



SHIRE OF
HARVEY

**HARVEY
REGION**



Harvey Region

Tourism Road Map 2031

Implementation Plan

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Disclaimer

The information contained in this Implementation Plan is provided for general guidance and assistance only and is not intended as advice. You should make your own inquiries as to the appropriateness and suitability of the information provided. While every effort has been made to ensure the currency, accuracy or completeness of the content, we endeavour to keep the content relevant and up to date and reserve the right to make changes as required. The Shire of Harvey, authors and presenters do not accept any liability to any person for the information (or the use of the information) which is provided or referred to in the Implementation Plan.



Acknowledgement of Country

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders past, present and emerging.

Special Thanks

We would like to thank the following organisations, volunteers and participants without whose help the Tourism Road Map 2031 would not have been possible:

- Shire of Harvey Tourism Strategies Working Group
- Harvey Districts Tourist Bureau Inc.
- We Are Best
- Australia's South West
- Community and Sporting representatives
- Survey respondents
- Shire Staff.

Message from the Shire President and CEO

In the pursuit of maximising the economic, social and cultural growth of our visitor economy, we have developed a strategic and comprehensive 10+ year road map for sustainable tourism development within the Harvey Region.

The **Harvey Region Tourism Road Map 2031** Implementation Plan (Tourism Road Map 2031) and Executive Summary documents follow the Harvey Region Tourism Strategic Report 2021 (Strategic Report) completed by leading place-maker's We Are Best and many conversations with community and sporting representatives, and stakeholders.

In addition to implementing the majority of the Strategic Report's larger, more structural narrative shifts that seek to deliver the most change, the Tourism Road Map 2031 has drilled down to the detail, including supporting infrastructure and feasibility requirements for success.

The scope of what needs to be achieved is massive. In direct response, we are gearing up and our new Destination Harvey Region business unit will be responsible for driving change in our approach to tourism within the Shire.

However, this is not a journey we can take on our own. The ability to collaborate with like-minded businesses and organisations is critical to developing the region into the future. As such, the Tourism Road Map 2031 presents many exciting opportunities for businesses, investors, tourism operators, and State and Federal Government. It also includes overarching goals aimed at growing and empowering our tourism industry through the provision of opportunities to participate, contribute and thrive.

The Tourism Road Map 2031 will be reviewed regularly so that it remains flexible and responsive to change, new ideas and investment opportunities. Each year, we will also identify core priorities for implementation.

There is great confidence in the Harvey Region's untapped tourism potential and we are committed to a prosperous future. We look forward to working with you as we amplify the Harvey Region as a key visitor destination and move together, towards an even better lifestyle.

Shire President and CEO

"Together, we can create a globally respected talking point; a vibe, an energy, a heartbeat and amplify experiences where people meet with the unexpected and one where memories are made."

**Harvey Region Tourism
Strategic Report 2021
We Are Best**



Cr Paul Gillett
SHIRE PRESIDENT

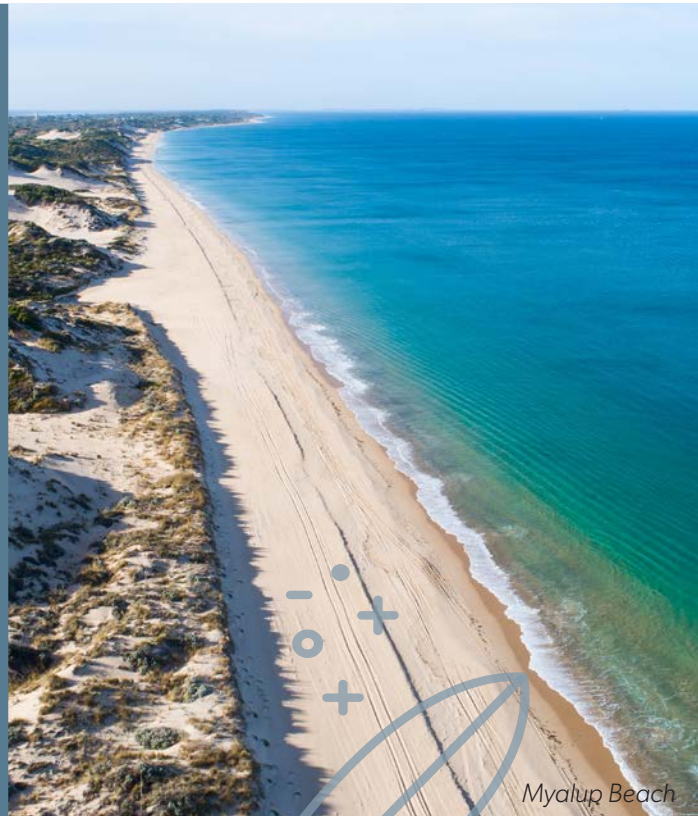


Annie Riordan
**CHIEF EXECUTIVE
OFFICER**

The Ambition

The Tourism Road Map 2031 has the following ambition:

By 2031, the visitor economy will be a key driver of the social, cultural and economic life of the Harvey Region, and significantly contribute to an even better lifestyle for our community.



