

MEMBERSHIP PROSPECTUS

2026/27

CENTRAL WHEATBELT VISITOR CENTRE

Quality Tourism Accredited Business



CONTENTS

02 ABOUT US

03 MARKETING

07 OUR VISION

08 OUR MISSION

09 MORE INFORMATION

10 FEES

ABOUT US

The Central Wheatbelt Visitor Centre (CWVC) operates as a not-for-profit (NFP) business under the administration of the Shire of Merredin. Conveniently located at the Merredin Train Station, the CWVC serves as a primary information hub, providing guidance and support to travellers exploring Merredin and the broader Eastern Wheatbelt. In addition to assisting visitors, the Centre plays a key role in promoting the region by actively engaging with prospective tourists, organisations, and tour operators, encouraging them to discover the diverse experiences the Eastern Wheatbelt has to offer.

The CWVC meets the Western Australian Visitor Centre Accreditation Standard as a Quality Tourism Business eligible to use the Golden i brandmarks under the Tourism Councils' Australian Tourism Accreditation Program (ATAP). As an accredited Level two (2) regional visitor centre, the CWVC commits itself to delivering exceptional visitor servicing of the utmost professionalism, ensuring a consistently high standard of service.

The CWVC provides service to 21 local governments in the Eastern Wheatbelt region comprising of the Shires of Beverley, Bruce Rock, Corrigin, Cunderdin, Dowerin, Kellerberrin, Kondinin, Koorda, Kulin, Lake Grace, Merredin, Mt Marshall, Mukinbudin, Narembeen, Nungarin, Quairading, Tammin, Trayning, Westonia, Wyalkatchem and Yilgarn.

The CWVC maintains strong relationships and / or memberships with the following organisations:

- Australia's Golden Outback (AGO);
- The Tourism Council of Western Australia (TCWA);
- Visitor Centres Western Australia (VCWA);
- The WA Visitor Centre (Perth);
- Forum Advocating Cultural & Eco Tourism Inc. (FACET);
- North East Wheatbelt Travel Association (NEWTRAVEL);
- Pioneers' Pathway Advisory Group;
- Roe Tourism Association Inc (RTA); and
- Wheatbelt East Regional Organisation of Councils (WEROC) Inc. under an MoU with WEROC member Shires and the Shire of Cunderdin.

Funding for the CWVC is sourced from the Shire of Merredin, as well as local government Shire of Merredin/CWVC MoU contributions and membership fees. Our services include, but are not limited to:

- Walk-in visitor servicing for Merredin and the Eastern Wheatbelt region;
- Actioning prospective visitor email, phone and web enquiries on behalf of the Eastern Wheatbelt tourism stakeholders;
- Promotion of local and regional accommodation and tour businesses;
- Promotion of Merredin and Eastern Wheatbelt events;
- Ticketing for Cummins Theatre shows;
- Agent for Transwa rail and road coach bookings and enquiries;
- Retail sales of local and regional products through marketing and promotion;
- Tourism business support and advice;
- Retailer for Parks and Wildlife Services WA Park Passes;
- Update and maintain the website www.wheatbelttourism.com to keep visitor information current for the eastern Wheatbelt local governments and tourism businesses; and
- Maintain CWVC social media platforms.



Coopers Garage, Westonia

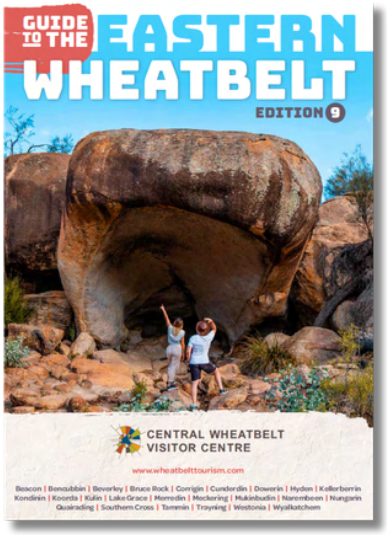
MARKETING

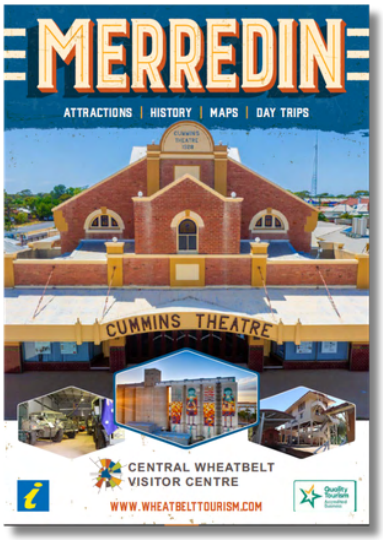
BROCHURES

The Eastern Wheatbelt WA – A Visitor's' Guide - Edition 9
(Last reprinted September 2026)

