-Fri: 10am -4pm
Koorda Shire Office	<a href="mailto:shire@koorda.wa.gov.au">shire@koorda.wa.gov.au</a>	96841219	Mon- Fri 9am -4pm
Beacon Telecentre	<a href="mailto:beacontc@wn.com.au">beacontc@wn.com.au</a>	96861014	Mon - Fri 9am-3.30pm
Bencubbin Shire Office	<a href="mailto:admin@mtmarshall.wa.gov.au">admin@mtmarshall.wa.gov.au</a>	96851202	Mon - Fri 8.30am -5pm
Mukinbudin Shire Office	<a href="mailto:mukinbudin@wa.gov.au">mukinbudin@wa.gov.au</a>	90471102	Mon - Fri 8am - 4.30pm
Dowerin Telecentre	<a href="mailto:dowtel@wn.com.au">dowtel@wn.com.au</a>	96311662	Mon - Fri 9.30am- 4.30pm
Wyalkatchem VC at CBH Museum	<a href="mailto:tourism@wyalkatchem.wa.gov.au">tourism@wyalkatchem.wa.gov.au</a>	96811027	Open 7 days 10am-3.30pm
Trayning Shire Office	<a href="mailto:admin@trayning.wa.gov.au">admin@trayning.wa.gov.au</a>	96831001	Mon-Fri 8.30am-4.30pm
Nungarin Visitor Centre - Australia Post	<a href="mailto:nungarintc@bbnet.com.au">nungarintc@bbnet.com.au</a>	90465148	Mon - Fri 9am - 11am
<b>WEROC</b>			
Tammin Shire Office	<a href="mailto:shire@tammin.wa.gov.au">shire@tammin.wa.gov.au</a>	96371101	Mon - Fri 9am -4.30pm
Kellerberrin Community Resource Centre	<a href="mailto:coordinator@klcrc.org.au">coordinator@klcrc.org.au</a>	90454991	Mon - Fri 9am -5pm
Merredin - central Wheatbelt Visitor Centre	<a href="mailto:visitor@merredin.wa.gov.au">visitor@merredin.wa.gov.au</a>	90411666	Mon - Fri 9am - 4pm Sat 10am- 1pm
			Sun & Public Hols ( May - Oct ) 10am -1pm
Bruce Rock Community Resource Centre	<a href="mailto:roctel@wn.com.au">roctel@wn.com.au</a>	90611687	Mon - Fri 8.30am -4.30pm
Westonia Shire Office	<a href="mailto:shire@westonia.wa.gov.au">shire@westonia.wa.gov.au</a>	90467063	Mon - Fri 8.30am - 5pm
Southern Cross - Shire of Yilgarn Office	<a href="mailto:yilgarn@yilgarn.wa.gov.au">yilgarn@yilgarn.wa.gov.au</a>	90491001	Mon- Fri 8.30am- 4.30pm
<b>ROE ROC</b>			
Quairading			
Corrigin Telecentre	<a href="mailto:corrigin@wn.com.au">corrigin@wn.com.au</a>	90632778	Mon- Fri 9am - 5pm (Closed 1pm-1.30pm)
Narembeen Shire Office	<a href="mailto:admin@narembeen.wa.gov.au">admin@narembeen.wa.gov.au</a>	90647308	Mon- Fri 8.30am -5pm
Kondinin Shire Office	<a href="mailto:enquires@kondinin.wa.gov.au">enquires@kondinin.wa.gov.au</a>	98891006	Mon - Fri 8am-4.30pm
Wave Rock Visitor Centre		98805182	Open 7 days 9am-5pm
Kulin Telecentre	<a href="mailto:resourcecentre@kulin.wa.gov.au">resourcecentre@kulin.wa.gov.au</a>	98801021	Mon-Fri 9am-4.30pm
Lake Grace Visitor Centre	<a href="mailto:shire@lakegrace.wa.gov.au">shire@lakegrace.wa.gov.au</a>	98652140	Mon - Fri 10am-4pm

## APPENDIX 6

## Example of cooperative marketing with the AGO

## Example 1

## Open Wheatbelt - Extraordinary Self Drive Trails

### 3 Day Self Drive - Pathways to Wave Rock

Visit Wave Rock & explore the changing landscape & charming farming communities.

**Day 1: Perth - Wave Rock (Hyden) 240km, 4 hours**

Head west on the F4 through picturesque farmland to Congleton, Manjimup, and Dryden.

Enjoy the views and the history of the Wave Rock before heading to the heart of the Wave Rock. It's a 10-minute drive to the entrance and a 10-minute drive to the entrance and a 10-minute drive to the entrance.

**Accommodation options:** Manjimup, Congleton, Dryden.

**Day 2: Hyden - Wave Rock 200km, 2.5 hours**

Head west on the F4 through picturesque farmland to Congleton, Manjimup, and Dryden.

**Accommodation options:** Manjimup, Congleton, Dryden.

### 2 Day Self Drive - Granite Woodlands Discovery Trail

Linking Hyden to Koonamon - home to one of the world's greatest stone shed landscapes.

**Day 1: Hyden - the Breakaways 150km, 2-3 hours**

Spent time at Wave Rock. Drive east towards Koonamon - home to one of the world's greatest stone shed landscapes.

**Day 2: The Breakaways - Koonamon 100km, 2-3 hours**

Spent time at Wave Rock. Drive east towards Koonamon - home to one of the world's greatest stone shed landscapes.

### 3 Day Self Drive - John Holland Way (4WD)

Canoe and explore the rugged bushland of pioneer John Holland. This track connects Broomfield and the Broomfield.

**Day 1: Broomfield - Houdgill 200km, 2.5 hours**

For a drive on John Holland's history. Visit the museum at Broomfield. Drive through the rugged bushland of pioneer John Holland.

**Day 2: Houdgill - The Breakaways 150km, 2-3 hours**

Spent time at Wave Rock. Drive east towards Koonamon - home to one of the world's greatest stone shed landscapes.

**Day 3: The Breakaways - Congleton 200km, 2-3 hours**

Spent time at Wave Rock. Drive east towards Koonamon - home to one of the world's greatest stone shed landscapes.

For a free copy of the Pathways to Wave Rock Map & Visitor Guide and Granite and Woodlands Discovery Trail call Central Wheatbelt Visitor Centre 1300 796 283

## Example 2

## Wonderful Wheatbelt self drive holidays

### 3 Day Self Drive - Pathways to Wave Rock

Visit Wave Rock & explore the changing landscape & charming farming communities.

**Day 1: Perth - Wave Rock (Hyden) 240km, 4 hours**

Head west on the F4 through picturesque farmland to Congleton, Manjimup, and Dryden.

**Day 2: Hyden - Wave Rock 200km, 2.5 hours**

Head west on the F4 through picturesque farmland to Congleton, Manjimup, and Dryden.

### 2 Day Self Drive - Granite Woodlands Discovery Trail

Linking Hyden to Koonamon - home to one of the world's greatest stone shed landscapes.

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### 3 Day Self Drive - John Holland Way (4WD)

Canoe and explore the rugged bushland of pioneer John Holland. This track connects Broomfield and the Broomfield.

**Day 1: Broomfield - Houdgill 200km, 2.5 hours**

For a drive on John Holland's history. Visit the museum at Broomfield. Drive through the rugged bushland of pioneer John Holland.

**Day 2: Houdgill - The Breakaways 150km, 2-3 hours**

Spent time at Wave Rock. Drive east towards Koonamon - home to one of the world's greatest stone shed landscapes.

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Spent time at Wave Rock. Drive east towards Koonamon - home to one of the world's greatest stone shed landscapes.

For a free copy of the Pathways to Wave Rock Map & Visitor Guide and Granite and Woodlands Discovery Trail call Central Wheatbelt Visitor Centre 1300 796 283



## Example 3

## See the Wheatbelt come to life - self drive breaks.

### Explore the magnificent Pioneers' Pathway

Autumn or winter is great to drive Pioneers' Pathway. Eucalypts are shedding bark exposing shiny new trunks, paddocks are being cultivated, the countryside looks renewed. Explore wonderful nature reserves, granite outcrops, salt lakes and heritage sites.

**Pioneers' Pathway autumn self drive:**

- Goosnalling to Dowerin:** Visit Goosnalling for a coffee, check out the school museum or on weekends enjoy Slater's Homestead. Tin Dog Creek Walk Trail, Dowerin gives a great intro to the flora and fauna of the area. The 1930s house museum features a complete old shop.
- Wyalkatchem / Trayning / Nungarin:** "Wylki" was one of the first places to have bulk grain handling. See original CBH Grain Bin in the Museum and Tourist Centre. Stay over and enjoy the town before heading to Shire of Trayning and Bilyacatching Nature Reserve. An interpretive walk trail takes in a huge granite rock with views over the countryside. Mangowine National Trust Homestead takes you back to pioneering days. Nungarin housed an army base during

### North Eastern Wheatbelt - fascinating rocks & flowers


After winter rains, wildflowers bloom across NE Wheatbelt. Explore bush tracks, walk wonderful reserves, discover hidden wildflower treasures. Pull into a caravan park or spend a night in a B&B.

**Wildflower viewing locations:**

- Dowerin - Minnivale - Wyalkatchem:** At Tin Dog Creek Reserve see flowering shrubs. Drive past the wheat bins for 6 kms and follow the shute-lined gravel road to Minnivale. See black toothbrush grevillea and later verticillate at the historic cemetery. Take Cunderdin Rd to Wyalkatchem Rd at Narriwoolchere Reserve. Walk-A-Wyal nature trail near Wyalkatchem Golf Course is excellent for orchids and shrubs.
- Trayning - Nungarin:** Bilyacatching Park, 27kms east of Trayning is a nature lover's delight. Travel to Nungarin 3-4th Oct, for Mangowine under the stars concert adjacent to National Trust Mangowine Homestead and Sunday Nungarin Markets.
- Westonia:** see plenty of wattles, hakeas and grevilleas.
- Mookinburri:** visit Botanical walk for native varieties, travel to Bonnie Rock to see pink everlasting, Watson's Way B58, near Baringbooding, always happy to give directions where to find flowering shrubs.
- Mt Marshall:** Mookinburri to Bencubbin Road has foxgloves, wattles, hakeas, grevilleas and copper cups.
- Koolberr:** see the Koonda Rose, you may have to ask at the local shire and they will help you find them.




centralwheatbeltvisitorcentre.com



Central Wheatbelt Visitor Centre

For a free copy of the Pioneers' Pathway Guide and the NE Wheatbelt Map & Visitor Guide call **Central Wheatbelt Visitor Centre 1300 736 283**

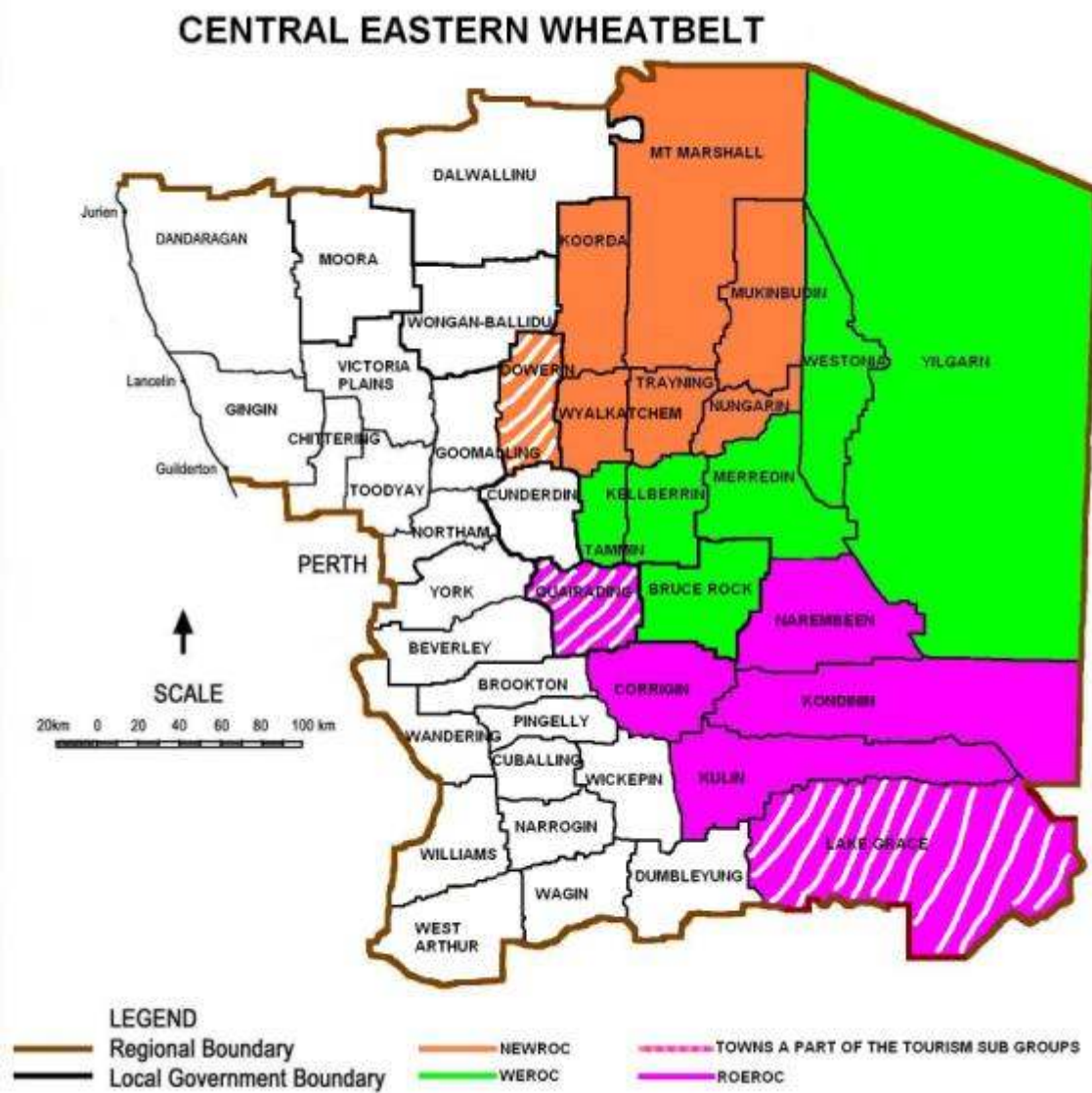


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## APPENDIX 7

## Map of the central Wheatbelt



# **Attachment 1**

## **Tourism Audit Central Wheatbelt 2009/2010**

## ***Attachment 1***

### ***TOURISM AUDIT CENTRAL EASTERN WHEATBELT 2009/2010***

This document is provided as an attachment to the body of the Strategy so that it can be easily used as a working tool for Regional Organisation of Councils, local government and sub regional tourism associations to develop tourism plans which will enable the development of a tourism product that offers a range of quality visitor experiences throughout the central eastern Wheatbelt. It should be noted that Attachment 1 is a working document that suggests possibilities for planners and communities

#### **Rationale of the Audit**

It should be noted that not every attraction, site or activity that is found in the Wheatbelt is included in the audit. The brief was that the attraction;

- Must be the 'best' of that type under that theme in their area,
- Must be 'worth visiting' in its own right and not just be a repeat of the well / gnamma hole, bushland, rock, machinery museum that was 'down the road'. It must contribute 'something extra' to the overall theme, and
- Has some degree of amenity for the visitor to understand the area and engage with e.g picnic table, trail, interpretation, a parking area, good signage.

The emphasis that the Working Group wished to encourage in listing the sites, attractions or events was to focus funding and management on the priority sites and not spread resources too thinly across too many similar sites. Visitors are often time poor and want to visit good quality sites with a *WOW* factor. They can be easily put off by a list of sites to visit that are very similar with no indication of which is the best and why. It is quality not quantity that is the operative criteria. The audit is arranged as follows;

- Each site is listed under a theme and arranged by local government area. It includes;
  - Name of site / activity,
  - Site Significance or Status i.e. Core site, Key site or interpretive site,
  - In which Regional Organisation of Council's area it is located,
  - An assessment of the values of the attraction - its selling points or why someone would visit the site, its point of difference from other sites, and
  - Needed or Notes – comments if the site is now ready for visitors or needs further development or perhaps should be excluded from visitation.