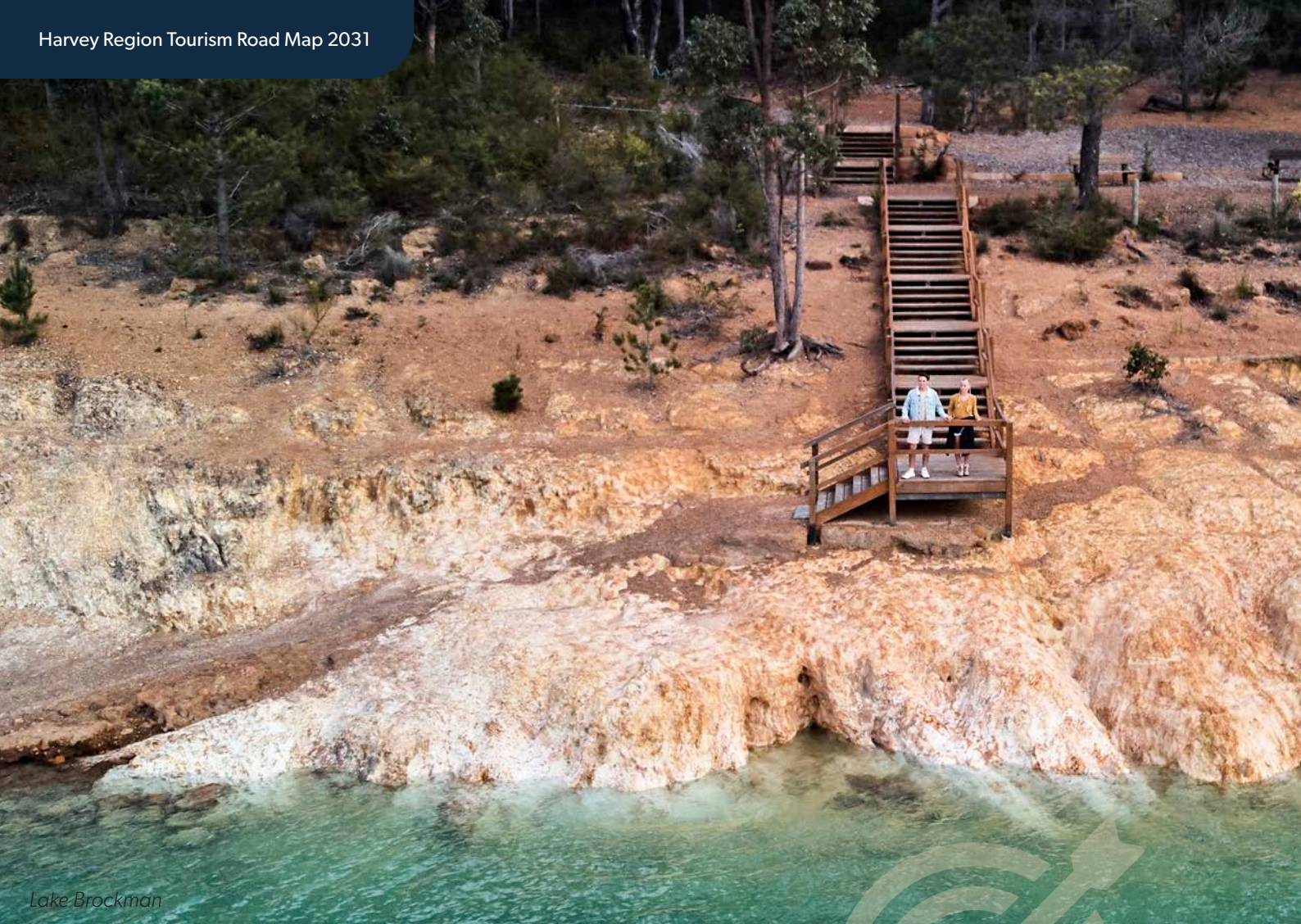
Our Guiding Principle and Signature Experiences

The future of the Harvey Region's visitor economy will be centred around the beautiful symphony of connecting more people with the food bowl of Australia's South West – combining enviable beaches, rich coastal plains and the rugged undulating forest of the Darling Scarp.

We will be simple and distinctive, creating emotional connections and memorable experiences.