The CWVC project manages and enlists all advertisers for each reprint edition of this key regional holiday planner for tourism partners, their local governments, tourism businesses, and attractions in the Eastern Wheatbelt.

Income from advertisers allows the holiday planner to be printed and distributed throughout the state by Vanguard Distribution through their online order system, while the CWVC manages regional distribution in the Eastern Wheatbelt.





Merredin A4 Brochure
(Last reprinted May 2025)

The CWVC is responsible for the project management of Merredin's brochure along with the coordination of all advertisers involved in each re-print of this specialised marketing tool, designed for promoting the Shire of Merredin and its array of attractions, businesses, and satellite towns.

The production of this brochure is made possible through the advertising support provided by tourism businesses and service providers in Merredin. The distribution of the brochure is carried out regionally by the CWVC as per specific requests and requirements.

Merredin A4 Map Pad
(Last reprinted November 2024)

The CWVC produces and prints a comprehensive Map of Merredin, featuring local services and tourism business listings to assist visitors during their stay.

The reverse side showcases a guide to Merredin's CBD Heritage Trail, highlighting the history and significance of key sites throughout the town.



TRADE SHOWS

Perth Caravan & Camping Show - Annual Australia's Golden Outback / Wheatbelt Promotion



This trade show presents a significant opportunity for Eastern Wheatbelt tourism partners to actively engage with the Perth metro self-drive market and positively influence their future travel plans, encouraging them to include road trips to our self-drive trails, as well as the region's key attractions.

During the Perth Caravan & Camping Show held in March 2026, more than 23k visitors attended over the course of four days.

The CWVC staff, in collaboration with regional tourism partners, actively participate at the exhibition stand, offering assistance in promoting the region as an exceptional tourism destination for various stakeholders, including:

- Australia's Golden Outback;
- Shire of Merredin T/A Central Wheatbelt Visitor Centre;
- WEROC Inc. for Eastern Wheatbelt Self-Drive Trail;
- The Pioneers' Pathway Advisory Group for Pioneers' Pathway;
- NEWTRAVEL Association Inc. for the Wheatbelt Way; and
- Roe Tourism Association Inc. for Pathways to Wave Rock.

MARKETING & PROMOTIONS

AGO/Wheatbelt Cooperative Annual Marketing Campaigns: 2026-2027 FY

The CWVC assists with AGO's Wheatbelt self-drive print media marketing as well as digital and radio campaigns in cooperation with WEROC Inc. local governments and the Shire of Cunderdin, and our Eastern Wheatbelt tourism partners.

Following AGO Cooperative Campaigns, the CWVC staff responds to potential enquiries by:

- Provision of the CWVC Call-to-Action number (1300 736 283) used in AGO/Wheatbelt campaigns;
- Providing prompt responses to phone and email enquirers seeking brochures and information;
- Coordinating the postage of all Eastern Wheatbelt Maps and Guides to prospective visitors; and
- Seeking other co-operative marketing opportunities as they arise.

Regional Events

The CWVC plays a central role in coordinating the distribution of event information and promotional materials for 21 Eastern Wheatbelt local governments. This includes providing timely updates on the regional events page located at www.wheatbelttourism.com/events, issuing a monthly call-out to all local governments and Community Resource Centres (CRC) for upcoming event details, and distributing a monthly events e-Newsletter to a growing list of subscribers.



In addition, the CWVC sends out a weekly update email to Merredin businesses and tourism providers to keep them informed of regional happenings.
Event posters are prominently displayed on the CWVC public notice boards, while regional promotions are actively shared across the Centre's Facebook and Instagram platforms to maximise reach and community engagement.