## Table of Contents

Terms .....	77
<b>1. Themes.....</b>	<b>78</b>
1.1 Theme; Nature Based Sites (N) .....	78
1.2 Theme: Growing on Grain (G) .....	86
1.3 Theme: Water (W) .....	93
1.4 Theme: Indigenous Sites / Experiences (I) .....	98
1.5 Theme: Mining (Mi) .....	100
1.6 Theme: Military Sites (M).....	103
<b>2. Activity Based Tourism .....</b>	<b>110</b>
2.1 Self drive trails.....	111
2.2 Walking Trails.....	114
2.3 Activity Trails.....	117
<b>3. Audit sites .....</b>	<b>119</b>
3.1 NEWROC .....	119
3.1.1 Shire of Koorda .....	119
3.1.2 Shire of Mt Marshall .....	121
3.1.3 Shire of Mukinbudin .....	124
3.1.4 Shire of Nungarin.....	127
3.1.5 Shire of Trayning.....	130
3.1.6 Shire of Wyalkatchem.....	132
3.2 WEROC .....	134
3.2.1 Shire of Bruce Rock.....	134
3.2.2 Shire of Kellerberrin.....	137
3.2.3 Shire of Merredin.....	139
3.2.4 Shire of Tammin.....	144
3.2.5 Shire of Westonia .....	146
3.2.6 Shire of Yilgarn.....	149
3.3 RoeROC .....	151
3.3.1 Shire of Corrigin .....	151
3.3.2 Shire of Kondinin .....	153
3.3.3 Shire of Kulin.....	156
3.3.4 Shire of Narembeen.....	158



## Terms

- Nature based areas where bush camping is permitted
- Walk trails with interpretation and/ or supported by a brochure (and on a Nature Based theme)
- Golfing/ Bowling Activities
- Possible Cycling trails to promote and develop
- Art, Culture, Food and Wine
- **Core Sites;** These are those attractions and places that offer insights that are essential in introducing the theme or contain essential elements in developing the theme. In most cases these places would be located where it is easiest to capture visitors or have a high level of visitation.
- **Key Sites:** These are attractions and places that are important in developing the theme and introduce points of difference in relation to the theme.
- **Interpretive Sites:** These are individual sites that offer insights into the development of the theme.
- **Active:** The visitor is interacting with local people as a direct part of the experience.
- Sites highlighted in blue are included in Tourism WA's Tourism Development Priorities 2010 - Australia's Golden Outback

## 1. Themes

### 1.1 Theme; Nature Based Sites (N)

**NOTE:** Nature reserves under the control of DEC that do not have visitor facilities and only fire break access are not listed in this summary. It is recommended that DEC officers be approached for their comments before DEC Nature Reserves are listed in brochures or marked on visitor maps. No camping is permitted in nature reserves and in the interests of conservation and the environment Wheatbelt local governments should approach DEC if they wish to advertise these sites in local brochures. DEC has a number of Conservation Parks where visitor facilities, interpretation and trails are provided. These can be listed as visitor attractions in brochures without the need to consult DEC. Camping is not permitted in any Conservation Park in the Wheatbelt area.

**Table 1**

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
<b>General Sites</b>		<b>All Rocs</b>		
Engangered species gardens: Dowerin, Wyalkatchem.	Interpretive	<b>NEWROC</b>	Points of interest for visitors if located in high profile areas.	Continual maintenance is needed for these gardens
Preservation of bush land along roadside verges at local wildflower hotspots and along tourist routes.		<b>All ROCS</b>	The self drive wildflower tourism market is the major tourism group visiting the region. Good quality naturally vegetated roadside verges are essential for the maintenance of the wildflower self drive touring market. Insensitive and destructive roadside/ railway maintenance practices can impact on this major tourism product. Road managers should be sensitive to this need.	The tourism potential of roadside verges should be assessed locally and appropriate practices introduced to sustain wildflower displays on roadside verges. There is no use in putting resources into developing a wildflower trail to have the road managers unaware of the economic tourism value of sensitive management of the road verges along the trail.
<b>Dalwallinu Shire</b>		<b>CMVROC</b>		
Dalwallinu Acacia Centre	Core		A Centre highlighting the diversity of Acacia species in the area plus other wildflowers.	
Dalwallinu Wattle Week	Key Active		A week of activities held annually in September to highlight the flora of the region.	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
Petrudor Rocks	Interpretive		Picnic site near a granite rock with wildflowers.	
Dalwallinu Town Walk Trail	Interpretive		A series of walk trails that encircle the town with different sections devoted to recreation, Flora and Fauna , Woodlands Wattles and history.	
<b>Wongan Hills Shire</b>		<b>CMVROC</b>		
Wongan Hills Visitor Centre	Core Active		Very active in promoting wildflowers and offering guided tours and events such as Reynoldson Reserve Open Day. The Wongan Hills has 24 endemic species and over 1400 flora species. It is a hot spot for diversity.	Visitor ready. Group very willing to hand visitors on to the NE Wheatbelt and have developed a linking brochure.
Mt Matilda Walk trail	Key		A flora walk that takes 3 hrs through the unique Wongan Hills Country where endemic species may be seen. The scenic trail takes 5 hours.	Visitor ready
Reynoldson Reserve	Interpretive		A one hour walk trail through a reserve noted for its verticordias. Interpretive plaques and brochure. Best viewed late October / November.	An annual festival is held at the reserve in early November. Visitor ready
<b>Koorda Shire</b>		<b>NEWROC</b>	<b>North East Regional Organisation of Councils</b>	
Koorda; Wildflower reserve	Interpretive			
<b>Mt Marshall Shire</b>		<b>NEWROC</b>		
Beacon; Wildflower garden	Interpretive		A garden with named local species in the town site	Needs upgrading. Visitor ready.
Beacon; Datjoin Rock	Interpretive		A pleasant picnic area near a granite rock with sheoak and jam woodland. Historical association with a fugitive Brockman. Overnight camp spot.	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
Beacon; Beagley's Breakaway	Interpretive		Laterite rock formations. This is on private property and camping with permission of owner	
Beacon; Billiburning Rock	Core		Pioneer well and gnamma holes. Informal camping permitted.	Could it be a core site with interpretation.
Numerous rock informal campsites around Beacon as mentioned in the Beacon brochure			The community needs to decide both from the visitor and environmental point of view if they wish to have lots of informal campsites or a few, but better managed camp sites offering a quality visitor experience.	Need to assess the quality of the sites and prioritise. Visitors are time poor and focus on the best sites. Encourage use of Beacon Caravan Park for camping as an environmentally friendly option.
Bencubbin; Marshall Rock and nearby salt lake reserve.	Interpretive		Picnic site, new interpretation, good views	Road access to top of rock dangerous if visitation increases. Road access to salt lake could be wet in winter. Suggest walk to summit only
Mt Marshall Bencubbin / Beacon	Interpretive		Both towns have a sandalwood wagon exhibit	
<b>Mukinbudin Shire</b>		<b>NEWROC</b>		
Mukinbudin; Herbarium and Pioneer Botanical Walk	Interpretive Active		Regional rare plant herbarium and walk with named species.	
Weira Reserve Mukinbudin	Interpretive		Breakaway adjacent a granite rock with Gnamma holes. Picnic area.	Visitor ready
Beringbooding Rock	Key or Core		A place where a number of themes meet – Indigenous, Naturebased, Water, Indigenous and Growing of Grain. Also in good location to hand visitors on to Elachbutting/ Mukinbudin/ Beacon attractions.	Interpretation upgrade needed in relation to all themes and the NE Wheatbelt Trail.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
<b>Nungarin Shire</b>		<b>NEWROC</b>		
Eaglestone Rock	Interpretive		Woodland, rock and salt lake area. Popular picnicking and informal camping spot	Needs management to preserve values
Talgomine Reserve (Mt Moore)	Interpretive		Popular picnicking and informal camping area	Needs management to preserve and secure values
<b>Trayning Shire</b>		<b>NEWROC</b>		
Billicatting Hill Conservation Park	Key	DEC	An interpretive trail with an emphasis on the reptiles of the Wheatbelt. Interesting formations.	Visitor ready
Tree Library	Interpretive		A site of planted local species with names attached	
<b>Wyalkatchem Shire</b>		<b>NEWROC</b>		
Korrelocking Reserve	Interpretive		A pleasant bush site with a gentle rock walk. Formal parking area, picnic tables.	Trail needs upgrading as is difficult to find. Visitor ready
Wyalkatchem Bush Walk	Interpretive		Walk trail adjacent town site	
<b>Dowerin Shire</b>		<b>NewTravel</b>		
Tin Dog Walking Trail	Interpretive		An interpretive trail and bird watching hide that introduces people to a woodland.	Visitor ready
<b>Goomalling Shire</b>		<b>NewTravel</b>		
Oak Park Nature Reserve	Interpretive		A salt lake area with interpretive walk trail and picnic facilities.	Visitor ready
<b>Tammin Shire</b>		<b>WEROC</b>		
Yorakine Rock	Interpretive		Opportunities for climbing the rock and enjoying a picnic. Camping not permitted. Sealed access to Park turnoff. Christmas trees a feature that could encourage visitation late in the year outside of regular wildflower season.	Walk trail, picnic tables, toilets. Wildflowers and bird life. Visitor Ready.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
Charles Gardner Reserve	Interpretive		A very special small flora reserve with some rare species. No formal trails.	
<b>Kellerberrin Shire</b>		<b>WEROC</b>		
Granite Way Drive			A drive through the countryside to view the granite rocks of Mount Stirling, Mount Carolyn and Kokerbin Rock. Only two rocks are accessible to the public – Kokerbin and Mt Stirling. Upgrade of facilities needed at Mt Stirling.	This could be made into a sublink trail linking the GPHTrail and the Pathways to Wave Rock. Could have a CD/ iPod card to listen to during the drive describing the features and Indigenous Heritage of the area.
Durokoppin Nature Reserve	Interpretive	DEC	A small reserve with picnic facilities and interpretation. Indicates a trail but it peters out.	Trail upgrade needed
<b>Merredin Shire</b>		<b>WEROC</b>		
Totadgin Conservation Park	Key	DEC	A reserve with a granite rock with mini wave. Walking trail with interpretation. Picnic sites. Hunt's Well. Disabled access to rock wave site. Interpretation of Indigenous use of the landscape and seasons.	Visitor ready
Tamma Parkland	Interpretive		A reserve with 30 minute interpretive walk trail. Picnic tables.	Visitor ready
Merredin Peak	Core		A large reserve with a walk trail on water and heritage themes and environmental themes. Indigenous interpretation of Native Settlement and World War II Army Hospital Site. A place where many stories meet.	Needs upgrade to picnic area and toilets installed.
<b>Yilgarn Shire</b>		<b>WEROC</b>		
Frog Rock and Dam	Interpretive	DEC	Large granite outcrop with dam, interpretation, trail and picnic tables	Visitor ready

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
Karalee Reservoir	Interpretive		Camping area with trail and heritage interpretation	Visitor ready
<b>Westonia Shire</b>		<b>WEROC</b>	<b>Wheatbelt East Regional Organisation of Councils</b>	
Elachbutting Rock	Key		Great physical attraction in the wave in the rock, rock slit and surrounding wilderness. WILDERNESS CAMPING Key selling element here.	Ideal spot for bush conservation messages and for handing visitor on to other sites. Interpretation needed.
Sandford Rocks	Key	DEC	Excellent orchid and wildflower site with endemic species. DEC interpretation and trails	Visitor ready
Westonia Woodlands and Wildflower Trail	Interpretive		A 90 minute interpretive walk trail with brochure and plaques.	Visitor ready
Boodallin Soak			See water based	
Baladjie Lake Nature Reserve	Interpretive	DEC and Shire	Rock and salt lake area. Informal unmanaged camping occurs.	Very popular camping and picnic site. Needs good joint management plan with LG and DEC to ensure Nature Reserve and camping aspects are not compromised.
<b>Bruce Rock Shire</b>		<b>WEROC</b>		
Kokerbin Rock	CORE	Shire/DEC	Large granite monolith with interesting rock formations and great views. Gas fireplaces, toilets. To become a day use only site in the future. Bush camping will be available at Old Kwoylin townsite. Interpretive walking trail.	Visitor Ready
<b>Narembeen Shire</b>		<b>RoeROC</b>		
Lake Walker Trail	Interpretive		A 20 minute circular walk around the lake with rest stops provided. Also has water theme.	
Roe Dam	Interpretive		Picnic area, toilets, BBQ in bush land reserve.	Opportunity to provide more natural environment interpretation.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
Santaleuca Forestry	Interpretive Active		A private sandalwood plantation. Walking tours available in wildflower season.	
Wadderin Reserve			Fencing and protection of fauna species. Santaleuca Forestry offer guided tours into the reserve. Great potential to attract visitation as it develops.	Open with guided tour only.
Hidden Hollow picnic area	Interpretive		Pleasant short work with a heritage site relating to washing bags at the site. Orchid species identified in season. A great stop off on the way to Hyden.	Walk trail and interpretation upgrade needed. Visitors stopping now but site needs attention.
<b>Kondinin Shire</b>		<b>RoeROC</b>		
Kondinin Bush Walk	Interpretive		An interpretive natural bush walk near the town. <i>Euc. Kondinensis</i> a feature of the trail	Upgrade needed.
Mulka's Cave and The Humps	Core		A place where natural history and Indigenous heritage stories are told. Walk trails, toilets , picnic area	Visitor ready
Wave Rock Walk Circuit	Interpretive		A 90 minute interpretive trail describes the local landscape around Wave Rock	Visitor ready
Wave Rock	Core		This site and the rock trail at Wave Rock offer the opportunity for visitors to understand the history of these areas.	Needs to be placed more in its regional setting. Due to the high level of visitation it is an ideal site from which to on sell the various themes of the Wheatbelt, recognized in this Strategy, to visitors and encourage them to seek further. Need to develop partnerships with Wave Rock management.
Yeerakine Rock	Interpretive		An interesting rock and part of the Roe story. Walk trail, picnic facilities.	Visitor ready



Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed /Notes
<b>Kulin Shire</b>		<b>RoeROC</b>		
Jilakin Rock & Lake	Interpretive		An informal picnic area around a large granite rock and adjacent a picturesque salt lake. A delightful area that needs management and protection. Near the site of the popular Picnic Race Course.	Needs management to project inland jarrah stand. Closing of some roads and a formal walk/ cycle / horse trail could be developed around the rock and to the lake.
Buckely's Breakaway	Interpretive		A geological site.	
Macrocarpa Trail	Interpretive		A great short trail through interesting bush land and near the townsite. Brochure available.	Needs an upgrade of visitor facilities.
<b>Lake Grace Shire</b>		<b>Roe Tourism</b>		
White Cliffs	Interpretive		Geological feature on private property and viewed only by appointment.	
Lake Grace Lookout	Interpretive		Landscape feature	
Dragon Rock Reserve (Newdegate)	Interpretive			
Frank Hann National Park (Lake King)	Interpretive		No visitor facilities	

#### MARKETING POSSIBILITIES:

1. Development of a 'Walking the Wheatbelt' trails network that would include short (under half day) and day length walking trails with standardized facilities. This could be backed up by a section on the web site and a promotional campaign to target market groups and through the media. It could be packaged to tie in with self drive trail network.
2. Development of some longer duration walking / mountain bike trails in the Wheatbelt that involve overnight camping e.g. Merredin to Muntadgin. Walk the Holland Track; Walk the Rabbit Proof Fence.

## 1.2 Theme: Growing on Grain (G)

*The history of the development of the Wheatbelt, its unique lifestyle and current issues and interests. Closely related to the water theme.*

Reference: Australian Historic Theme 3: Theme Group: Developing Local and Regional Economies Theme: Development of the Wheatbelt Western Australia: Sub Theme: Farming, Social interaction.