We will celebrate our:

- Agri-tourism and food and beverage (F+B),
- Eco, nature-based and soft adventure Tourism,
- Destination and niche events,
- Aboriginal and European heritage tourism; and
- Art and culture.



Lake Brockman



Strategic Goals

Our goals will be achieved by a holistic, six-pronged approach to growing the visitor economy within the Harvey Region.

We will achieve this by being Brave, Proud, Open, Active, Simple and Connected. Over the next decade, we (Shire Council, Executive Team and Business Units) will work with stakeholders, Government, land owners, investors, community groups and businesses to encourage the implementation of the initiatives outlined in this document.

The Tourism Road Map 2031 will be embedded into the Shire's integrated planning and reporting framework to ensure that what is planned is

delivered through robust financial and resource allocations. The actions of the Shire's Economic Development Strategy 2020 – 2025, Strategic Community Plan 2021 – 2031, and Corporate Business Plan 2021 – 2025 govern this framework.

Outcomes of the Tourism Road Map 2031 will be captured through the measurement of key performance indicators and reported to Council and community in annual reports. An annual action plan, together with a major five yearly review, will also ensure it is up-to-date and relevant with the changing environment in the Shire, broader region and the tourism industry.



STRATEGIC GOAL 1 - Destination Governance

Goal

To establish Tourism as front-of-mind within the Shire of Harvey and the Harvey Region.

Objective

Integrated strategic planning, sound governance, collaboration and reporting to drive continuous improvement.

Priority Initiatives

- Create a Destination Harvey Region Business Unit.
- Create a Harvey Region Tourism Advisory Working Group (TAG).
- Build robust partnerships with community groups, businesses and other levels of government to achieve and amplify outcomes.
- Advocate and lobby for support on all aspects of tourism in the region.
- Embed a tourism-focus across all Shire directorates and within relevant strategies and policies.
- Create Place Plans for all townsites and Master Plans for key tourism precincts.

STRATEGIC GOAL 2 - Destination Development

Goal

To foster investment to improve the Harvey Region's product offering and visitor appeal.

Objective

Attract and develop appropriate, sustainable and appealing visitor infrastructure and services, and create authentic hero (flagship and iconic) experiences.

Priority Initiatives

- Encourage iconic tourism attractions and F+B, agri-tourism, and heritage chatter creating magnets.
- Implement nature and eco-tourism initiatives, including the Harvey Region Trails and Adventure Master Plan and the WA Department of Biodiversity, Conservation and Attractions (DBCA) 8 Stage Trail Development Process.
- Attract national boutique, on-brand accommodation investors at strategic locations, including Australind, Binningup and Harvey.
- Work with Main Roads WA to gazette strategic roads and create cross-axis connections, scenic drives and circuits.
- Create a Shire Tourism Development Application Package and embed tourism principles in the Shire and State planning framework.
- Create a Harvey Region Tourism Investment Prospectus.
- Consider tourism outcomes in the Shire's Land Optimisation Strategy.
- Lobby for, and develop, essential and appealing tourism infrastructure at key tourism precincts and points of interest (POI), including Binningup Beach, Harvey Dam and Leschenault Estuary.

STRATEGIC GOAL 3 - Industry Support

Goal

To lead, support and maximise the capacity for sustainable growth.

Objective

Remove barriers to industry development, build local capacity, create strategic partnerships and support tourism business growth.

Priority Initiatives

- Create a Tourism Development and Industry Support Officer position and establish the Harvey Region Tourism Advisory Group.
- Deliver bi-annual industry events to encourage capacity building, brainstorming and collaboration.
- Lobby for and deliver the infrastructure and services business and industry need to grow, including digital communications.
- Encourage training providers, tourism industry bodies and education institutions to provide opportunities for local businesses and residents, including one-on-one mentoring and creative and digital industries development.
- Support talent attraction.
- Lobby for, and support, the removal of business growth barriers, including labour and worker accommodation shortages.
- Communicate the value of tourism to the community and stakeholders.



Halls Family Dairy





Chalbury Park B&B



STRATEGIC GOAL 4 - Visitor Servicing

Goal

To provide an exceptional, effective and accessible visitor servicing experience.

Objective

Understand the visitor journey and engage visitors at the right time, in the right place, and with the right method.

Priority Initiatives

- Create a Harvey Region Signage and Wayfinding Strategy, Style Guide and Policy.
- Implement a staged and comprehensive signage, entry statement, information bay, interpretation and wayfinding program.
- Implement a robust and targeted collateral distribution system locally and throughout Western Australia (WA).
- Support local tourism ambassadors and create community pride and cross promotion.
- Regularly brief the WA tourism industry so they share the Harvey Region experience.
- Provide informing and engaging information through digital channels.