Bass Banana at Cummins Theatre in 2026

Merredin Events

The CWVC ensures the widespread dissemination of local event information and posters, utilising a range of strategic locations which include, but are not limited to:

- CWVC front of building notice boards and Shire services notice boards;
- Dedicated A3 Poster Frames in the Barrack and Bates Street precincts;
- Public notice boards on the Westpac Bank wall in Barrack Street;
- Calendar of Events on website www.wheatbelttourism.com/events;
- A weekly e-news update to key Merredin tourism businesses and services;
- Upload to Tourism Data Warehouse for listing on AGO and Tourism WA websites;
- Upload to Logistica for listing on weekly Scoop E-News; and
- CWVC social media promotions, including Facebook.

Tourism Business and Service Support

The CWVC is a point of contact for support for prospective, new, and established tourism businesses, providing:

- Advice and referrals for new businesses to tourism industry networks, marketing, and training;
- Letters of Support for regional tourism and economic development grants; and
- Business exposure on the regional website www.wheatbelttourism.com.

New Resident Packs

The CWVC serves as a key point of contact for prospective and new residents of Merredin, offering support and resources to help them settle into the community. This includes providing New Resident Packs, which contain essential information about the Shire of Merredin, along with details about local businesses and community organisations. The Centre also offers guidance on how to subscribe to the Merredin and Wheatbelt Events Calendar, helping newcomers stay informed and connected with local happenings.

Social Media Marketing

The CWVC social media pages are designed to connect with a broad audience, amplifying the visibility of everything our Eastern Wheatbelt region has to offer. The CWVC Facebook and Instagram pages are well-established, with a following of that reflects our connection to both local residents and visitors. These channels have become the go-to resource for discovering everything happening in our region, from events and attractions to community highlights.

For our members, we offer exclusive town spotlights that consistently attract substantial reach and high engagement. These features not only highlight the unique charm of each town and attraction but also provide valuable exposure for local businesses. By focusing on what makes each community special, our spotlights effectively drive interest and foot traffic, making them a powerful tool for promoting the Wheatbelt region.

Spotlight: Beringbooding Rock

Central Wheatbelt Visitor Centre
Published by Rosie Gal · 2 days ago ·

Visit the stunning Beringbooding Rock

Located 65km northeast of Mukinbudin, Beringbooding Rock has something for everyone. Whether you're interested in the engineering marvel of the water catchment system and the 10.2 million litre tank, built in 1937, or the natural 'wave' formation and precariously balanced boulder, its a must see!

There is a huge gnamma hole and nearby you will find two early pioneer wells. During springtime the area comes alive with native orchids and carpets of wildflowers can be found (rain dependent).

Free camping is allowed with easy caravan access, picnic tables, BBQ's and a toilet.
Interpretive signage and a marked walk trail.

More Information bit.ly/cwvcberingbooding

Central Wheatbelt Visitor Centre
45 Barrack Street, Merredin
Monday to Friday 8:30am to 4:30pm

Shire of Mukinbudin Wheatbelt Way Australia's Golden Outback Tourism Western Australia Western Australia Caravan & Camping WA See less



Views	Viewers	Interactions	Link clicks
187.9K	137.5K	1.1K	154

Likes and reactions	Comments	Shares	Saves
744	70	48	214

Member Feature: The Merredin Treasury

Central Wheatbelt Visitor Centre
Published by Rosie Gal · April 28 ·

Book your stay at this bespoke Wheatbelt accommodation

The building now operating as The Merredin Treasury at 30 Bates Street, was opened on the 31 July 1928 as the English Scottish and Australian Bank. WWII forced the closure of the bank in 1941. Following the closure it reverted to a doctors surgery and residence for many years and at one stage was leased by Hendy Cowan, former deputy premier of Western Australia.

Located directly opposite the historic Cummins Theatre, The Merredin Treasury provides convenient comfort in a safe and discreet location. Perfect for the travelling professional or groups. All restaurants, shops and attractions are within short walking distance. All rooms feature reverse cycle air conditioning, smart TV's, premium linen and WiFi. Basic continental breakfast items and high end toiletries are supplied.

Room options: newly renovated self contained cottage, private 2 bedroom apartment, 4 suites with access to shared facilities.