Source: Australian Historic Themes. *A framework for use in heritage assessment and management.* Australian Heritage Commission

**Table 2**

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
General Sites				
<a href="#">Rabbit Proof fence sites No 1 and No 2</a>  See proposal by Relix put forward by the Cunderdin Museum to highlight the three fences.	Core, Link	<b>All</b>	<ul style="list-style-type: none"> <li>Great Eastern Hwy Bay east of Burracoppin</li> <li>No. 24 Tank Merredin Shire</li> <li>Gate 54 Narembene Shire</li> <li>Varley – rabbit monument and cemetery</li> </ul> No 2 fence site on Quairading Corrigin Road. Core site could be in the Merredin / Burracoppin area where the major depot of the No 1 Rabbit Proof fence was located.	Need a brochure or small booklet for sale detailing all sites of this interesting fence through the region.  See Relix Proposal which should be supported by all Shires with the Rabbit Proof Fence running through their Shires.
Explorers – John. S. Roe (see also Hunt under Water Theme)	Interpretive	<b>RoeROC</b>	Sites where this explorer viewed the country for survey <ul style="list-style-type: none"> <li>Roe Lookout Narembene</li> <li>Sites on J.S. Roe Heritage Trail – Shire of Kondinin</li> </ul>	Interpretation at sites.
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures /CD's encourage visitors to look out for different wheat bins styles.
1950's Cropping; Bruce Rock, Narembene, Mukinbudin	Interpretive Active	<b>WEROC RoeROC NEWROC</b>	On occasion in these areas farmers have held events of seeding and harvesting in the 1950's style. If they become a regular event staging the demonstrations could be shared around so that the event is held in alternate years at different locations.	Research into these needed. If they are held consistently then they could become a visitor attraction
Local Museums (Public and private)	Interpretive	<b>All</b>	Small museums with limited displays of agricultural machinery. Corrigin, Narembene, Wyalkatchem, Tressies at Kalgarin, Bates at Bencubbin, Westonia's museum.	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
				Need to on sell each other on a regional basis.
Agricultural Shows / Festivals			Many are held in the region.	Co-ordination of a Calendar of activities to prevent clashes.
<b>Cunderdin Shire</b>				
Cunderdin Museum	Core		On Highway, already a Key attraction that gives a touch of the lifestyle & history of the Wheatbelt. Also the site of a Visitor Centre. The museum has Displays related to Wheatbelt lifestyle that could be expanded to offer interpretation on the development of the Wheatbelt. A “ Gateway to Wheatbelt Heritage”	Need to foster a partnership with Cunderdin Museum and National Trust so that the museum could highlight the Wheatbelt development story and promote the selected Themes so that visitors are directed to other sites of interest.
<b>Tammin Shire</b>				
Kadjininy Kep; Tammin Hydrology Model and Amphitheatre	Core		The model aims to educate on the causes and effect of the salinity and how it occurs in farming areas of the Wheatbelt. See also water theme.	Needs to link with other sites in the region.
<b>Dalwallinu Shire</b>		<b>CMVROC</b>		
Wubin Heritage Wheatbin Museum	Interpretive		Depicts the history of bulk handling of wheat within the Shire.	
<b>Koorda Shire</b>		<b>NEWROC</b>		
Koorda Hospital Museum	Interpretive		This shows the type of health service provided in the early days and is a reflection of lifestyle and isolation.	It would be good to have interesting stats on e.g. what people died of , farm accidents etc that bring home to people what it was like in the early days.
Koorda entry statement	Interpretive		A farmer rounding up tin sheep welcomes you to Koorda	Worth upgrading and making a really top feature.
Koorda Corn Dolly craft	Interpretive Active		Perhaps an annual workshop weekend.	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>Wyalkatchem Shire</b>		<b>NEWROC</b>		
Wyalkatchem Museum	Key		Home of the first bulk handling of grain, special machinery. Also site of Visitor Centre.	Visitor ready
Water wise garden Wyalkatchem	Interpretive		Contains species of garden plants the Pioneers would have used	
Town site – murals, entrance statements			Depict the grain growing history of the area.	Visitor ready
<b>Mukinbudin Shire</b>		<b>NEWROC</b>		
Mukinbudin Men's Shed	Key Active		When open visitors can enjoy being able to meet people who have lived and farmed in the area. Restoring old machinery. A 'meet the locals' experience.	Details when special events happening to be planned and published as an events calendar for promotion over internet and throughout the region.
Mukinbudin Old Silo	Interpretive		A nice feature to visit and contrast with the existing ways farmers now store wheat.	Could have signs at this feature directing visitors to the Men's Shed and to have a look at the current silos on the railway line.
Wattoning Historical Site, Mukinbudin	Key		The graves, wells and gnamma holes and the isolated feel make this a great site to really feel how remote the early settlers were.	Needs better interpretation and wells protected. A heritage conservation, maintenance and interpretation plan for the site needed.
<b>Mt Marshall Shire</b>		<b>NEWROC</b>		
Bates Museum	Interpretive Active		A private museum of artifacts from by gone times. Able to interact with owner.	
Mt Marshall Museum	Interpretive		Being re invigorated to focus on the policing history. Located in former Police Station.	
Pergandes Sheep Yards; Mt Marshall	Key		A response by pioneers to create a sheep yard out of locally available materials. A unique site that intrigues visitors.	Needs a level of heritage protection. A heritage conservation, maintenance and interpretation plan for the site needed.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>Nungarin Shire</b>		<b>NEWROC</b>		
Danberrin Rock	Interpretive		Site of a monument to Group settlement. Nice everlastings in winter but best noted for its pioneer association.	Requires upgrade of interpretation and picnic facilities. Site management needed.
Mangowine Homestead	Key Active	<b>National Trust Active</b>	Well preserved property with buildings showing the grazing way of life prior to grain growing in the district. Also the story of the property owner taking advantage of the movement of people during the gold rush era. Interact with local guide. An annual event - Mangowine Concert. Home of first CWA cottage .Interpretive walk trail and caravan facility.	Would be a good place to hand visitors on to other regional attractions via interpretation, brochures or signage. Need partnership with local community and National Trust. Make more of CWA link. Visitor ready.
McCorry's Old Hotel	Interpretive		Interesting story of a commercial development taking place on the coming of the railway to the town. Accommodation and meals.	Visitor ready.
Nungarin Wheatbelt Markets	Interpretive Active		Great opportunity for visitors to interact with a local farming community.	Visitor ready Support to sustain the enterprise.
<b>Merredin Shire</b>		<b>WEROC</b>		
CBH Terminal at Merredin	Key Active		One of the few operating silos that is open to the general public on a regular basis via a local town tour. The coach follows the path of a load wheat truck through the various processes they go through to deliver the grain.	Assistance for the operator to improve the viability of this tour Visitor ready
Railway Museum Merredin	Key		Rail transport was essential for early settlers. Merredin was a rail hub for the region	Interpretation needs to be upgraded to show regional role of the narrow gauge rail network and make it more interactive. Visitor ready
CBD Heritage Trail	Interpretive		Trail outlining the growth of Merredin CBD.	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>Westonia Shire</b>		<b>WEROC</b>		
Museum	Interpretive		Museum displaying a variety of items relating to life in the Wheatbelt in the early years Preservation of town facades a museum in itself.	
<b>Bruce Rock Shire</b>		<b>WEROC</b>		
Bruce Rock Museum	Interpretive		The School house at the museum shows the education provided when there was closer settlement. A reflection of the lifestyle of Pioneer Wheatbelt families	Could be expanded to include e.g. a day in the life of a housewife in 1915 e.g. including getting the kids off to school.
<b>Corrigin Shire</b>		<b>RoeROC</b>		
Corrigin Dog Cemetery	Key		Shows the value of working dogs and pets to a farming community and is readily related to by visitors	Visitor ready
Corrigin Dog in Ute Event	Key		An event that is expressive of country life for young people today	Not held regularly so difficult to promote.
<b>Narrembeen Shire</b>		<b>RoeROC</b>		
Narrembeen CBH Centre	Key		Still in planning stage. A good location on the eastern fringe of the Wheatbelt. Also to contain Visitor Information	Will contain interpretation that could include the edge of the wheatbelt – seasonality, change in farm size, de- population as machinery took over, silo design, and lead visitors on to visit the other sites listed above and to follow.
Town Heritage Trail	Interpretive		Plaques outside shops give an insight to the commercial nature of small Wheatbelt towns in the past.	Visitor ready
Old Prospectors Trail			Plaques along a 40km trail over minor roads in the Shire. This trail has only one site of major interest to the public – Roe Lookout. Otherwise the trail does not add much that a visitor does not see on any of the sealed roads in the area. Much of the interpretation is also located elsewhere	At the end of the trail it is unclear it has ended. The feeling would be ‘why did I do that?’ Rather than ‘Gee that was interesting?’ Close and more installation to Lake Walker trail

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Roe Lookout	Interpretive		A monument with great views.	Road to lookout not suitable for caravans especially if the road is wet. Needs a no caravan access sign at the base. Needs maintenance. Sign post at lookout has had signs removed.
<b>Kondinin Shire</b>		<b>RoeROC</b>		
Trail of Bush Schools	Interpretive		Plaques on sites.	
1920's store facades	Interpretive		The appearance of the 1920-'s town is in evidence. Interpretation planned.	
Kalgarin Townsite	Interpretive		A small siding town hanging in despite de- population. Good rest rooms. Annual market day.	
Granite Woodlands Heritage Trail	Interpretive Link		A road trip linking the agricultural lands with the mining and pastoral country. The transition line. Interpretive plaques. Also mining theme.	Good brochure but hard to obtain. Visitor ready. Visitors need easier access to road condition information that is regularly updated.
<b>Kulin Shire</b>		<b>RoeROC</b>		
Kulin Bush races	Active		An annual event to celebrate country lifestyle	Visitor ready
<a href="#">Tin Horse Highway</a>			A series of humorous bush sculptures or found object art set along the roadside that is rapidly becoming a visitor 'must see' site	Need commitment to maintain and refresh Highway regularly. Visitor ready
<b>Lake Grace Shire</b>		<b>Roe Tourism</b>		
Lake Grace Inland Mission Hospital and adjoining interpretive trail	KEY		Museum and trail show lifestyle aspects of living in a grain growing town since early settlement.	Visitor ready

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Wave Country			Signage on roadsides to encourage a friendly wave from motorists. Friendly country welcome implied.	
<b>Quairading Shire</b>		<b>Roe Tourism</b>		
Grain Family			Grain figures that depict aspects of the life in a Wheatbelt Town welcome people throughout the Shire	Nice friendly touch. Maintenance important.
Shenton Gallery			Local artists who has a Gallery of Wheatbelt landscapes and lifestyle.	Open only by appointment.
Danadgin Ghost Town / Quairading Heritage Trail	Interpretive		Danadgin is an example of a town that declined due to rural de- population. Interpretation at the site. Trail brochure	Visitor ready
Rainmakers Ball	Active		An annual B and S Ball to bring rain to the Wheatbelt.	Visitor ready

#### MARKETING POSSIBILITIES:

Most of these sites are linked to the major self drive trails through the region. Promotion strategies would relate to the promotion of these trails and to local events around the theme.



### 1.3 Theme: Water (W)

*The securing of a safe water supply was essential to the settlement and development of the Wheatbelt and for the movement of people through the region. This theme also considers salinity with salt lakes and the history of the rise of salinity and how it is being overcome.*

Reference: Australian Historic Theme 4: Building Settlements, Towns and Cities: Theme: Settlement / Exploration: Sub Theme: Finding water , coping with a saline environment.

Source: Australian Historic Themes. *A framework for use in heritage assessment and management.* Australian Heritage Commission

**Table 3**

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>General Sites</b>				
<a href="#">Golden Pipeline Heritage trail - GPHT</a>	Core, Link	<b>WEROC National Trust</b>	A major self drive trail supported by interpretation, advertising, websites and brochures. Links mining and water themes in the Wheatbelt. No 4 Pump Station – Merredin.	Interpretation to link the reticulated water supply scheme supplying Wheatbelt towns and farms to the Golden Pipeline is needed. Visitor ready
Hunts Wells and Dams; The York – Goldfields Heritage Trail	Interpretive Link	<b>WEROC</b>	Hunt’s track was the first and most developed track to the Goldfields prior to C. Y O’Connor’s pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	This trail could be revived perhaps under a different guise Hunt’s Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline and Mt Stirling.
Pioneers Pathway Heritage Trail (PPT)	Key, Link	<b>NEWROC WEROC</b>	An alternative route from Toodyay to the Goldfields followed a series of wells made along the route.	Needs more activities along the route but developing. Water theme not currently highlighted. Visitor ready
John Holland Track- JHT	Key, Link	<b>Roe Tourism</b>	A 4wd adventure trail with booklet available. Parts are suited to conventional vehicles. Numerous historic and natural sites en-route.	Develop walk sections, cycle sections, accommodation and camp sites
Rock Catchments of significance	Interpretive	<b>Many</b>	Some on existing trails	Would be up to local Shires to decide which sites to interpret and provide facilities. It is suggested that only one or two per Shire be considered for provision of public access.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Well sites of significance	Interpretive	Many	Some on existing trails	Would be up to local Shires to decide which to maintain and interpret. It is suggested that only one or two per Shire be considered for provision of public access.
Gnamma Holes of significance			Indigenous way of obtaining water. Numerous excellent examples thorough out the Wheatbelt	As above in consultation with Indigenous people.
Is a core site that explains the water history of the Wheatbelt needed?	Core	<b>GE HWAY somewhere e.g. NO 4 PUMP Station Merredin, Tammin Kep,</b>	Need a place where the story of 'Watering the Wheatbelt' comes together so a meaningful experience is gained as visitors travel around and get an understanding through visiting the KEY sites . Could be in conjunction with another theme e.g. Growing on Grain.	
<b>Tammin Shire</b>		<b>WEROC</b>		
Kadjininy Kep; Tammin Hydrology Model and Amphitheatre	Core		The model aims to educate on the causes and effect of the salinity and how it occurs in farming areas of the Wheatbelt.	Needs to link with other sites on a regional basis. Links into growing of grain theme and water theme. Visitor ready
<b>Kellerberrin Shire</b>		<b>WEROC</b>		
Baandee Salt Lake	Interpretive		A nice view of the Lake from the GPL Heritage Trail	
Doodlakine Well site	Interpretive		Location of the first Doodlakine Townsite. A short interpretive trail.	Visitor ready.
<b>Merredin Shire</b>		<b>WEROC</b>		
Merredin Peak and Railway Dam	Key		One of the oldest rock water catchment sites in the Wheatbelt with the channels made from rock quarried from the site. Supplied water for the town and steam railway engines on the Perth to Kalgoorlie line.	Needs to be tied in with the water story elsewhere in the Wheatbelt. The role of rock water catchments in the survival and settlement of towns and the railway line in

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
				the area prior to the water supply scheme provided by the O'Connor pipeline needs to be told. Interpretation to engage people to visit other sites in the Water Story. Needs upgraded picnic area and toilets.
Hunts Dam	Interpretive		A dam built by Hunt rather than a well and is unique for that reason. 5kms north of Merredin.	Needs interpretation, picnic facilities and conservation of dam wall. Internal road system dangerous. Needs link with the next Hunt's site – Totadgin and Burracoppin.
Hunts well	Interpretive	<b>DEC</b>	At Totadgin Conservation Park- well maintained. At Burracoppin – plaque but site in need of attention and upgrading.	Visitor ready Burracoppin needs upgrade
Merredin desalination Pilot study	Interpretive			Not readily accessible for visitors.
Merredin use of recycled water and flood mitigation			Recycling of dam and town run off through creek system into dams. Levee banks for flood mitigation	No interpretation on this at present Information conveyed to visitors on local coach tour.
<b>Westonia Shire</b>		<b>WEROC</b>		
Boodallin Soak	Interpretive		Well at site.	Access road needs better surface.
<b>Yilgarn Shire</b>		<b>WEROC</b>		
Karalee Reservoir and Hunts Soak	Interpretive		Informal camp site with dam and unique steel water gantry. Interpretation at site. Picnic tables and toilet.	Visitor ready. Overnight camping permitted
A number of Hunts Wells and soaks.	Interpretive			Those adjacent proposed trails to be incorporated in conservation and management plans.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>Bruce Rock Shire</b>				
Bruce's Rock	Interpretive		The site of an old native well and now a stoned well. Bruce was a sandal wood cutter and camped here. Some picnic facilities	Needs upgrade
Railway Dam	Interpretive		A catchment area that has possibilities for walk trail and interpretation.	
<b>Mukinbudin Shire</b>				
Beringbooding Rock Catchment	Key		A very large project undertaken with Depression (1930's) labour to secure a water supply for the developing northern edge of the Wheatbelt. Picnic table.	Upgrade interpretation needed to tie it into the water theme and also living in the Wheatbelt in the 30's.
<b>Mt Marshall Shire</b>				
Beacon tanks, soaks and well sites.	Interpretive		Beacon has listed a large number of these sites on their map and not all are visitor ready.	Perhaps one good example of particular types should be considered to be sign posted and mentioned in brochures.
<b>Quairading Shire</b>				
Pink Lake	Interpretive		A much photographed salt lake	Needs a formal parking bay and interpretation plaque describing how the salt encrustations form and why it is sometimes pink.
Toapin Weir	Interpretive		1912 water catchment area with concrete dam wall.	
<b>Narembeen Shire</b>				
Wakemans Lake / Ski Lake	Interpretive		BBQ and toilet facilities	
Roe Dam	Interpretive		See nature theme BBQ , toilets	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Kondinin Shire		RoeROC		
Wave Rock Catchment and Water Supply	Core		Well interpreted with walking trail in prime visitor location	Visitor ready

#### MARKETING POSSIBILITIES:

Most of these sites are linked to the major self drive trails through the region. Promotion strategies would relate to the promotion of these trails.