STRATEGIC GOAL 5 - Destination Marketing

Goal

To position the Harvey Region as a visitor destination of choice.

Objective

Re-energise the brand with a focus on agri-tourism, F+B, eco, nature and adventure tourism, heritage, arts and culture, and events, while building recognition through the promotion of tourism magnets and chatter-worthy activities.

Priority Initiatives

- Create a Destination Marketing Officer position.
- Develop a communications strategy and annual action plan targeting Perth, Peel and the South West.
- Redevelop Harvey Region brand messaging and implement the brand on all tourism initiatives.
- Increase awareness and appeal through the creation of positive PR chatter with tourism magnets, on-brand experiences and market achievers.
- Implement digital communications, including a Destination Harvey Region website and social media channels.
- Promote accessibility, including 90-minutes from Perth, 90-minutes from Margaret River.



STRATEGIC GOAL 6 - Destination Events

Goal

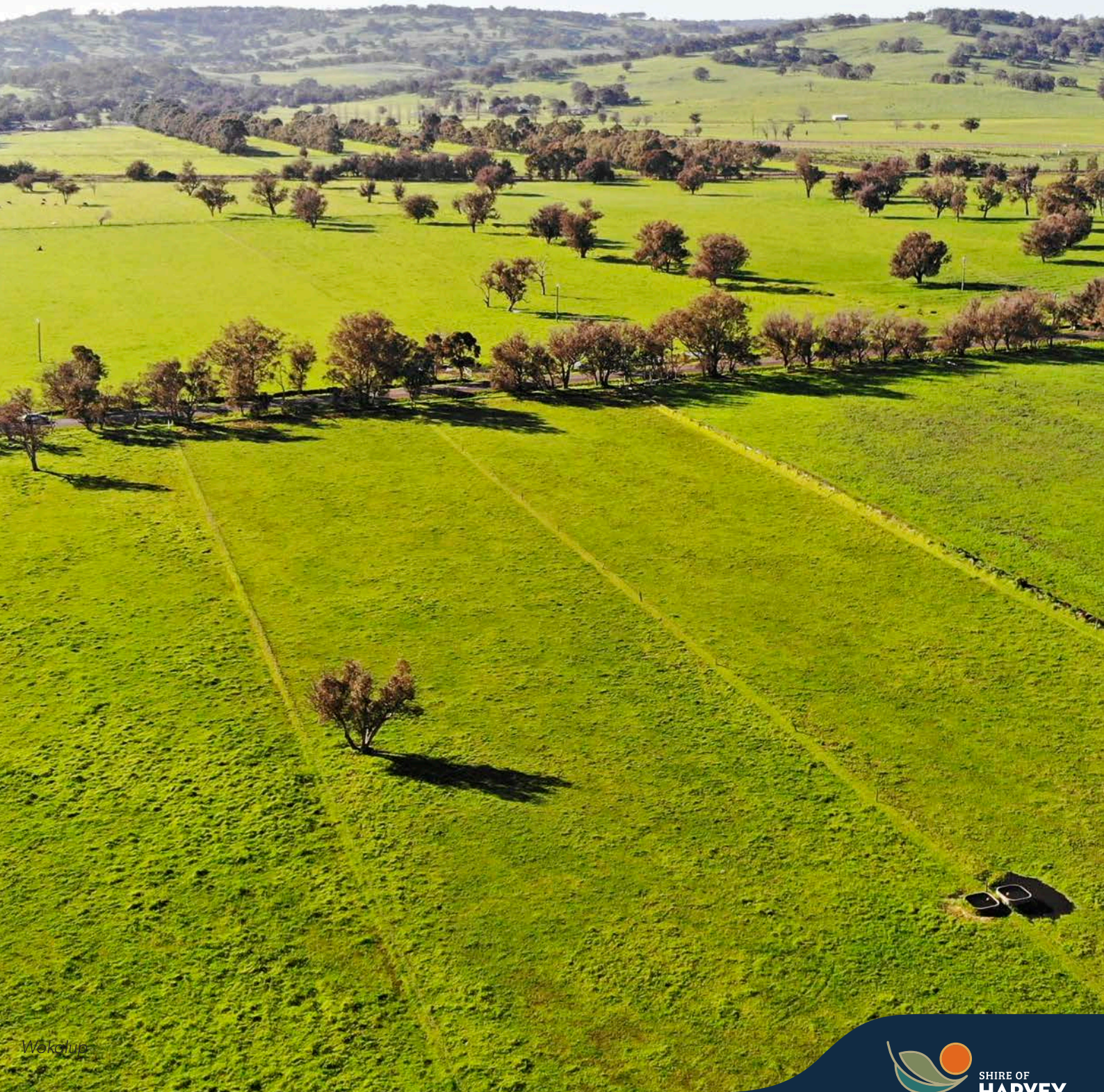
To create destination events focused on our brand values and core experiences to deliver economic benefit and add vibrancy to our communities.