Booking Information: 0400 412 239
More Information bit.ly/cwvcmerredintreasury

The Merredin Treasury Tourism Western Australia Australia's Golden Outback Western Australia



Spotlight: Wildflowers along the Eastern Wheatbelt Self-Drive Trail

Central Wheatbelt Visitor Centre
Published by Rosie Gal · August 27 at 6:00 PM ·

Wildflowers along the Eastern Wheatbelt Self-Drive Trail

While many people head to the northern wheatbelt region, the central wheatbelt region quietly starts coming to life. As the northern region starts to finish we are almost in full bloom. This year we have been very fortunate to have had some fantastic rainfall and not only are the crops showing it, but the wildflowers are too.

Head along the Eastern Wheatbelt Self-Drive Trail and make your way to Cunderdin Hill. Here you will be blown away by the stunning scene of carpets of pink everlastings covering the side of the hill with views out to the surrounding town and farmlands. From Cunderdin, make your way to the Charles Gardner Reserve in the Shire of Tammin and wonder the 600 hectares of natural vegetation. The reserve contains a huge variety of wildflowers, some of which are unique to the area.

Eastern Wheatbelt Self-Drive Trail Map bit.ly/cwvceasternwbselfdrive
Central Wheatbelt Wildflower Updates bit.ly/cwvcwildflowerinfo

Central Wheatbelt Visitor Centre
45 Barrack Street, Merredin
Monday to Friday 8:30am to 4:30pm, Saturday & Sunday 9am to 1pm

| Shire of Tammin and Eastern Wheatbelt Self-Drive Trail

Eastern Wheatbelt Self-Drive Trail Shire of Cunderdin Shire of Tammin Western Australia Australia's Golden Outback WA's Wildflower Country



Views	Viewers	Interactions	Link clicks
73.4K	50.4K	725	209

Likes and reactions	Comments	Shares	Saves
611	14	51	50

Member Feature: Mukinbudin Hotel

Central Wheatbelt Visitor Centre
Published by Rosie Gal · March 12 ·

Enjoy a cold beer and a great meal at the Mukinbudin Hotel Motel

The "Muka Pub" is a historic two-storey brick landmark built around 1924-1925. As the only two-storey building in town, it has served as a central social hub for over 100 years.

This fantastic pub is the perfect spot to stop for a cold drink, meal or even stay the night with comfortable rooms available. The building also houses the Mukinbudin Hotel Cafe, open 7 days a week from 7am to 8pm.

Located Shadbolt Street, Mukinbudin
Bar open 7 days from 10am till Late

More Information bit.ly/cwvcmukinbudin

Shire of Mukinbudin Wheatbelt Way Australia's Golden Outback



OUR VISION

To develop the Eastern Wheatbelt as a tourism destination.



El Toro, Quairading

OUR MISSION

Foster the Eastern Wheatbelt tourism industry through leadership, collaboration, marketing and industry engagement.

WHY JOIN?

To strengthen tourism in the Eastern Wheatbelt.

CENTRE BENEFITS

The CWVC in Merredin is in a good position in a strategic location to deliver a high standard of visitor service for Merredin and the Eastern Wheatbelt's local governments, driving visitors to regional self-drive trails, their towns', tourism businesses, attractions and events.

As a member your business will benefit from our position and experience in the tourism industry and our roles and responsibilities for visitor servicing on behalf of stakeholders:

- A key regional hub visitor centre at the crossroads of six (6) key self-drive trails.
- A key point of contact for fly/drive interstate and international visitors ex Perth.
- A close association with Australia's Golden Outback to inform members of marketing and promotional opportunities.
- The call to action for all Australia's Golden Outback/Wheatbelt cooperative marketing campaigns, putting staff in direct contact with prospective visitors.
- Our staff can recommend your business through direct contact over the counter, phone and email referrals which total around 10,000 visitor contacts per annum.
- Business listing on regional website www.wheatbelttourism.com.
- Your business brochure and marketing material will receive prime racking space at the CWVC.
- Preference for group booking referrals and regional tourism packages.
- Preference for Wheatbelt tourism familiarisations, and
- Refer industry opportunities as they arise for tourism grants, workshops to up-skill our members and stakeholders.