## 1.4 Theme: Indigenous Sites / Experiences (I)

*A special interest theme related to Aboriginal culture in the Wheatbelt*

Reference: Australian Historic Theme: Theme Group: 2. People Australia: Theme 2.1: Living as Australia's earliest inhabitants: Sub Theme/s: 2.6.2. Displacing Indigenous people

Source: Australian Historic Themes. *A framework for use in heritage assessment and management*. Australian Heritage Commission

**Table 4**

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>General</b>				
Cultural Centre	Core		NEEDED: A centre located on the GE Hwy – Kellerberrin or Merredin - where the Njaki Njaki and other cultures are explained. A centre to act as the hub from which the landscape and special Indigenous places in the public domain are explored	THIS IS NEEDED to bring the experience together. Arts and Artifacts.
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained.	Highlight especially important water sites associated with current drive trails.
<b>Kellerberrin Shire</b>		<b>WEROC</b>		
Kellerberrin bi annual Cultural Festival	Core Active		A weekend of Cultural activities and entertainment by Indigenous musicians- The Keela Dreaming.	Opportunity to build other business off this festival.
Kellerberrin/ Quairading Bruce Rock – Mt Caroline/ Stirling Granite Way Drive Trail		<b>RoeROC, Roe Tourism WEROC</b>	Possible Indigenous interpretation of the landscape through an iPod style download.	
<b>Merredin Shire</b>		<b>WEROC</b>		
Merredin Native Reserve Merredin Peak	Key		A facility at Merredin Peak used for Indigenous social gatherings. Interpretation of bush tucker.	Stage 1 developed. Other stages to come.
Merredin Totadgin Conservation Park	Interpretative	<b>DEC</b>	Interpretation on Aboriginal seasons as related to food collection and cultural life. Nature trail associated with a	Visitor Ready

			granite outcrop. Part of the trail wheel chair accessible.	
<b>Bruce Rock Shire</b>		<b>WEROC</b>		
Bruce Rock – Kokerbin Rock	Core		Indigenous interpretation included in interpretative information at site.	Visitor ready
<b>Kondinin Shire</b>				
Hyden-Mulka Caves	Core	<b>RoeROC</b>	Rock art site with interpretation and a variety of natural heritage and cultural walking trails.	Visitor ready
<b>Mukinbudin Shire</b>		<b>NEWROC</b>		
Berringbooding Rock			A rock art site at one side of the main rock	Need to determine if this site is “public” from the point of view of the Indigenous people. Needs to be interpreted and protected from vandalism.

#### MARKETING POSSIBILITIES:

Very few could be identified as there is a need to build the product.

## 1.5 Theme: Mining (Mi)

*The history of the development of the mining industry as it relates to the Wheatbelt. This includes prospector routes, ghost towns, former and current mine sites.*

**Table 5**

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>General</b>				
Pioneers' Pathway	Link	<b>WEROC, NewTravel</b>	Follows one of the routes of prospectors to the gold fields. Supported by signage, web site and brochure.	More activities need developing along the route. Visitor ready.
York to Goldfields Heritage Trail	Link		Follows another route taken by prospectors from York and closely follows the wells and dams created by Charles Cook Hunt. Parts of the trail are overlaid by the Golden Pipeline Heritage Trail.	Upgrade of signage, sites and interpretation is needed. Perhaps revitalize the trail as Hunt's Trail. Brochure out of print and trail signage degraded.
Golden Pipeline Heritage Trail	Link	<b>National Trust, Shires</b>	Major trail supported by books, web site, maps and signage. Interpretive sites.	Visitor ready. Needed revitalized marketing campaign and new sites along the route e.g. No 4 Pump Station site at Merredin.
John Holland Track	Link		4wd trail supported by booklet. Historically used by prospector's travelling from Albany to the Goldfields.	Develop as a soft adventure trail with 4wheel driving in places, walking trails, mountain bike trail.
<b>Westonia Shire</b>		<b>WEROC</b>		
Westonia Township	Core		Unlike other Wheatbelt towns, mining led to the foundation of the town. Streets named after minerals. Preservation of Edwardian facades. Has heritage and environmental walk trails. Street landscaping reflects it origin.	Visitor ready. Further enhancement works planned.



Edna May Mine	Interpretative		A still active gold mine with viewing area at present closed due to mining operations.	
<b>Yilgarn Shire</b>		<b>WEROC</b>		
Southern Cross <ul style="list-style-type: none"> <li>• Museum</li> <li>• Pioneer cemetery</li> <li>• Ghost Towns</li> </ul>	Core		The whole town is founded on gold mining. Museum has displays related to this industry A Hub from which visitors can explore the former gold areas such as Golden Valley , Bullfinch and Ghost Towns of Mt Palmer Town has brochures to assist visitors find these attractions.	Need to tie local touring guides into the regional context. They contain great information but could perhaps be rationalized in some way. 4WD tour guide with trails planned. Need point in Southern Cross where all the trails come together. Perhaps a room devoted to the Ghost towns of the Goldfields with DVD's as souvenirs and iPod downloads to hire to bring alive the towns as they drive along. 4WD Ghost Town Trail.
<b>Narembeen Shire</b>		<b>Roe Tourism</b>		
Old Prospectors Trail			A short self drive trail describing the route and lifestyle of prospectors and sandalwood cutters who came through the area. Supporting brochure.	This trail is not very engaging and ends in limbo. A long way to drive (35kms) for little enlightenment. Perhaps move the artifact sites onto a local walk trail to enhance the trail and keep people in town. While they are walking a short trail they can imagine what it would be like to walk through this area as a prospector.
<b>Lake Grace Shire</b>		<b>Roe Tourism</b>		
Hatters Hill east of Varley	Interpretative		Ghost town east of the Rabbit Proof Fence.	

**MARKETING POSSIBILITIES:**

1. Develop a 4WD Gold/Golden Trails under the Southern Cross' Ghost Towns publication / CD with gps location etc related to caches mentioned below. Have supporting web site pages for downloading. Have a supporting iPod download that they can take on the trail.
2. Along the trails at ghost towns install a Geocache Trail (see Outback Way). The cache is usually a small canister that contains a few mementos and a log book. Geocaching is a relatively new hobby that requires a handheld GPS to find a 'treasure' hidden at a given latitude/ longitude coordinate. Build an advertising campaign targeted at the soft adventure market to stay in Westonia / Southern Cross and explore the Trails and continue down the John Holland Track to the south.

## 1.6 Theme: Military Sites (M)

*A special interest theme related to the effect the World Wars had on the Wheatbelt.*

*The interaction involved;*

- *Those who went away to War,*
- *Those who stayed and why, and*
- *Those who came into the area and why.*

Reference: Australian Historic Theme: Theme Group: Governing: Theme: Defending Australia: Sub Theme: Providing for common Defence; preparing to face invasion; Going to war.

Source: Australian Historic Themes. *A framework for use in heritage assessment and management.* Australian Heritage Commission

**Table 6**

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>General</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.
Volunteer Defence Force	Interpretive	<b>WEROC NEWROC</b>	There are numerous sites and halls where the contribution of the VDF's could be acknowledged	
<b>Northam Shire</b>				
Northam Army Camp	Core		The training location for many a school cadet and army personnel during the Wars.	Could be drawn into the wider context and link with Wheatbelt sites.
<b>Cunderdin Shire</b>				
Cunderdin Aerodrome	Core Active		A pilot training facility in WWII. Air shows held occasionally. Used by gliding clubs.	Could be drawn into the regional context.
<b>Tammin Shire</b>		<b>WEROC</b>		
Lord Kitchener Plaque	Interpretive		A plaque marking the spot where Lord Kitchener addressed WWI troops prior to them being sent overseas. Also a large Army Maneuvering Ground (17, 400 hectares) was located here.	Needs interpretation to bring the site alive and place it in context of World War I in the Wheatbelt. This was the very early stage in the development of the

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
				Wheatbelt and the men going off to War possibly had an impact on the development of farms at that stage.
<b>Merredin Shire</b>		<b>WEROC</b>		
Merredin - RAAF facilities – Munitions Bunkers Supply depot hangar. High Frequency Direction Finding bunker. Aviation fuel tanks	Core		The history of the preparation for the defence of Australia in World War II is relatively unknown and these sites offer a tangible reminder of the policy of the day to defend the country. Great stories to be told.	Heritage listing/ protection of the sites is needed. Many are in private ownership.
Themed accommodation			Opportunity to convert some of the munitions bunkers into self contained holiday accommodation.	Private enterprise.
Army facilities Field Hospital	Core		Site of former tented field hospital. Dual use site / drive/walk with interpretive plaques. Part of Golden Pipeline Heritage Trail	Visitor ready
Merredin Military Museum	Core		Contains artifacts and machinery from all conflicts from World War II onwards	Needs interpretation relating to the World War II history of the town and region. Hand visitors on to other Wheatbelt sights related to the theme.
Long Tan Memorial	Interpretative		One of the first Vietnam War memorials in a regional area. Ties in with the Bruce Rock annual Veteran's event.	
<b>Bruce Rock Shire</b>		<b>WEROC</b>		
Bruce Rock – Veterans Week and The Bunker	Core Active		A major focus for Vietnam Veterans. Attracts people from all over the country who spend a week in the town. A popular and	Has the potential to develop as a step off for other tourism in the area.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
			sustainable event.	
<b>Yilgarn Shire</b>		<b>WEROC</b>		
Vultee Vengeance crash site plus Southern Cross Museum Display	Interpretive		A tragic story and good trip out to the site. Picnic facilities and interpretation.	Upgrade display at the Southern Cross Museum
<b>Westonia Shire</b>		<b>WEROC</b>		
Old Hall Memorial Room	Interpretive		Old Hall, Westonia. A room in this building is dedicated as a War memorial and contains the WWII and WWII Honour Boards acknowledging people from Westonia who enlisted and served in military services.	
<b>Mukinbudin Shire</b>		<b>NEWROC</b>		
Mukinbudin Goodchild's Gate	Interpretive		This monument of a family whose sons went away to World War II is a reminder of the grief, sacrifice and hardship experienced by farming families at this time.	Ties in with the town War memorials in the Wheatbelt. Well maintained and visitor ready.
<b>Nungarin Shire</b>		<b>NEWROC</b>		
Nungarin World War II Army and Heritage Museum; Firewalls	Core Active		A large Army base was located in Nungarin during WWII and the Museum holds many artefacts of that base. Chance to interact with locals who have restored a number of machines and tanks. Development of an interpretive trail of the remains of the base and linking it to other Army sites in the area is planned.	Could consider new interpretation within the Museum that relates to the regional context and ties the site into other happenings at the time. Interpretive Trail in the planning stage
<b>Corrigin Shire</b>		<b>RoeROC</b>		
RSL Lookout Memorial	Interpretive		Contains a World War I Turkish Mountain Gun with interpretation.	

## MARKETING POSSIBILITIES:

**Project Title:** *The Wheatbelt – Military Memories* (really needs something more macho!! For a title)

Author: Pam Masters CWVC (2006)

**Brief Description of Project:** The central Wheatbelt area of Western Australia from Moora and Northam in the west, Mukinbudin to the north Bruce Rock to the south and Merredin and Southern Cross in the east, had a vital role to play in the defence of Australia in World War II.

Throughout the region there are a great variety of military installations, museums and interpretative sites devoted to telling the story of this role. Also there are a number of events and proposed events that have a Military connection and theme e.g. Cunderdin Air Show, Northam's Military Tattoo, Bruce Rock's Back to the Bush. Many individual components of the product are in place e.g. Interpretation of the Army Hospital at Merredin as part of the Golden Pipeline Heritage Trail, the military museums at Nungarin and Merredin, the interpretation at Moora, the buildings and relics standing in paddocks throughout the region. What is needed is the packaging the product, improving sites to a visitor readiness, raising awareness of this heritage and encouraging travelers to explore and penetrate into the regional areas with an imaginative marketing strategy based on the military theme. The project will show that the wheat belt is not just wheat and rocks and will attract a market that otherwise may have by passed the area.

### **This project will include the following components;**

- Develop a structure for the coordination of the project and compile a data base of sites, events and collections relating to the military theme in the Wheatbelt,
- Liaison with all stakeholders to support the concept and ensure consistency in the quality of the product and its ability to deliver experiences to the market,
- Liaison with holders of product to encourage more active and interactive development of the product to appeal to a younger market wanting active experiences e.g. special events, tying a paint *war* in period style, upgrade of interpretive displays at museums,
- The preparation of a promotions package that will present the product to the market place, and
- The promotion of the package widely to the market place.

In 2005 it was the 60<sup>th</sup> Anniversary of the end of World War II. There is increased community interest in military heritage in general and the project would take advantage of this.

### **Aims:**

- Broaden the market base for tourism in the Wheatbelt as the project would attract a market segment that is not necessarily interested in the *traditional* wheat belt image of rocks, wildflowers and farms,
- Extend the season of visitation as the interested market would be able to visit outside the typical *wildflower season* times,
- Add another element of military product for the traditional market to encourage them to stay longer when exploring the region,
- Increase visitation to and length of stay in towns and sites included in the package with the resultant improvement in the economic viability of the region,
- Increase visitation and building an economic gain into the marketing package, would assist in improving the viability of attractions and heritage sites, many of which are managed by volunteers. This would enable them to be sustained and developed in the long term, and
- To develop a network for exchange of information and differentiation of product between the groups who are ensuring that the heritage is conserved and interpreted.

#### **Benefits:**

- Increase in visitation into the Wheatbelt region with a subsequent economic gain for businesses and community groups,
- An increase in appreciation of the heritage of the State and the role the rural community played in the War and the preservation of military heritage,
- Ensuring the longevity of collections and sites by placing an economic value on their power to attract and hold visitors in regional areas, and
- Sustainability of the region

#### **Stakeholders:**

- The project would cover a large number of regional organisations and encourage liaison between the following stakeholders,
- Local government: up to 20 shires could be involved,
- Holders of the product: Volunteer museum committees, holders of archives and collections, private citizens with collections,
- Veteran Associations: RSL, Vietnam Veteran Association,
- Tourism groups and Visitor Centres in each area,
- Wheatbelt Tourism Association,
- Golden Outback RTO,
- Experience Perth RTO,
- Tourism WA,
- Wheatbelt Development Commission,
- Regional Development Australia,
- Private enterprise, local businesses and special interest businesses,
- Heritage Council of WA, National Trust WA, and

- Events such as Back to the Bush Bruce Rock (Merv Gould PH 9041 1086), Northam Military Camp Heritage Group, Cunderdin Air show.

#### **Target Markets:**

The following are possible target markets that would not have necessarily been attracted to the Wheatbelt without the project.