Objective

Attract, support and develop leading agri-tourism, F+B, eco-tourism, sports tourism, arts and culture, and heritage events.

Priority Initiatives

- Create a Destination Event Officer position.
- Support the development of a major agri-tourism and food event in Harvey with Tourism WA appeal.
- Develop a productive partnership with a sports tourism facilitator and encourage events along our coast, through our hills and within Shire facilities.
- Support capacity building for smaller, niche tourism events, such as the Harvey Italian Sausage Sagra.
- Support the development of a heritage activation event in and around Brunswick.
- Further activate Shire and Government facilities and areas with events, functions and weddings.
- Continue to grow our cultural event offering.
- Implement effective destination event marketing.
- Revise the Shire Event Application Package.



Strategic Goal 1

Destination Governance

Establish Tourism as front-of-mind within the Shire of Harvey and Harvey Region.

Strategic Goal 1

Destination Governance

Operational



Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Business Unit	Establish a Destination Harvey Region Business Unit within the Shire's Sustainable Development Team. Bring Visitor Servicing, Tourism Development, Destination Events and Destination Marketing management in-house.	Shire	High Priority Flagship Project	\$ - \$\$
Tourism Advisory Group	Establish a Harvey Region Tourism Advisory Group (TAG). Create Terms of Reference and deliverables. TAG will: <ul style="list-style-type: none"> • Focus on big picture, strategic projects. • Act as a connection between industry and the Shire. • Encourage industry innovation and collaboration. 	Shire, TAG	High Priority Flagship Project	\$
Directorate Collaboration	Create tourism as front-of-mind within the Shire with increased collaboration and aligning Shire strategies and plans to maximise opportunities.	Shire	High Ongoing	\$
Leadership	Take a leadership role in the development of the Harvey Region's visitor economy. Take a customer centered approach to everything we do. Build capacity and create opportunities for industry growth. Celebrate the achievements of others.	Shire	High Ongoing	\$ - \$\$

Strategic Goal 1 Destination Governance

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Evaluation and Reporting	Implement and monitor the Tourism Road Map 2031 and relevant performance measures. Report results to Council, stakeholders and the community.	Shire	High Ongoing	\$
	Establish or collaborate with an annual industry forum to report progress of the Tourism Road Map 2031 and Destination Harvey Region, and simultaneously build industry capacity: <ul style="list-style-type: none"> • Include an information session to build capacity and provide industry training. • Where possible, collaborate with our regional partners. 	Shire, Partners, Private, ASW, BGTP	Medium Annual	\$ - \$\$
	Communicate the benefits of tourism and the visitor economy to the community, investors and stakeholders.	Shire, Partners, ASW, Tourism WA	Short Annual	\$
Lobby	Continue to advocate and lobby for support on all aspects of tourism in the Region.	Shire, State Government, Partners, Political Representatives	High Ongoing	\$
Partnerships	Build partnerships and work collaboratively with community groups, businesses and other levels of government to amplify outcomes, and share resources and expertise.	Shire, Community Groups	High Ongoing	\$ - \$\$\$
	Review architecture of participation within the Bunbury Geopark Tourism Partnership (BGTP) and Australia's South West (ASW).	Shire, BGTP, ASW, Tourism Bodies	Short Ongoing	\$ - \$\$
	Maintain an excellent working relationship with key tourism bodies.	Shire, BGTP, ASW, Tourism Bodies	Short Ongoing	\$ - \$\$
Funding	Review funding streams to support tourism development and marketing.	Shire	Medium	\$ - \$\$
Economic Development Strategy	Implement recommendations from the Shire's Economic Development Strategy 2020 – 2025 that drive tourism.	Shire, Partners, Private	High – Priority Project	As Identified