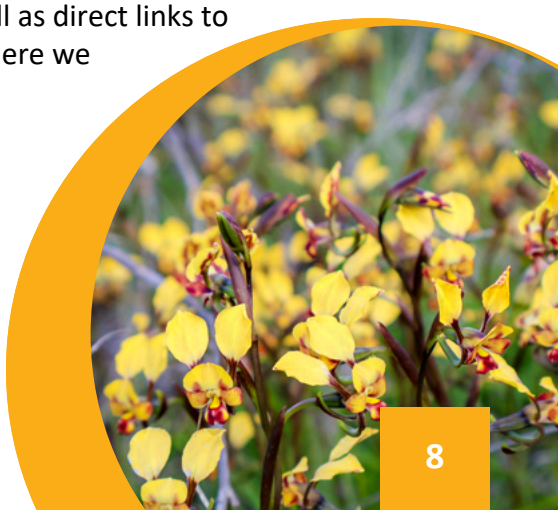
WEB BENEFITS

Eastern Wheatbelt Regional
Website: www.wheatbelttourism.com

Our website underwent an extensive upgrade in September 2024 with a fully custom based design with an easy user navigation, with eCommerce capabilities.

With the upgrade, the website continues to provide a dedicated space for Eastern Wheatbelt tourism businesses, offering a range of business information, images, logos, as well as direct links to both email, phone and websites. As a member we have a careers page where we can advertise your job vacancies too.

We will continue to provide timely business and event updates promptly executed by email request. Our comprehensive array of regional visitor information content and a wide range of current brochures will remain available online, serving as a valuable resource for members and visitors seeking detailed insights into the region.



MORE INFORMATION

SUPPORT TOURISM & SUPPORT YOUR COMMUNITY

By becoming a member of the CWVC, you are supporting and strengthening the local and regional tourism industry, which plays a pivotal role in the economic vitality of the 21 Eastern Wheatbelt Shires and their respective towns. The flow on effects generated by visitors to our towns are vital for the continuous operation of local businesses and the facilitation of economic growth, thus ensuring the vibrancy and livability of our communities are upheld.

MEMBER RESPONSIBILITIES

- CWVC staff to be informed about product features, facilities, prices, times of operation, contact details, change of ownership or close of business as needed.
- Invite the CWVC staff to inspect your property / business / attraction so we understand the way you as the business owner want it promoted.
- Ensure that you provide the CWVC with a regular supply of your brochures for visitor information.
- Have the local and regional tourism brochures available at your business location to support Wheatbelt tourism and cross promotion.

Cunderdin Hill

FEES

2026/27 MEMBERSHIP BENEFITS	Level 1 $233	Level 2 $163	Level 3* $70
Direct over the counter referrals to an average of 10,000 visitors a year	✓	✓	✓
Website business listing with one image and 150/100/75 words which includes: business details, logo, and direct links to your email and website	✓	✓	✓
Membership business listing on web page	✓	✓	✓
Opportunity for inclusion in AGO cooperative marketing activities & famils	✓	✓	✓
Eligibility to business listing discount in Merredin Brochure *(Merredin business members only)*	✓	✓	✓
Receipt of monthly EW Events E-newsletter and website Analytical reports on request	✓	✓	✓
Priority placement of business advertisement in upcoming editions of the Eastern Wheatbelt Holiday Planner	✓		✓
Have your Tourism Council of WA Australian Tourism Accreditation Program (ATAP) accreditation logo displayed on your business listing on our website	✓	✓	✓
One free business profile on our Social Media platforms per annum	✓	✓	✓
Eligibility to discount advertising in upcoming editions of the EW Holiday Planner	✓		✓
Eligibility to one free additional business listing if listed in two categories in upcoming editions of the EW Holiday Planner or more businesses at the discretion of the Coordinator	✓		✓
Promotion of any job vacancies in your organisation on our careers page *(www.wheatbelttourism.com/careers/)*	✓	✓	

Level 1 - Recommended for Local Governments | Level 2 Recommended for Small Businesses
Level 3* Recommended for Not for Profit (NFP) Museums

For more information contact the CWVC Coordinator on (08) 9041 1666, or complete the 2026/27 Membership Application Form provided, or available online at www.wheatbelttourism.com/membership

Central Wheatbelt Visitor Centre
(08) 9041 1666 | visitor@merredin.wa.gov.au
PO Box 42, Merredin WA 6415
45 Barrack Street, Merredin WA 6415
www.wheatbelttourism.com

Quality Tourism Accredited Business

@centralwheatbeltvisitorcentre
CWVCMerredin

CENTRAL WHEATBELT VISITOR CENTRE