- Military buffs,
- Vehicle enthusiasts who love machinery,
- Educational and special interest groups,
- Veterans,
- Self drive market,
- Main source markets to target - metropolitan Perth and Kalgoorlie
- Special interest web sites, and
- Veteran web sites.

#### **Market Trends:**

- Trend for working people to take more frequent and shorter breaks,
- People wanting *fresh* interesting product – they have been and done Margaret River and the south and want something different not too far from home,
- People are wanting breaks that link with their personal interests,
- Tourists are becoming more interested in activities such as cultural / heritage events and activity based product, and
- Information for visitors is becoming more diverse including on site display boards, CD roms, website, planners, trip notes and documented routes.

#### **Marketing Concepts:**

**Stage 1** – Produce an annotated map, logo and brand for the product.

- Annotated map with information on current sites and product that is market ready. This map would be packaged with suggested self drive itineraries/ routes and possibly some one off tour product to encourage visitation to the Wheatbelt.
- This map to be included as a supplement in the Weekend West Australian and / or Sunday Times,
- Journalists be invited to visit the military sites in the Wheatbelt and write articles to accompany the annotated map in the paper, and
- Extra copies of the map be produced as hand outs at all sites and Visitor Centres in the Region and Perth and Kalgoorlie.

**Stage 2** – To produce merchandising products to encourage the visitation to all sites and to ensure sites have the means of getting some economic gain to enable them to maintain the collections and improve interpretation and become more market ready.



- A souvenir scrap book: design and produce a souvenir booklet which expands on the military history of the region available on the map and into which the visitor can purchase and add items unique to each site to enable them to complete the scrap book e.g. it may be a historic post card at Northam, a sticker at Nungarin, a picture of a tank at Merredin etc.
- Design a CD rom for purchase and for use on relevant web sites, showing in Visitor Centres and for educational purposes for school use.

**Stage 3** - To encourage a program of events based on the military theme that could be marketed throughout the year to encourage visitation. e.g. Merredin could have an ANZAC or Armistice weekend with a coach tour to military sites and a 1940's RAAF mess dinner in the original RAAF mess. A car rally around World War II sites in the district etc. A vintage military vehicle rally in the area, once a year events for a special interest groups that could attract spectators.

**Project Planning:**

- Who is driver of the project?
- Who will develop the project plan?
- Who will co-ordinate the Plan and apply for grants?
- What area will it cover?
- Agreements by stakeholders and LGA's. How will this be arranged?

**Assistance Required:**

- Consultants to establish heritage value of sites and list them on state and national register,
- Grant funding to assist in the costs involved in employing a coordinator for the project part time over 3 years,
- Funding to develop the interpretation of the product and amenities (e.g. roadside parking) that will enhance the visitor experience. Individual stakeholders to source funding on a project level and local government in each area to provide amenities. Any signage to be under the consistent brand as decided on a regional level,
- Funding to assist with the branding of the product and the visual concept of the whole project - RTO,
- Funding to assist with the production of the annotated map and historic scrap book - engaging a historian and book designer to bring the book together and
- Funding to assist with the advertising of the product in the press – RTO, Tourism WA, local businesses with matching funding.

## 2. Activity Based Tourism

The thematic approach of this Strategy has identified sites and attractions in the region and prioritized those with high value in attracting visitation. In order for visitors to engage in these sites there is a need to link them through activity to create a marketable product that will attract target markets and assist in promotion of the region.

The activity includes;

- **SELF DRIVE TRAILS:** This is the focus of marketing and promotion at present. The self drive traveler represents the biggest market segment for this region and will continue to do so over the life of this Strategy. The region contains a number of self drive trails (see Table 7). The current trails tend to appeal to the retiree market segment. The established trails need continual revitalization by the addition of product or events to extend their attraction to the market.
- **SHORT WALKING TRAILS:** There are many short duration walking trails in the Wheatbelt that have various standards of amenity and interpretation. They generally compliment nature based tourism sites or heritage sites (see Table 8).
- **ACTIVITY TRAILS:** These are underrepresented in the central Wheatbelt. Their focus is target market segments that are interested in specific activities such as long distance walking or cycling, golfing, bowls and other sporting activity. Rather than just drive there visitors in this category wish to experience a place through a specific activity (see Table 9). In all cases activity trails create a marketable product that appeals to particular target markets and enables effective direct promotion campaigns to be undertaken.

## 2.1 Self drive trails

These self drive trails are currently the focus of most marketing activity for the Wheatbelt area. There is a need to add attractions, amenities, activities, signage and interpretation to many of the sites to keep the self drive trails fresh. The individual sites along the routes are listed on the various theme tables that accompany this document.

All trail managers need to consider the use of modern navigation techniques and iPod / digital transfer of information in planning upgrades of the trails.

### Terms

**Themes:** (N) Nature based, (M) Military, (G) Growing on Grain, (W) Water and (Mi) Mining

Sites highlighted in blue are included in Tourism WA's Tourism Development Priorities 2010 - Australia's Golden Outback under 'Improve signage, interpretation and availability of rest areas on Key touring routes'.

**Table 7**

Self Drive Trail	Area/ Theme	Values of Attraction / Selling points	Needed
Established Regional Trail	Link		
Golden Pipeline Heritage Trail	<b>Mainly WEROG</b>  <b>N, M, G, W, Mi</b>	A well promoted and established self drive trail linking Mundaring Weir with Kalgoorlie following the CY O'Connor Pipeline. It basically follows the Great Eastern Highway with interesting diversions off the route. A variety of interpretive sites covering heritage, Nature Based, Water, Indigenous, Military and Growing on Grain Themes. Has a booklet, web site and brochure. A joint National Trust and local government maintained Trail. Popular with visitors.	Some product upgrade has been undertaken e.g. at the Museum at Cunderdin. A possible wood craft site at <a href="#">No 4 Pump Station in Merredin is in the planning stage</a> . Need interpretation to link the reticulated water supply scheme supplying Wheatbelt towns and farms to the Golden Pipeline. Local government recognition of its maintenance role important. Visitor ready Needs a revitalized marketing campaign.
Pioneers Pathway	<b>Mainly NEWROG</b>  <b>N, M, G, W</b>	This alternative route from Toodyay to the Goldfields was centred around wells developed along this route. It includes cultural and natural heritage sites in the Shires of Goomalling, Dowerin, Wyalkatchem, Trayning, Nungarin and Merredin. It	More activities along the route are being developed and more are needed. An improvement in amenities would be welcome particularly food and accommodation experiences. Visitor ready

		has a brochure and dedicated web site. Local government managed.	
Pathways to Wave Rock	<b>Mainly RoeROC  N, G, W</b>	A circular route to Wave Rock incorporating the Shires of Quairading, Bruce Rock, Narembeen, Kondinin, Kulin, Lake Grace and Corrigin. Map/ brochure available. The route offers a variety of bush walk trails, picnic sites and small town experiences <a href="#">including the iconic Tin Horse Highway</a> .	Signage being developed. Upgrading of some sites along the route underway. Needs revitalisation of some sites and the use of 'On the Pathway to Wave Rock' by participating Shires in their promotions. Visitor ready.
<a href="#">The N.E. Wheatbelt Discovery Trail</a>	<b>Mainly NEWROC  N, W, G</b>	This trail travels through the NE Wheatbelt area east of the Wongan Hills / Dalwallinu line through Koorda, Mt Marshall and Mukinbudin Shires and links with the Pioneers Pathway. At present it is a trail on promotion material only and does not have a physical presence on the ground. The trail is popular in the wildflower season.	New Travel is planning a project to re brand and establish this trail as a route through the region with a presence by signage, delineation on a map and brochure and more interpretive sites with amenities. A link with the Murchison through the Paynes Find/ Marouba Road has also been suggested. The establishment of the Trail in this way will spread visitation over a wider period of the year and focus visitor movement through an area where there are many choices of roads on which to travel. Progressive sealing of the roads incorporated in the final route should be aimed for to increase visitation.
The Holland Track	<b>Mainly RoeROC  M, N, W</b>	A 4wd adventure trail with booklet and brochure available. Parts are suited to conventional vehicles. Numerous historic and natural sites en-route. Not well known.	Develop sections suitable for walking and cycling tours. Develop accommodation, camp sites and amenities along the route.
The Granite Woodlands Trail	<b>N, W, G</b>	An unsealed road alternative from the Eastern States via Norseman and Hyden. Interpretive sites, informal camping area. Brochure available.	Need accurate road condition information available on a weekly update basis at Hyden and Norseman. The usual spiel 'maintained on a regular basis' is not suitable for visitors trying to make a decision to travel the route. Visitor ready.
Hunts Wells and Dams – the York – Goldfields Heritage Trail	<b>N, Mi, G</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline & Mt

		and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields. It covers Shires from York to the Yilgarn and in many places is parallel to the Golden Pipeline and occasionally overlaps that trail.	Stirling. Degraded signage should be removed and the wells currently lost beneath weeds etc reinstated e.g. Burracoppin.
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### MARKETING POSSIBILITIES:

The promotion of these Self Drive trails will continue to be the main marketing tool to encourage visitation through this region of the Wheatbelt.  
Items to consider;

- Investigate IPod downloads and having the trails placed on SAT nav. Navigation devices to increase accessibility to information and improve navigation,
- Create partnerships between trail managers, local government and regional, sub regional marketing groups to ensure consistent promotion of Trails,
- To create partnerships with tourism icons in the region to assist in the promotion of the Trails e.g. Hyden/ Wave Rock for the Pathways to Wave Rock Trail and the Granite Woodlands Discovery Trail,
- Develop cross regional partnerships with Murchison and Goldfields in promoting linking trails, and
- Look to event promotion or special interest tourism to promote use of the Trails e.g. Caravan Rally, bikers trip, golf or bowl the Pioneers Pathway etc.

## 2.2 Walking Trails

Table 8

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>Short trails</b>			<b>Under one day</b>	
<b>NORTHERN SHIRES</b>		<b>CMVROC</b>		
Dalwallinu Town Walk Trail	Interpretive		A series of walk trails that encircle the town with different sections devoted to recreation, Flora and Fauna, Woodlands Wattles and history. Brochure.	May need a bit of an upgrade otherwise visitor ready.
Wongan Hills Visitor Centre Guides	Core Active		Very active in promoting wildflowers and offering guided tours and events such as Reynoldson Reserve Open Day. The Wongan Hills are has 24 endemic species and over 1400 flora species. It is a Hot spot for diversity.	Flora guides available
Mt Matilda Walk trail	Key		A flora walk that takes 3 hrs through the unique Wongan Hills Country where endemic species may be seen. The scenic trail takes 5 hours.	
Reynoldson Reserve	Interpretive		A one hour walk trail through a reserve noted for its verticordias. Best viewed late October / November. Brochure	An annual festival is held at the reserve.
<b>NE WHEATBELT</b>				
Weira Reserve Mukinbudin	Interpretive	<b>NEWROC</b>	Laterite and granite outcrops. Short walking trail and gnamma hole.	Visitor ready
Beringbooding Rock (Mukinbudin)	Key or Core	<b>NEWROC</b>	A place were a number of themes meet – indigenous, nature based, water and growing of grain. Also in good location to hand visitors on to Elachbutting/ Mukinbudin/ Beacon attractions. Toilets	Interpretation upgrade in relation to all themes. Needs an interpretive walking trail. Brochure available.
Elachbutting Rock (Westonia)	Key	<b>WEROC</b>	Great physical attraction in the wave in the rock, rock slit and surrounding wilderness. WILDERNESS CAMPING Key selling element here. Short interpretive trail could be extended	Ideal spot for bush conservation messages and for handing visitor on to other sites. Extend

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
				interpretive trail.
Sandford Rocks (Westonia)	KEY	WEROC DEC	Excellent orchid and wildflower site with endemic species. DEC interpretation and trail.	Visitor ready
Westonia Woodlands and Wildflower Trail	Interpretative	WEROC	A 90 minute interpretive walk trail with brochure	Visitor ready
Baladjie Lake Nature Reserve	Interpretive	WEROC DEC	Rock and salt lake area. Informal unmanaged camping occurs despite notices indicating 'no camping'. Needs a formal walking trail in adjacent nature reserve.	Very popular camping and picnic site. Needs good management plan to ensure Nature Reserve and camping aspects are not compromised.
<b>Pioneer's Pathway</b>				
Tin Dog Walking Trail (Dowerin)	Key		An interpretive trail and bird watching hide that introduces people to the woodland.	Visitor ready
Billyacatting Hill Conservation Park (Trayning)	Interpretive	NEWROC DEC	An interpretive trail with an emphasis on the reptiles of the Wheatbelt. Interesting rock formations.	Visitor ready
Mangowine Interpretive Trail	Interpretive		A short 30 minute trail around the Mangowine Homestead site including interpretation of natural and cultural history of the site	Developing
<b>WEROC</b>				
Totadgin Conservation Park (Merredin)	Key	DEC	A reserve with a granite rock with mini wave. Walking trail with interpretation. Picnic sites. Hunt's Well. Disabled access to rock wave site. Interpretation of Indigenous use of the landscape and seasons.	Visitor ready
Tamma Parkland (Merredin)	Interpretive	WEROC	A reserve with 30 minute interpretive walk trail. Picnic tables. Brochure	Visitor ready

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Merredin Peak	Core	WEROC	A large reserve with a walk trail on water and heritage themes and environmental themes. Indigenous interpretation of Native Settlement and World War II Army Hospital Site. A place where many stories meet.	Needs upgrade of picnic area and toilets. Visitor ready.
Frog Rock and Dam (Yilgarn Shire)	Interpretive	DEC	Large granite outcrop with dam, interpretation, trail and picnic tables	Visitor ready
Karalee Reservoir	Interpretive	WEROC	Camping area with trail and heritage interpretation	Visitor ready
Pathways to Wave Rock				
Quairading Nature Reserve	Interpretive		Interpretive walk trails in 527 hectare reserve set aside for conservation and environmental studies.	Visitor ready
Dam Bush Track (Corrigin)	Interpretive	RoeROC	Short track meandering through local bushland. Signed with picnic table.	Upgrade needed
Lake Walker Trail (Narembeen)	Interpretive	RoeROC	A 20 minute circular walk around the lake with rest stops provided. Also has Water theme.	
Kondinin Bush Walk	Interpretive	RoeROC	An interpretive natural bushwalk near the town. <i>Euc.kondinensis</i> a feature of the trail	Upgrade needed
Mulka's Cave and the Humps (Kondinin)	Core	RoeROC	A place where natural history and Indigenous heritage stories are told. Walk trails, toilets, picnic area.	Visitor ready
Wave Rock Walk Circuit (Hyden)	Interpretive	RoeROC	A 90 minute interpretive trail describes the local landscape around Wave Rock	Visitor ready
Macrocarpa Trail (Kulin)	Interpretive	RoeROC	A great short trail through interesting bush land and near the townsite. Brochure available.	Needs an upgrade of visitor facilities.