Strategic Goal 1 Destination Governance

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Strategic Community Plan and Corporate Business Plan	Implement recommendations from the Shire's Strategic Community Plan 2021 – 2031 and Corporate Business Plan 2021 – 2025 that drive tourism.	Shire, Partners, Private	High – Priority Project	As Identified
Signage and Wayfinding Strategy, Policy and Style Guide	<p>Create a Signage and Wayfinding Strategy, Policy and Style Guide, considering advice from the Harvey Region Tourism Strategic Report:</p> <ul style="list-style-type: none"> • Include directional, interpretation, regulatory, advertising and event signage. • Consider the long-term appeal of design concepts. • Ensure the policy is easily understood and implemented. • Provide a program of regular inspection and maintenance. 	Shire, Main Roads WA, State and Federal Government, Businesses	High – Priority Project	\$
Infrastructure, Parks Services Policy and Style Guide	Create an Infrastructure and Park Services Policy and Style Guide that ensures all infrastructure (lighting, picnic tables, bins, buildings, equipment), landscaping and signage is on brand and positively contributes to the Harvey Region's identity.	Shire, Partners	High – Priority Project	\$ - \$\$\$
Master Plans and Town Place Plans	Create Master Plans and/or Place Plans for all townsites and key tourism areas.	Shire, Place Advisory Groups	High – Medium Ongoing	\$
Planning Framework	<p>Implement a New Local Planning Scheme that supports tourism development and provides a more flexible, responsive approach to planning in key strategic areas:</p> <ul style="list-style-type: none"> • Maintain agriculture primacy to protect food production and maintain an authentic experience. • Minimise competing uses and zoning conflicts. • Allow for appropriate and quality F+B, attraction and accommodation development. • Review proposed development corridors and engage with WA State Government on zoning where necessary. 	Shire, State Government	High – Priority Project Long Lead Time	\$
Land Optimisation Strategy	Consider tourism outcomes in the development of the Shire's Land Optimisation Strategy.	Shire	Short	\$ - \$\$

Strategic Goal 1 Destination Governance

Policy and Planning

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Creative Communities Strategy	<p>Within tourism developments, champion our cultural strengths and encourage art and culture activation, including:</p> <ul style="list-style-type: none"> • Street/public art, interpretation and art trails of Instagram appeal in key tourism locations and within relevant projects. • Artist in Residence programs to activate tourism destinations. • Per cent for Art Scheme Policy within Shire and investor projects. <p>Support and develop a placed-based arts and cultural events program and promote through digital media.</p>	Shire, Community Groups, Partners, Private, Artists	High – Priority Community and Lifestyle Project	\$ - \$\$
Voices of Youth	Implement tourism elements of the Shire's Voices of Youth Strategy, including youth precincts, skate park facilities, play spaces and events. See Destination Events.	Youth, South West Local Governments	High – Priority Community and Lifestyle Project	\$ - \$\$
Access and Inclusion Strategy	<p>Seek the advice of the Shire's Access and Inclusion Advisory Group and Co-Design Panel on all future tourism projects to ensure access and inclusion standards are met.</p> <p>Encourage the implementation of leading universal access facilities by government and private businesses.</p>	Shire, Access and Inclusion Advisory Group and Co-Design Panel, Private, State Government	High – Priority Community Project Ongoing	\$

Strategic Goal 1 Destination Governance

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Heritage Advisory Committee and Heritage Strategy	<p>Work with the Shire's Heritage Advisory Committee to develop and implement a Harvey Region Heritage Strategy and encourage preservation, better use and activation of our heritage buildings, sites and assets, in particular our unique agriculture, European and Noongar heritage:</p> <ul style="list-style-type: none"> • The renovation and activation of heritage buildings, sites and assets. • Preserve the heritage character and village feel within towns and investigate the potential to develop State-recognised heritage precincts. • Implement a Shire Heritage Incentive Scheme to encourage the restoration and activation of buildings on the Shire's Heritage Register. • Encourage owners to apply for State and Federal heritage grants. • Incorporate guidance on adaptive reuse and conservation management approaches that support visitor experiences. 	Shire, Heritage Advisory Committee, Heritage WA, Aboriginal Representatives	Short – Long Ongoing	\$ - \$\$\$



Strategic Goal 2

Destination Development

Foster investment to improve the Harvey Region's product offering and visitor appeal.

Strategic Goal 2

Destination Development

Operational



Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Tourism Development	Create a Tourism Development and Industry Support Officer position.	Shire	High – Flagship Project	\$\$
Development Applications	Design a Tourism Development Application Package to encourage development and attract private investment: Raise awareness of the application package through PR and marketing.	Shire	High – Priority Project	\$
New Planning Scheme	See Destination Governance – Policy and Planning.			
Land Optimisation Strategy	See Destination Governance – Policy and Planning.			
Development Support	Ensure appropriate and fit for purpose infrastructure is in place to support tourism growth, such as roads, transport networks, telecommunications and amenities. Develop new experiences that are bespoke to the Harvey Region or align with our experiences and core values, including agri-tourism, F+B, eco-tourism, nature and adventure, arts and culture, heritage and events. Encourage government and key stakeholders to fill the gaps of private investment. Leverage and maximise tourism potential of existing assets. Support the development of towns and tourism precincts based on points of difference.	Shire, State Government	High – Priority Project Update Annually	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Investment Attraction	Scope and implement a vibrant, research-driven, content-rich Harvey Region Tourism Investment Prospectus to drive private and government investment. Maximise the potential of planned investment.	Shire, State Government, SWDC	High – Priority Project Update Annually	\$
Databases	Maintain relevant databases, including key industry stakeholders and investors.	Shire	Short Ongoing	\$