## 2.3 Activity Trails

These types of activities can be promoted to target markets easily and match in closely with the Tourism WA Tourism Strategy for 'Experience Tourism'

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>Walking Trails: Nature Based</b>				
Short duration – under one day			See table on walking trails pg 114	
With one overnight stop			More people of all age groups are enjoying this type of activity experience and are seeking new places in which to undertake the activity.	To develop Merredin to Muntadgin trail.
Long Duration Walking trails - A series of overnight stops			As above.	To develop one or two longer duration walking trails – Holland Track, Rabbit Proof Fence.
<b>Cycling and Bikers: All themes</b>				
Northam/ Goomalling/ Wongan/ New Norcia/ Calingiri /Toodyay Cycle trail			Utilise the rail service to Northam and Toodyay as base for trail. 50 kms stages 4- 5 day trip  Themes G,N. Attract the tourer cycling market	More cycle storage capacity on rail service
Develop a variety of cycling itineraries based on central locations			The roadie cycle market likes a series of rides coming back to a central point with comfortable accommodation	Need market research to find needs and demographics of this group
Develop within the region one or two longer duration cycle / mountain bike trails			This activity would appeal to the groups from the high risk adventure seeker to moderate roadies who don't mind taking along camping gear.	Need market research as above. . Develop a trail along the Holland Track where a variety of bush track & farmland roads would be experienced
Develop within the region			This would possibly rely on a group of keen locals who have a	Need market research as above.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
a world class mountain bike competitive circuit			high level of interest in this activity. Local cycle club etc.	
Merredin / Nungarin Military Cycle Trail	Interpret		Merredin to Nungarin to Hines Hill to Doodlakine to Bruce Rock and back to Merredin	Needs interpretation trail of military sites along the route. Market research to source clients.
Pioneers Pathway Cycle trail			Utilise rail service to Northam and follow the Pioneer Pathway from Goomalling to Merredin 4- 5 day trip. Themes G, N, M, W.	
Kellerberrin / Kokerbin / Bruce Rock /Merredin Cycle trail through Mt Calroline and Mt Stirling area.	Interpret	<b>WEROC</b>	A granite rock experience with overnight camping at Kwoylin if camp ground planned. Could take the Bruce Rock wildflower route from Kokerbin to Bruce Rock.	Utilise the rail service for drop off and pick up from Perth/ Midland to Kellerberrin and return via Merredin.
Merredin to Muntadgin walking and cycle trail		<b>WEROC</b>	Trail to follow the Narrow gauge railway through to Muntadgin - could then extend for cyclists to Bruce Rock and return to Merredin via Totadgin Park or on to Narembreen from Mutadgin. The route follows an undulating path with very good bush along the way interspersed with rolling countryside. And a great cold beer at the end! Length Merredin to Mutadgin 60 kms – 2 day walk.	Needs marketing research and project planning.
'Golfing/Bowling the Wheatbelt'– seniors golf or bowling rounds			Seniors Golf rounds using the small outlying courses mid week in off times for clubs	
e.g. Merredin 3 Course 3 day Seniors tournament			Nunkarni Golf Course, Merredin Golf Course and Muntadgin Golf course. Players will have fun experience different surface conditions over 2 days with an afternoon presentation at the Muntj Pub!.	Golf Clubs to come on board and organize such mid week events for seniors .This type of event could be hosted by a different sub regional tourism group in alternate years.

### 3. ALL Audit sites

Sites listed by ROCs and local governments.

#### 3.1 NEWROC

##### 3.1.1 Shire of Koorda

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Koorda- Wildflower reserve	Interpretive		Interpretative trail	
Newcarbeon and Mollerin Rock			Picnic facilities. Planning toilets at Mollerin Rock	
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ booklets/ handouts/ CD's encourage visitors to look out for different wheat bins styles.
Local Museums (Public and private)	Interpretive	<b>All</b>	Koorda Old Hospital Museum shows the type of health services provided in the early days and the evolution of the building as hostel and police station	Interpretation in most museums needs upgrading so stories are told in an engaging manner. It would be good to have interesting stats on e.g. what people died of , farm accidents etc that bring home to people what it was like in the early days.
Agricultural Shows / Festivals / Markets			Koorda Show, September	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Koorda entry statement	Interpretive		A farmer rounding up tin sheep welcomes you to Koorda	Worth upgrading and making a really top feature.
Koorda Corn Dolly craft	Interpretive Active			Perhaps an annual workshop weekend for crafty people.
<b>THEME: Water</b>				
Well sites of significance	Interpretive	<b>Many</b>	Some on existing trails – see above	Would be up to local Shires to decide which to maintain and interpret. It is suggested that only one or two per Shire be considered for provision of public access.
Gnamma Holes of significance			Indigenous way of obtaining water. Numerous excellent examples thorough out the Wheatbelt	As above in consultation with Indigenous people.
<b>THEME: Mining</b>				
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	Koorda has a restored World War I gun at their memorial site. Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

## 3.1.2 Shire of Mt Marshall

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Beacon – wildflower garden	Interpretive		A garden with named local species in the town site	Needs upgrading to be visitor ready
Datjoin Rock (Beacon)	Interpretive		A pleasant picnic area near a granite rock with sheoak and jam woodland. Historical association with a fugitive Brockman. Overnight camp spot.	Access road narrow. Recommend it not be an overnight camp spot.
Beagley's Breakaway (Beacon)	Interpretive		Laterite rock formations. This is on private property and camping with permission of owner.	
Billiburning Rock (Beacon)	Core		Pioneer well and gnamma holes. Informal camping permitted.	Could it be a core site for this northern area where the pastoral country meets the Wheatbelt.
Numerous rock informal campsites around Beacon as mentioned in the Beacon brochure			The community needs to decide both from the visitor and environmental point of view if they wish to have lots of informal campsites or a few but more managed camp sites offering a quality visitor experience.	Need to assess the quality of the sites and prioritise. Visitors are time poor and focus on the best sites. Encourage use of Beacon Caravan Park for camping as an environmentally friendly option.
Bencubbin – Marshall Rock and nearby salt lake reserve	Interpretive		Picnic site, new interpretation, good views	Road access to top of rock dangerous if visitation increases. Road access to salt lake could be wet in winter.
Sandalwood drays	Interpretive		Each town has a display to focus on the importance of sandalwood and sandalwood cutting and collection in the district. Tie in with display at Cunderdin Museum.	.
<b>THEME: Growing on Grain</b>				

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles.
Agricultural Shows / Festivals / Markets			Bencubbin Show – March	
Bates Museum	Interpretive Active	<b>NEWROC</b>	A private museum of artifacts from by gone times. Able to interact with owner.	
Mt Marshall Museum	Interpretive	<b>NEWROC</b>	Being re invigorated to focus on policing in the area.	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference. Need to on sell each other on a regional basis.
Pergandes Sheep Yards (Mt Marshall)	Key	<b>NEWROC</b>	A response by pioneers to create a sheep yard out of locally available materials. A unique site that intrigues visitors.	Needs a heritage conservation, maintenance and interpretation plan for the site needed.
<b>THEME: Water</b>				
Well sites of significance	Interpretive	<b>Many</b>	Some on existing trails – see above	Would be up to local Shires to decide which to maintain and interpret. It is suggested that only one or two per Shire be considered for provision of public access.
Rock Catchments of significance	Interpretive	<b>Many</b>	Some on existing trails – see above	As above
Gnamma Holes of significance			Indigenous way of obtaining water. Numerous excellent examples thorough out the Wheatbelt	As above in consultation with Indigenous people.
Beacon tanks, soaks	Interpretive		Beacon has listed a large number of these sites on their map.	Perhaps one good example of particular

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
and well sites.				types should be considered to be sign posted and mentioned in brochures.
<b>THEME: Mining</b>				
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

## 3.1.3 Shire of Mukinbudin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Mukinbudin – Herbarium and Pioneer Botanical Walk	Interpretive Active		Regional rare plant herbarium. Walk trail with named species.	
Weira Reserve Mukinbudin	Interpretive		Breakaway adjacent a granite rock with Gnamma holes. Picnic area.	Visitor ready
Beringbooding Rock	Key or Core		A place where a number of themes meet – Indigenous, Naturebased, Water, Indigenous and Growing of Grain. Also in good location to hand visitors on to Elachbutting/ Mukinbudin/ Beacon attractions. Toilet.	Interpretation upgrade in relation to all themes and the NE Wheatbelt Trail needed.
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ booklets/ handouts/ CD's encourage visitors to look out for different wheat bins styles.
1950's Cropping – Men's Shed.	Interpretive Active	<b>NEWROC</b>	On occasion in the farmers have held events of seeding and harvesting in the 1950's style	If these events are held consistently enough they could become a visitor attraction
Agricultural Shows / Festivals / Markets			Mukinbudin Spring Festival – September	
Mukinbudin Men's Shed	Key Active		When open visitors can enjoy being able to meet people who have lived and farmed in the area. Restoring old machinery. A 'meet the locals' experience.	Details when special events happening to be planned and published as an events calendar for promotion over internet and throughout the region.



Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Mukinbudin Old Silo	Interpretive		A nice feature to visit and contrast with the existing ways farmers now store wheat.	Could have signs at this feature directing visitors to the men's shed and to have a look at the current silos on the railway line.
Wattoning Historical Site	Key	<b>NEWROC</b>	The graves, wells and gnamma holes and the isolated feel make this a great site to really feel how remote the early settlers were.	Needs better interpretation and wells need protection. A heritage conservation, maintenance and interpretation plan for the site needed.
<b>THEME: Water</b>				
Well sites of significance	Interpretive	<b>Many</b>	Some on existing trails – see above Wattoning	
Gnamma Holes of significance			See Wattoning above – very good examples.	As above in consultation with Indigenous people.
Beringbooding Rock Catchment	Key		A very large project undertaken with Depression (1930's) labour to secure a water supply for the developing northern edge of the Wheatbelt . Picnic table.	Could upgrade interpretation to tie it into the water theme and also living in the Wheatbelt in the 30's.
<b>THEME: Mining</b>				
<b>THEME: Indigenous Experience</b>				
Gnamma Holes – Wattoning site	Interpretive		How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	
Berringbooding Rock			A rock art site at one side of the main rock	Need to determine if this site is public from the point of view of the Indigenous people. Needs interpretation and protection from vandalism.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
				Information part of a themed brochure.
Mukinbudin Goodchild's Gate	Interpretive		This monument of a father to his sons that went away to World War II is a reminder of the grief, sacrifice and hardship experienced by farming families at this time.	Ties in with the town War memorials in the Wheatbelt. Well maintained and visitor ready.

## 3.1.4 Shire of Nungarin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Eaglestone Rock	Interpretive		Woodland, rock and salt lake area. Popular picnicking and informal camping spot	Needs management to preserve values
Talgomine reserve (Mt Moore)	Interpretive		Popular picnicking and informal camping area	Needs management to preserve and secure values
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles and provide information on 'Why it is so?'
Local Museums – Public & private	Interpretive	<b>All</b>	Nungarin Heritage Machinery and Army Museum	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference. Need to on sell each other on a regional basis.
Agricultural Shows / Festivals / Markets			Mangowine Concert and Nungarin Market Days	
Danberrin Rock	Interpretive	<b>NEWROC</b>	Site of a monument to Group settlement. Nice everlastings in winter but best noted for its pioneer association.	Requires upgrade of interpretation and picnic facilities. Site management needed.
Mangowine Homestead	Key Active	<b>NEWROC National Trust Active</b>	Well preserved property with buildings showing the grazing way of life prior to grain growing in the district. Also the story of the property owner taking advantage of the movement of people during the gold rush era. Interact with local guide. An annual event - Mangowine Concert is held. Home of first CWA cottage. Interpretive walk trail and camping ground.	Would be a good place to hand visitors on to other regional attractions via interpretation, brochures or signage. Need partnership with local community and National Trust. Make more of CWA link. Visitor ready.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
McCorry's Old Hotel	Interpretive	<b>NEWROC</b>	Interesting story of a commercial development taking place on the coming of the railway to the town. Accommodation and meals.	Visitor ready. Should not be used as a caravan park – unsuitable.
Nungarin Wheatbelt Markets	Interpretive Active	<b>NEWROC</b>	Great opportunity for visitors to interact with a local farming community.	Visitor ready Support to sustain the enterprise.
<b>THEME: Water</b>				
Pioneers Pathway Heritage Trail -PPT	Key Link	<b>NEWROC</b> <b>WEROC</b>	An alternative route from Toodyay to the Goldfields was centred around wells developed along this route.	More activities along the route needed but are developing. Water theme not currently highlighted. Visitor ready
<b>THEME: Mining</b>				
Pioneers' Pathway	Link	<b>WEROC,</b> <b>NewTravel</b>	Follows one of the routes of prospectors to the gold fields. Supported by signage, web site and brochure.	More activities along the route but developing. Visitor ready.
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.
Nungarin World War II Army and Heritage Museum - Firewalls	Core Active		A large Army base was located in Nungarin during WWII and the Museum holds many artifacts of that base. Chance to interact with locals who have restored a number of machines and tanks.	Could consider new interpretation within the Museum that relates to the regional context and ties the site into other happenings at the time.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
			Development of an interpretive trail of the remains of the base and linking it to other Army sites in the area is planned.	Interpretive Trail in the planning stage. Need to highlight the building as an original army depot building.

## 3.1.5 Shire of Trayning

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Billyacatting Hill Conservation Park- Trayning	Key	<b>DEC</b>	An interpretive trail with an emphasis on the reptiles of the Wheatbelt. Interesting formations.	Visitor ready
Trayning Tree Library	Interpretive		A site of planted local species with names attached.	
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles and provide information on 'Why it is so?'
Local Museums (Public and private)	Interpretive	<b>All</b>	Yellbeni farm machinery display	Interpretation in most museums needs upgrading so stories are told in an engaging manner.
<b>THEME: Water</b>				
Well – Trayning well	Interpretive	<b>Many</b>	On planned trail – car park and interpretation	
Gnamma Holes			On planned trail – car park & interpretation	
Pioneers Pathway Heritage Trail -PPT	Key Link	<b>NEWROC WEROC</b>	An alternative route from Toodyay to the Goldfields was centred around wells developed along this route.	Need more activities along the route but these are developing. Visitor ready
<b>THEME: Mining</b>				
Pioneers' Pathway	Link	<b>WEROC, NewTravel</b>	Follows one of the routes of prospectors to the gold fields. Supported by signage, web site and brochure.	See above. Visitor ready.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Trayning has a gnamma hole with parking and interpretation located on planned drive trail route.	
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

## 3.1.6 Shire of Wyalkatchem

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Wyalkatchem Korrelocking Reserve	Interpretive		Picnic tables. Pleasant environment adjacent a rock.	Walk trail needs an upgrade.
Wyalkatchem Bush Walk	Interpretive		Walk adjacent the town site.	
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles and provide information on 'Why it is so?'
Local Museums – CBH Museum	Key	<b>All</b>	Wyalkatchem CBH Museum and Visitor Centre. School House museum. Adaption of vehicles and siding for bulk handling a great story here.	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference. Need to on sell each other on a regional basis.
Agricultural Shows / Festivals / Markets			Wyalkatchem Rose Festival.- September	
Water wise garden Wyalkatchem	Interpretive		Contains species of garden plants the Pioneers would have used	
Town site – murals, entrance statements			Depict the grain growing history of the area.	Visitor ready



Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Water</b>				
Well sites of significance	Interpretive	<b>Many</b>	Wyalkatchem well tank restored.	
Gnamma Holes of significance			Indigenous way of obtaining water. Numerous excellent examples thorough out the Wheatbelt	As above in consultation with Indigenous people.
Pioneers Pathway Heritage Trail -PPT	Key, Link	<b>NEWROC WEROC</b>	An alternative route from Toodyay to the Goldfields was centred around wells developed along this route.	Need more activities along the route but these are developing. Water theme not currently highlighted. Visitor ready
<b>THEME: Mining</b>				
Pioneers' Pathway	LINK	<b>WEROC, NewTravel</b>	Follows one of the routes of prospectors to the gold fields. Supported by signage, web site and brochure.	More activities along the route but developing. Visitor ready.
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		One at Korrelocking?	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

### 3.2 WEROC

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
General Sites		<b>All Rocs</b>		
Engandered species gardens	Interpretive		Points of interest for visitors and located in high profile areas.	More information on these and others in the region

#### 3.2.1 Shire of Bruce Rock

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
<b>Kokerbin Rock</b>	Core	<b>Shire/DEC</b>	Large granite monolith with interesting rock formations and great views. Gas fireplaces, toilets and interpretive trail. Day use site from 2011. Camping at nearby Old Kwolyin townsite.	Could be the focal point for the Granite Way drive with major interpretation of the drive and its significance to Indigenous culture and landscape.
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochure/ CD's encourage visitors to look out for different wheat bins styles and provide information on 'Why it is so?'
1950's Cropping – Bruce Rock/ Naremben/ Mukinbudin	Interpretive Active	<b>WEROC RoeROC NEWROC</b>	On occasion in these areas farmers have held events of seeding and harvesting in the 1950's style. If they become a regular event staging the demonstrations could be shared around so that the event is held in alternate years at different locations.	Research into these and if they are held consistently enough for them to become a visitor attraction

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Local Museums (Public and private)	Interpretive	<b>All</b>	Bruce Rock School House Museum and machinery display. The School house at the museum shows the education provided when there was closer settlement. A reflection of the lifestyle of Pioneer Wheatbelt families	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference. Need to on sell each other on a regional basis.
Agricultural Shows / Festivals			Bruce Rock Show held biannually	
<b>THEME: Water</b>				
Hunts Wells and Dams – the York – Goldfields Heritage Trail	Interpretive Link	<b>WEROC</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline and Mt Stirling – the Granite Way
Rock Catchments of significance - Railway Dam	Interpretive	<b>Many</b>	Railway Dam Bruce Rock – an interesting site of greater interest than Bruce's Rock itself. Needs up grade and perhaps trails.	Would be up to local Shires to decide which sites to interpret and provide facilities. It is suggested that only one or two per Shire be considered for provision of public access.
Well sites of significance	Interpretive	<b>Many</b>	Kokerbin Well restored.	
Gnamma Holes of significance			Indigenous way of obtaining water. Numerous excellent examples thorough out the Wheatbelt	As above in consultation with Indigenous people.
Bruce's Rock	Interpretive		The site of an old native well and now a stoned well. Bruce was a sandal wood cutter and camped here. Picnic facilities.	Not an engaging site

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Indigenous Experience</b>				
Bruce Rock – Kokerbin Rock	Core		See nature based theme	
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	Memorial Window in the local Church at Bruce Rock	
Volunteer Defence Force	Interpretative	<b>WEROC NEWROC</b>	There are numerous sites and halls where the contribution of the VDF's could be acknowledged.	
Bruce Rock – Veterans Week and The Bunker	Core Active		A major focus for Vietnam Veterans. Attracts people from all over the country who spend a week in the town. A popular and sustainable event.	Has the potential to develop as a step off for other tourism in the area.