Harvey Region Experiences

Across the Harvey Region, encourage must-do agri-tourism and F+B opportunities, eco/nature and adventure tourism, heritage activation, art and culture, and events.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Agri-Tourism, Produce and F+B Create innovative and on-trend visitor experiences with agri-business food-bowl operators, celebrate our unique food culture and attract major F+B operators and chefs to the Harvey Region.				
Agri-Tourism Development	Investigate ways to offer credible and authentic agri-tourism experiences whilst maintaining bio-security: <ul style="list-style-type: none"> Identify and leverage tourism partnerships with existing, recognised agri-businesses i.e., Harvey Beef, Harvey Fresh, Harvey Citrus, Harvey Agriculture College, Harvey Cheese and Brownes Dairy. Work with local farmers to increase revenue streams through agri-tourism and F+B experiences that appeal to millennials and young families. Encourage and promote food production, food partnerships and an eat local philosophy. Reference: <i>The Farm, Byron Bay, NSW.</i>	Shire, DPIRD, Harvey Water, Major Agri-Businesses, F+B Operators, Chefs, Private, Partners	High	\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	Investigate innovative ways to support local agri-tourism development, such as a Shire grant program to facilitate contemporary upgrades at venues.	Shire, Local Agriculture Businesses, Private	Medium	\$ - \$\$\$
Land Planning and Zoning	Facilitate the development of agri-tourism whilst protecting the primacy of agriculture, with a new Shire Local Planning Scheme.	Shire, State Planning	High Ongoing	\$
Agri-Tourism Events	Create leading and authentic produce market event(s). See Destination Events. <i>Reference: Regionality Pty Ltd, NSW.</i>	Shire, Partners, Farmers, Community Groups, Harvey Water	Short – Medium Ongoing	\$
	Support an annual or seasonal agri-tourism open day(s). <i>Reference: Previous Harvey Paddock to Plate Tour and Luncheon.</i>	Shire, Community Groups, Agriculture Businesses	Short – Medium Ongoing	\$
Restaurant/Food Pop-Ups	Identify appropriate locations for food pop-up events with reputable Chefs.	Shire, Private, Chefs	Short – Medium Iconic Project	\$\$
F+B Trails	Create ride, walk and drive trails based around F+B options, such as breweries, dairy/cheese, Italian produce, etc. See Trails. <i>Reference: High Country Brewery Trail.</i>	Shire, Private	High Ongoing	\$ - \$\$\$
Eco, Nature and Adventure Improve access and establish memorable experiences within our stunning, untapped nature.				
National Parks and State Forest	Support and encourage the development and promotion of National and Regional Parks, and State Forest within the Harvey Region. Investigate options for geo-tourism.	DBCA, Tourism WA, State Government, Shire	High Ongoing	\$
Parks and Gardens	Include parks, gardens, and landscaping within the Infrastructure and Park Services Policy and Style Guide and where possible, consider tourism activation potential i.e., Instagram-friendly sites.	Shire	High Ongoing	\$ - \$\$\$
Beach and Coastline	Work with surrounding coastal shires and DBCA to create a beach management plan. See Myalup.	Shire, Surrounding Coastal Local Governments, DBCA, PNP	Medium Ongoing	\$\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Dams and Rivers	<p>Work with State Government to create and maintain management plans, including:</p> <ul style="list-style-type: none"> • Innovative options to service delivery such as Aboriginal ranger programs. • Activate areas with nature, adventure, and eco activities, including trails, tour operators (such as the Harvey Aboriginal Hiking Participation Program), equipment suppliers, plus F+B and accommodation where appropriate to improve tourism benefit and reduce anti-social activity. 	DBCA, Water Corp, Shire, Harvey Aboriginal Corporation, River Taskforce Groups	High Ongoing Staged Process	\$\$ - \$\$\$
Wetlands	Develop and promote trails and interpretation within key wetlands, including Yalgorup, Leschenault, Rosamel, Bengier and Kingston.	DBCA, Restoration Groups, Shire, Leschenault Catchment Council	Medium – Long	\$\$
Horse Riding	Implement DBCA's 8 Stage Trail Development Process to scope and develop horse riding trails throughout the region. Encourage further development and activation of the 10th Light Horse Trail and Myalup Pines. See Myalup.	DBCA, Shire, Equestrian Groups, Community	Medium Staged Process	\$\$
Road Cycling, Gravel Riding, Hiking, Walking and MTB	See Trails - Harvey Region Trails and Adventure Master Plan. Support the creation of bike and hiking infrastructure, and wayfinding in tourism precincts and main streets.	DBCA, Shire, State Government, Munda Biddi Foundation, West Cycle, DLGSC	High – Priority Project Staged Process	\$\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