## 3.2.2 Shire of Kellerberrin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Granite Way Drive			A drive through the countryside to view the granite rocks of Mt Stirling, Mt Carolyn and Kokerbin Rock. Only two rocks are accessible to the public – Kokerbin and Mt Stirling. Upgrade of facilities needed at Mt Stirling.	This could be made into a sublink trail linking the GPH Trail and the Pathways to Wave Rock. Could have a CD/ iPod card to listen to during the drive describing the features and Indigenous Heritage of the area.
Durokoppin Nature Reserve	Interpretive	<b>DEC</b>	A small reserve with picnic facilities and interpretation.	Trail upgrade needed
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors. Kellerberrin silos very obvious.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles and provide information on 'Why it is so?'
Agricultural Shows / Festivals			Kellerberrin Show 3 <sup>rd</sup> Thursday in September	
<b>THEME: Water</b>				
Golden Pipeline Heritage trail - GPHT	Core, Link	<b>WEROC National Trust</b>	A major self drive trail supported by interpretation, advertising, websites and brochures. Links mining and water themes in the Wheatbelt	Could add some interpretation to link the reticulated water supply scheme supplying Wheatbelt towns and farms to the Golden Pipeline. Visitor ready
Hunts Wells and Dams – the York – Goldfields Heritage Trail	Interpretive Link	<b>WEROC</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
			established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	and the proposed trail near Kellerberrin relating to Mt Caroline and Mt Stirling – the Granite Way
Baandee Salt Lake	Interpretive		A nice view of the Lake from the GPL Heritage Trail	
Doodlakine Well site	Interpretive		Location of the first Doodlakine Townsite. A short interpretive trail. GPHT site.	Visitor ready.
<b>THEME: Indigenous</b>				
Cultural Centre	Core		Need: A centre located on the GE Hwy – Kellerberrin or Merredin- where the Njaki Njaki and other Cultures are explained. A centre to act as the hub from which the landscape and special Indigenous places in the public domain are.	THIS IS NEEDED to bring the experience together. Arts and Artifacts.
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
Kellerberrin - bi annual Cultural Festival	Core Active		A weekend of Cultural activities and entertainment by Indigenous musicians - The Keela Dreaming.	Opportunity to build other business off this festival.
Kellerberrin/ Quairading Bruce Rock – Mt Caroline/ Stirling Granite Way Trail		<b>WEROC , RoeROC, Roe Tourism</b>	Possible Indigenous interpretation of the landscape through an iPod type download?	
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>	Kellerberrin has a memorial in the Hospital Grounds	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

## 3.2.3 Shire of Merredin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Totadgin Conservation Park	Key	DEC	A reserve with a granite rock with mini wave. Walking trail with interpretation. Picnic sites. Hunt's Well. Disabled access to rock wave site. Interpretation of Indigenous use of the landscape and seasons.	Visitor ready
Tamma Parkland	Interpretive		A reserve with 30 minute interpretive walk trail. Picnic tables	Visitor ready
Merredin Peak	Core		A large reserve with a walk trail on water and heritage themes. Indigenous interpretation of Native Settlement and World War II Army Hospital Site. A place where many stories meet.	Needs a managed picnic area and toilets. Interpretation on bush trail.
No 4 Pump Sustainable Timbers Project	Key	National Trust WA	The proposal to have a sustainable timber project with people working on craft woods will enable visitors to learn about the great trees and woodlands of the drier parts of WA.	Project in the proposal stage. Listed in Tourism WA's Destination Development Priorities 2010.
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos – CBH terminal at Merredin	Interpretive Key, Active	All	One of the few operating silos that is open to the general public on a regular basis via a local town tour. The coach follows the path of a load wheat truck through the various processes they go through to deliver the grain. Tour through the silos at Merredin available.	Assistance for the operator to improve the viability of this tour Visitor ready.
Rabbit Proof fence sites No 1 and No 2  See proposal by Relix	Core, Link	All	Existing sites <ul style="list-style-type: none"> <li>• Great Eastern Highway Bay east of Burracoppin</li> <li>• No24 Tank Merredin Shire</li> <li>• Gate 54 Narembene Shire</li> </ul>	Perhaps need a brochure or small booklet for sale detailing all sites of this interesting fence through the region. Central Wheatbelt VC has a small

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
put forward by the Cunderdin Museum to highlight the three fences.			<ul style="list-style-type: none"> <li>Varley – rabbit monument and cemetery</li> <li>No 2 fence site on Quairading- Corrigin Road.</li> </ul> <p>Core site could be in the Merredin / Burracoppin area where the major depot of the No 1 Rabbit Proof fence was located.</p>	display on the Rabbit Proof Fence but could use supporting material to sell.
Railway Museum Merredin	Key		Rail transport was essential for early settlers and Merredin was a rail hub for the region	Interpretation needs to be upgraded to show regional role of the narrow gauge rail network and make it more interactive to expand type of audience that would enjoy the museum. Visitor ready
CBD Heritage Trail	Interpretive		Walk trail in CBD of Merredin	
<b>THEME: Water</b>				
Golden Pipeline Heritage trail – GPHT No 4 Pump Sustainable Timber Project	Core Link	<b>WEROC National Trust</b>	A major self drive trail supported by interpretation, advertising, websites and brochures. Links mining and water themes in the Wheatbelt. The proposed Sustainable timber project will enable interpretation and enliven the No 4 Pump.	Could add some interpretation to link the reticulated water supply scheme supplying Wheatbelt towns and farms to the Golden Pipeline. Visitor ready
Hunts Wells and Dams – the York – Goldfields Heritage Trail	Interpretive Link	<b>WEROC</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline and Mt Stirling – the Granite Way
Merredin Peak and Railway Dam	Key		One of the oldest rock water catchment sites in the Wheatbelt with the channels made from rock quarried from the site. Supplied water for the town and steam railway engines on the Perth to Kalgoorlie line.	Needs to be tied in with the water story elsewhere in the Wheatbelt. The role of rock water catchments in the survival and settlement of towns and the railway line in the area prior to the water supply scheme provided by the O'Connor pipeline needs to be told. Interpretation



Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
				to engage people to visit other sites in the Water Story. Needs upgraded picnic area and toilets.
Hunts Dam	Interpretive		A dam built by Hunt rather than a well and is unique for that reason. 5kms north of Merredin.	Needs interpretation, picnic facilities and conservation of dam wall. Internal road system dangerous. Needs link with the next Hunt's site – Totadgin and Burracoppin.
Hunts well	Interpretive	<b>DEC</b>	At Totadgin Conservation Park- well maintained. At Burracoppin – plaque but site in need of attention and upgrading.	Visitor ready
Merredin desalination Pilot study	Interpretive			Not readily accessible for visitors.
Merredin use of recycled water and flood mitigation			Recycling of dam and town run off through creek system into dams. Levee banks for flood mitigation	No interpretation on this at present Information conveyed to visitors on local coach tour.
<b>THEME: Mining</b>				
Pioneers' Pathway	Link	<b>WEROC, NewTravel</b>	Follows one of the routes of prospectors to the gold fields. Supported by signage, web site and brochure.	Need more activities along the route but these are developing. Visitor ready.
York to Goldfields Heritage Trail	Link		Follows another route taken by prospectors from York and closely follows the wells and dams created by Charles Cook Hunt. Parts of the trail are overlaid by the Golden Pipeline Heritage Trail.	Upgrade of signage, sites and interpretation is needed. Perhaps revitalize the trail as Hunt's trail. Brochure out of print and trail signage degraded.
<b>THEME: Indigenous Experience</b>				

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Cultural Centre	Core		Need: A centre located on the Great Eastern Hwy – Kellerberrin or Merredin- where the Njaki Njaki and other Cultures are explained. A centre to act as the hub from which the landscape and special Indigenous places in the public domain are explored	THIS IS NEEDED to bring the experience together. Arts and Artifacts.
Merredin Native Reserve Merredin Peak	Key		A facility at Merredin Peak used for social gatherings. Interpretation of bush tucker.	Stage 1 developed. Other stages to come.
Merredin Totadgin Conservation Park	Interpretative	<b>DEC</b>	Interpretation on Aboriginal seasons as related to food collection and cultural life. Nature trail associated with a granite outcrop. Part of the trail wheel chair accessible.	Visitor Ready
<b>THEME: Military</b>				
<a href="#">Merredin - Long Tan Memorial</a>	Interpretive		One of the first Vietnam War memorials in a regional area. Ties in with the Bruce Rock annual Veteran's event. Merredin has two other War memorials.	It would be interesting to explore the designs throughout the Wheatbelt and why they were chosen. Most erected after World War I. Information part of a themed brochure.
<a href="#">Volunteer Defence Force</a>	Interpretative	<b>WEROC NEWROC</b>	There are numerous sites and halls where the contribution of the VDF's could be acknowledged	
<a href="#">Merredin - RAAF facilities – Munitions Bunkers. Supply depot hangars. High Frequency Direction Finding bunker. Aviation fuel tanks</a>	Core		The history of the preparation for the defence of Australia in World War II is relatively unknown and these sites offer a tangible reminder of the policy of the day to defend the country. Great stories to be told.	Heritage listing/ protection of the sites is needed. Many are in private ownership.
<a href="#">Merredin – ARMY facilities</a>	Core		Site of former tented field hospital. Dual use site / drive/walk with interpretive plaques. Part of Golden Pipeline heritage	Visitor ready.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Field Hospital			Trail	
Merredin Military Museum	Core		Contains artifacts and machinery from all conflicts from World War II onwards	Could consider up dated displays and interpretation relating to the World War II history of the town and region. Hand visitors on to other Wheatbelt sights related to the theme.

## 3.2.4 Shire of Tammin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Yorkrakine Rock	Interpretive		Opportunities for climbing the rock and enjoying a picnic. Camping not permitted. Sealed access to Park turnoff. Christmas trees a feature that could encourage visitation late in the year outside of regular wildflower season. To walk trail, picnic tables, toilets. Wildflowers and bird life.	Visitor ready.
Charles Gardner Reserve	Interpretive		A very special small flora reserve with some rare species. No formal trails.	
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Tammin silo's very close to Highway. Could perhaps have an engaging display in the road house relating to the wheat industry and the silos. Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's / displays encourage visitors to look out for different wheat bins styles.
Kadjininy Kep – Tammin Hydrology Model and Amphitheatre	Core		The model aims to educate on the causes and effect of the salinity and how it occurs in farming areas of the Wheatbelt. See also water Theme.	Needs to link with other sites in the region. Links into growing of grain theme and water theme.
<b>THEME: Water</b>				
Golden Pipeline Heritage trail - GPHT	Core Link	<b>WEROC National Trust</b>	A major self drive trail supported by interpretation, advertising, websites and brochures. Links mining and water themes in the Wheatbelt	Could add some interpretation to link the reticulated water supply scheme supplying Wheatbelt towns and farms to the Golden Pipeline. Visitor ready

Hunts Wells and Dams – the York – Goldfields Heritage Trail	Interpretive Link	<b>WEROC</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline & Mt Stirling – the Granite Way
Kadjininy Kep – Tammin Hydrology Model and Amphitheatre	Core		The model aims to educate on the causes and effect of the salinity and how it occurs in farming areas of the Wheatbelt.	Needs to link with other sites on a regional basis. Links into growing of grain theme and water theme. Visitor ready
<b>THEME: Mining</b>				
<b>THEME: Indigenous Experience</b>				
<b>THEME: Military</b>				
Lord Kitchener Plaque	Interpretive		A plaque marking the spot where Lord Kitchener addressed WWI troops prior to them being sent overseas. Also a large Army Manoeuvring Ground (17, 400 hectares) was located here.	Needs more interpretation and more information about the site. Interpretation to bring the site alive and place it in context of World War I in the Wheatbelt. This was the very early stage in the development of the Wheatbelt and the men going off to War possibly had an impact on the development of farms at that stage.

## 3.2.5 Shire of Westonia

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Elachbutting Rock	Key		Great physical attraction in the wave in the rock, rock slit and surrounding wilderness. WILDERNESS CAMPING Key selling element. Toilet, picnic tables, trail.	Ideal spot for bush conservation messages and for handing visitor on to other sites
Sandford Rocks	Key	DEC	Excellent orchid and wildflower site with endemic species. DEC interpretation and trails	Visitor ready
Westonia Woodlands and Wildflower Trail	Interpretative		A 90 minute interpretive walk trail with brochure and plaques. Currently being extended.	Visitor ready
Baladjie Lake Nature Reserve	Interpretive	DEC and Shire	Rock and salt lake area. Informal unmanaged camping occurs. As this is a nature reserve camping is not permitted at this stage.	Camping is occurring to the detriment of the conservation values of the reserve. Needs good management plan to ensure Nature Reserve and camping aspects are not compromised.
<b>THEME: Growing on Grain</b>				
Rabbit Proof fence sites No 1 and No 2  See proposal by Relix put forward by the Cunderdin Museum to highlight the three fences.	Core Link	All	<ul style="list-style-type: none"> <li>Great Eastern Highway Bay east of Burracoppin</li> <li>No24 Tank Merredin Shire</li> <li>Gate 54 Narembene Shire</li> <li>Varley – rabbit monument and cemetery</li> <li>No 2 fence site on Quairading- Corrigin</li> </ul> Core site could be in the Merredin / Burracoppin area where the major depot of the No 1 Rabbit Proof fence was located. There are two interpretive sites related to the construction of the fence in the area	Perhaps need a brochure or small booklet for sale detailing all sites of this interesting fence through the region. Central Wheatbelt VC has a small display on the Rabbit Proof Fence but could use supporting material to sell. See Relix Proposal which should be supported by all Shires with the Rabbit Proof Fence running through their Shires.
Westonia Museum	Interpretive		Museum displaying a variety of items relating to life in the Wheatbelt in the early years	

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Water</b>				
Golden Pipeline Heritage trail - GPHT	Core Link	<b>WEROC National Trust</b>	A major self drive trail supported by interpretation, advertising, websites and brochures. Links mining and water themes in the Wheatbelt	Could add some interpretation to link the reticulated water supply scheme supplying Wheatbelt towns and farms to the Golden Pipeline. Visitor ready
Hunts Wells and Dams – the York – Goldfields Heritage Trail	Interpretive Link	<b>WEROC</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline and Mt Stirling – the Granite Way
Boodallin Soak	Interpretive		Well in area	Access road needs all weather surface
<b>THEME: Mining</b>				
York to Goldfields Heritage Trail	Link		Follows another route taken by prospectors from York and closely follows the wells and dams created by Charles Cook Hunt. Parts of the trail are overlaid by the Golden Pipeline Heritage Trail.	Upgrade of signage, sites and interpretation is needed. Perhaps revitalize the trail as Hunt's trail. Brochure out of print and trail signage degraded.
<a href="#">Golden Pipeline Heritage Trail</a>	Link	<b>National Trust, Shires</b>	Major trail supported by books, web site, maps and signage. Interpretive sites.	Visitor ready. Needed revitalized marketing campaign and new sites along the route e.g. No 4 Pump Station at Merredin.
Westonia Township	Core		Unlike other Wheatbelt towns, mining led to the foundation of the town. Streets named after minerals. Preservation of Edwardian facades and use of replica facades makes the whole town like a replica village. Has heritage and environmental walk trails. Street landscaping reflects it origin.	Visitor ready.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Edna May Mine	Interpretative		A still active gold mine with viewing area at present closed due to mining operations.	
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained.	
<b>THEME: Military</b>				
War memorials and monuments in every Town. Old Hall Memorial Room	Interpretive	<b>All</b>	Old Hall, Westonia. A room in this recently restored building dedicated as a War memorial containing the WWI and WWII Honour Boards acknowledging people from Westonia who enlisted and served in military services. Local families will be invited to display artifacts and information pertaining to this history in the room	



## 3.2.6 Shire of Yilgarn

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Frog Rock and Dam	Interpretive	<b>DEC</b>	Large granite outcrop with dam, interpretation, trail and picnic tables	
Karalee Reservoir	Interpretive		Camping area with trail and heritage interpretation	Visitor ready
<b>THEME: Growing on Grain</b>				
Agricultural Shows / Festivals			How many are left in the region where Agricultural practices are displayed? Merredin, Bencubbin, Southern Cross others? Mukinbudin Spring Festival/ Wyalkatchem Rose Festival.	Agricultural Shows / Festivals
<b>THEME: Water</b>				
Golden Pipeline Heritage trail - GPHT	Core Link	<b>WEROC National Trust</b>	A major self drive trail supported by interpretation, advertising, websites and brochures. Links mining and water themes in the Wheatbelt	. Visitor ready
Hunts Wells and Dams – the York – Goldfields Heritage Trail. Hunt's Well north of Southern Cross.	Interpretive LINK	<b>WEROC</b>	Hunt's track was the first and most developed track to the Goldfields prior to C. Y O'Connor's pipeline. Laid out in 1866 it was surveyed in 1889. The track and network of wells established by Hunt became a lifeline to the Yilgarn and Coolgardie Goldfields.	This trail could be revived perhaps under a different guise e.g. Hunt's Track and linking with the Golden Pipeline trail and the proposed trail near Kellerberrin relating to Mt Caroline and Mt Stirling – the Granite Way
Rock Catchments of significance	Interpretive	<b>Many</b>	Some on existing trails – see Karalee Dam below	
Karalee Reservoir and Hunts Soak	Interpretive		Informal camp site with dam and unique steel water gantry. Interpretation at site. Picnic tables and toilet. GPHT site.	Visitor ready. Overnight camping permitted

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Mining</b>				
Southern Cross <ul style="list-style-type: none"> <li>• Museum</li> <li>• Pioneer cemetery</li> <li>• Ghost Towns</li> </ul>	Core		The whole town is founded on gold mining. Museum has displays related to this industry A Hub from which visitors can explore the former gold areas such as Golden Valley , Bullfinch and Ghost Towns of Mt Palmer. Town has brochures to assist visitors find these attractions.	Need to tie local touring guides into the regional context. They contain great information but could perhaps be rationalized in some way. 4WD tour guide with trails planned. Need point in Southern Cross where all the trails come together.  Perhaps a room devoted to the Ghost towns of the Goldfields with DVD's as souvenirs and iPod downloads to hire to bring alive the towns as they drive along. 4WD Ghost Town Trail.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	All		It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.
Vultee Vengeance crash site plus Southern Cross Museum Display	Interpretive		A great story and good trip out to the site.	Upgrade display at the Southern Cross Museum

### 3.3 RoeROC

#### 3.3.1 Shire of Corrigin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Dam Bush Track	Interpretive		Short track meandering through local bush land. Signed with picnic table.	Upgrade needed
Gorge Rock	Interpretive		A walk to the top reveals great views. A natural water hole. Nice rest stop. New parking area with picnic tables and under cover facilities. Overnight camping permitted	Visitor ready
Corrigin Wildflower Drive	Interpretive. Key site with better interpretation		Drive trail starting opposite the Dog Cemetery to the Lookout. This is a prime wildflower interpretation location. Picnic facilities	Needs walk trail with interpretation of flora at Lookout.
Mallee Tree Café and Gallery	Interpretive		Café with gallery of wood turning adjacent. Nice combining coffee and food with a local product.	Perhaps some interpretation of types of wood and a link to where they can be seen growing in the area.
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles.
Local Museums (Public and private)	Interpretive	<b>All</b>	Small museums with displays of agricultural machinery. Corrigin.	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference. Need to on sell each other on a regional basis.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Agricultural Shows / Festivals				
Corrigin Dog Cemetery	Key		Shows the value of working dogs and pets to a farming community and is readily related to by visitors	Visitor ready
Corrigin Dog in Ute Event	Key		An events that is expressive of country life for young people today	Not held regularly so difficult to promote.
<b>THEME: Water</b>				
Rock Catchments of significance	Interpretive	<b>Many</b>	Some on existing trails – see Nature based above	Would be up to local Shires to decide which sites to interpret and provide facilities. It is suggested that only one or two per Shire be considered for provision of public access.
<b>THEME: Mining</b>				
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments in every Town. RSL Lookout memorial.	Interpretive	<b>All</b>	Contains a World War I Turkish Mountain Gun with interpretation.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

## 3.3.2 Shire of Kondinin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Kondinin Bush Walk	Interpretive		An interpretive natural bush walk near the town. <i>Euc. Kondinensis</i> a feature of the trail	Needs upgrade
Mulka's Cave and the Humps	Core		A place where natural history and Indigenous heritage stories are told. Walk trails, toilets , picnic area	Visitor ready
Wave Rock Walk Circuit	Interpretive		A 90 minute interpretive trail describes the local landscape around Wave Rock	Visitor ready
Wave Rock	Core		This site and the rock trail at Wave Rock offer the opportunity for visitors to understand the history of these areas.	Needs to be placed more in its regional setting. Due to the high level of visitation it is an ideal site from which to on sell the various themes of the Wheatbelt, recognized in this Strategy, to visitors and encourage them to seek further. Need to develop partnerships with Wave Rock management,
Yeerakine Rock	Interpretive		An interesting rock and part of the Roe story. Walking trail and picnic area.	Visitor ready
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles.
Agricultural Shows / Festivals				

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<p>Rabbit Proof fence sites No 1 and No 2</p> <p>See proposal by Relix put forward by the Cunderdin Museum to highlight the three fences.</p>	Core Link	All	<ul style="list-style-type: none"> <li>Great Eastern Highway Bay east of Burracoppin</li> <li>No24 Tank Merredin Shire</li> <li>Gate 54 Narembeen Shire</li> <li>Varley – rabbit monument and cemetery</li> <li>No 2 fence site on Quairading- Corrigin Road. (Does this have interpretation?)</li> </ul> <p>Core site could be in the Merredin / Burracoppin area where the major depot of the No 1 Rabbit Proof fence was located. There are two interpretive sites related to the construction of the fence in the area</p>	Perhaps need a brochure or small booklet for sale detailing all sites of this interesting fence through the region. Central Wheatbelt VC has a small display on the Rabbit Proof Fence but could use supporting material to sell. See Relix Proposal which should be supported by all Shires with the Rabbit Proof Fence running through their Shires.
Explorers – John. S. Roe	Interpretive	Many	<p>Sites where this explorer viewed the country for survey</p> <ul style="list-style-type: none"> <li>Roe Lookout Narembeen</li> <li>Sites on J.S. Roe Heritage Trail – Kondinin</li> </ul>	
Trail of Bush Schools	Interpretive		Plaques at sites.	
1920's store facades	Interpretive		The appearance of the 1920-'s town is in evidence	
Kalgarin Townsite and Tressies Museum	Interpretive		A small siding town hanging in despite de- population. Good rest rooms. Private Museum at Tressie's Caravan Park. Pleasant stop over point.	
Granite Woodlands Heritage Trail	Interpretive Link		A road trip linking the agricultural lands with the mining and pastoral country. The transition line. Interpretive plaques. Also mining theme.	Good brochure but hard to obtain. Visitor ready. Visitors need better access to road condition information that is regularly updated.
<b>THEME: Water</b>				
Wave Rock Catchment and Water Supply	Core		Well interpreted with walking trail in prime visitor location	Visitor ready
John Holland Track- JHT	Key		A 4wd adventure trail with booklet available. Parts are suited to	Develop walk sections, cycle sections,

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
	Link		conventional vehicles. Numerous historic and natural sites en route.	accommodation and camp sites
Well sites of significance	Interpretive	<b>Many</b>	Some on existing trails – see above	Would be up to local Shires to decide which to maintain and interpret. It is suggested that only one or two per Shire be considered for provision of public access.
<b>THEME: Mining</b>				
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
Mulka Caves (Hyden)	Core		Rock art site with interpretation and a variety of natural heritage and cultural walking trails.	Recently upgraded and protected. Visitor ready.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	<b>All</b>		It would be interesting to explore the designs and why they were chosen.

## 3.3.3 Shire of Kulin

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Jilakin Rock and Lake	Interpretive		An informal picnic area around a large granite rock and adjacent a picturesque salt lake. A delightful area that needs management and protection. Near the site of the popular Picnic Race Course.	Needs management to project inland jarrah stand. Closing of some roads and a formal walk/ cycle / horse trail could be developed around the rock and to the lake.
Buckely's Breakaway	Interpretive		A geological site.	
Macrocarpa Trail	Interpretive		A great short trail through interesting bush land and near the townsite. Brochure available.	Needs an upgrade of visitor facilities.
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	All	Silo design is taken for granted by locals but can be fascinating for visitors. .	Through brochures/ CD's encourage visitors to look out for different wheat bins styles.
Kulin Bush races	Active		An annual event to celebrate country lifestyle	Visitor ready
Tin Horse Highway	Core		A series of humorous bush sculptures or found object art set along the roadside that is rapidly becoming a visitor must see site	Need commitment to maintain and refresh Highway regularly. Visitor ready
<b>THEME: Water</b>				
Rock Catchments of significance	Interpretive	Many	Some on existing trails	Would be up to local Shires to decide which sites to interpret and provide facilities. It is suggested that only one or two per Shire be considered for provision of public access.



Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Mining</b>				
John Holland Track- JHT	Key Link		A 4wd adventure trail with booklet available. Parts are suited to conventional vehicles. Numerous historic and natural sites enroute.	Develop walk sections, cycle sections, accommodation and camp sites
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments in every Town	Interpretive	All	e.g. Corrigin has a World War I gun at their memorial site . Need more information about all memorials in the region.	It would be interesting to explore the designs and why they were chosen. Most erected after World War I. Information part of a themed brochure.

## 3.3.4 Shire of Narembeen

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Nature Based</b>				
Lake Walker Trail	Interpretive		A 20 minute circular walk around the lake with rest stops provided. Also has water theme.	
Roe Dam	Interpretive		Picnic area, toilets, BBQ in bushland reserve.	Possible opportunity to provide more natural environment interpretation.
Santaleuca Forestry	Interpretive Active		A private sandalwood plantation. Tours available	
Wadderin Reserve			Fencing and protection of native fauna. Guided tours by appointment.	
Hidden Hollow picnic area	Interpretive		Pleasant short walk with a heritage site relating to washing bags at the site. Orchid species identified in season. A great stop off on the way to Hyden.	Walk trail and interpretation in need of an upgrade. Visitors stopping now but site needs attention.
Anderson Rock				
<b>THEME: Growing on Grain</b>				
Variety of Wheat Storage Silos	Interpretive	<b>All</b>	Silo design is taken for granted by locals but can be fascinating for visitors.	Through brochures/ CD's encourage visitors to look out for different wheat bins styles.
Local Museums (Public and private)	Interpretive	<b>All</b>	Small museums with limited displays of agricultural machinery. Narembeen seems to have a number of small museum sites.	Interpretation in most museums needs upgrading so stories are told in an engaging manner. Need to develop points of difference. Need to on sell each other on a regional basis.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
Agricultural Shows / Festivals				
<p>Rabbit Proof fence sites No 1 and No 2</p> <p>See proposal by Relix put forward by the Cunderdin Museum to highlight the three fences.</p>	Core Link	All	<ul style="list-style-type: none"> <li>Great Eastern Highway Bay east of Burracoppin</li> <li>No24 Tank Merredin Shire</li> <li>Gate 54 Narembreen Shire</li> <li>Varley – rabbit monument and cemetery</li> <li>No 2 fence site on Quairading- Corrigin Road. (Does this have interpretation?)</li> </ul> <p>Core site could be in the Merredin / Burracoppin area where the major depot of the No 1 Rabbit Proof fence was located. There are two interpretive sites related to the construction of the fence in the area</p>	Perhaps need a brochure or small booklet for sale detailing all sites of this interesting fence through the region. Central Wheatbelt VC has a small display on the Rabbit Proof Fence but could use supporting material to sell.
Explorers – John. S. Roe (see Hunt under water theme)	Interpretive	Many	<p>Sites where this explorer viewed the country for survey</p> <ul style="list-style-type: none"> <li>Roe Lookout Narembreen</li> <li>Sites on J.S. Roe Heritage Trail – Shire of Kondinin</li> </ul>	
Narrembeen CBH Centre	Key		Still in planning stage. A good location on the eastern fringe of the Wheatbelt. Also to contain Visitor Information	Will contain interpretation that could include the edge of the wheatbelt – seasonality, change in farm size, de-population as machinery took over, silo design, and lead visitors on to visit the other sites listed above and to follow.
Town Heritage Trail	Interpretive		Plaques outside shops give an insight to the commercial nature of small Wheatbelt towns in the past.	Visitor ready
Old Prospectors Trail			Plaques along a 40km trails over minor roads in the Shire. This trail has only one site of major interest to the public – Roe Lookout. Otherwise the trail does not add much that a visitor does not see on any of the sealed roads in the area and much of	At the end of the trail it is unclear it has ended. The feeling would be ‘why did I do that?’ Rather than ‘gee that was interesting?’

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
			the interpretation is also located elsewhere	See comments below
Roe Lookout	Interpretive		A monument with great views. Only interesting feature on Old Prospectors Trail.	Access road should have a no caravan access sign at the base. Needs maintenance. Sign post at lookout has had signs removed.
<b>THEME: Water</b>				
Rock Catchments of significance - Roe Dam	Interpretive	<b>Many</b>	An interesting site for nature based tourism.	
Well sites of significance	Interpretive	<b>Many</b>	Some on existing trails – see above	Would be up to local Shires to decide which to maintain and interpret. It is suggested that only one or two per Shire be considered for provision of public access.
<b>THEME: Mining</b>				
Old Prospectors Trail			A short self drive trail describing the route and lifestyle of prospectors and sandalwood cutters who came through the area. Supporting brochure.	This trail is not very engaging and ends in limbo. A long way to drive (35kms) for little enlightenment. Perhaps move the artifact sites onto a local walk trail to enhance the trail and keep people in town. While they are walking a short trail they can imagine what it would be like to walk through this area as a prospector.

Site / Event/ Attractions	Status	ROC	Values of Attraction / Selling points	Needed
<b>THEME: Indigenous Experience</b>				
Gnamma Holes	Interpretive		Numerous sites throughout the Wheatbelt. How Indigenous people found water and used the holes could be explained should it be the wish of the Aboriginal people.	Highlight especially important water sites associated with current drive trails. Ignore the rest and let people discover them for themselves.
<b>THEME: Military</b>				
War memorials and monuments	Interpretive	<b>All</b>		It would be interesting to explore the designs and why they were chosen.