4WD and Trail Bikes	<p>Improve the management of 4WD and trail bike riding in the Harvey Region:</p> <ul style="list-style-type: none"> • Focus on major events that can be safely managed and drive economic benefit, such as State or National events in set locations: <ul style="list-style-type: none"> ◦ Create sub-approved Car Rally Event zones utilising appropriate, previously used Forrest Rally zones that are outside the water protection zone i.e., Clarke State Forest. ◦ Identified and implement an area(s) for trail bike event sub-approval. • Create management plans for areas experiencing major, unauthorised use. • Investigate the feasibility of establishing set zones or tracks for 4WD and trail bike riding. • Consider seasonal use to protect the environment. 	Shire, DLGSC, 4WD Groups, Water Corp, DOT, DBCA, Shire of Waroona, City of Mandurah, Rally Events, Trail Bike Groups	Short – Medium	\$ - \$\$
Heritage, Arts and Culture Identify and activate historic heritage, art and culture experiences across the Harvey Region that reflect our brand positioning and unique character.				
Heritage Strategy	<p>See Destination Governance – Policy and Planning.</p> <p>Support use of heritage buildings for accommodation, events and F+B.</p> <p>Make heritage 'sexy', accessible and appealing to Millennial and Gen Z visitors.</p> <p>Utilise heritage sites and memorabilia in an innovative manner i.e., an old dairy truck combined with a digital event sign.</p> <p>Support the professional curation of heritage building assets and emerging heritage attractions.</p> <p>Identify and implement signage and interpretation at all Level 1 and 2 heritage sites.</p> <p>See Heritage Trails and Destination Events.</p>	Heritage Owners, Shire, Heritage WA, State Government, Cultural Groups	Short – Medium Ongoing	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Aboriginal Heritage	<p>Work with local Elders to increase awareness of local Aboriginal history:</p> <ul style="list-style-type: none"> • Support the development of a geographical and naming Aboriginal Mapping and Interpretive Project. • Implement National heritage and dual-language signage where appropriate, i.e., add "Home of the Pinjarup people". • Identify sites and stories of significance that are appropriate to share with visitors, and implement the required interpretation and infrastructure. • Support training for the development of Aboriginal tourism product and liaise with DBCA, WA TAFE, Western Australian Indigenous Tourism Operators Council (WAITOC) and Tourism WA about these opportunities. 	Shire, Roelands Village, Harvey Aboriginal Corporation, Local Elders, South West Aboriginal Land and Sea Council, State Government, Tourism WA, WAITOC, TAFE, WA Indigenous Tourism Operators Council	Short – Medium Long Lead Time Ongoing	\$\$
European and British Settler Heritage	Raise awareness of the Harvey Region's early British settlement and our key personalities, including but not limited to Governor Stirling and Harvey River Settlement, the Western Australian Land Company and Marshall Clifton, May Gibbs, John Septimus Roe and John Boyle O'Reilly.	Shire, Heritage Groups, Heritage Committee, Pioneer Families	Short – Medium Ongoing	\$ - \$\$
Italian Heritage	<p>Encourage the development of the Harvey Internment Camp into a major tourism attraction, including an Italian Museum. See Harvey.</p> <p>Support the maintenance and development of Italian events such as the Harvey Italian Sausage Sagra.</p>	Shire, Harvey Italian Club, Heritage Groups	High – Iconic Project Staged process	\$ - \$\$\$
Agriculture Heritage	<p>Encourage the maintenance, activation and interpretation of dairy and agriculture heritage buildings:</p> <ul style="list-style-type: none"> • See Old Dairies Trail, Harvey Myalup Drain Diversion Trail, Harvey Internment Camp and the Harvey Railway Heritage Precinct. • Support the naming of the old irrigation drains in the region. 	Shire, Agriculture and Heritage Groups, Heritage Committee	Short – Medium	\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Arts and Culture	<p>Within tourism developments, champion our cultural strengths and encourage art and culture activation, including:</p> <ul style="list-style-type: none"> • Art and culture interpretation signage. • Implementation of the Shire's Street Art Initiative and other interactive art trails and events with Instagram-appeal in tourism precincts. • Artist in Residence programs to activate tourism precincts. • A per cent for Art Scheme Policy within Shire and investor projects. • The establishment of an Innovation and Creative Hub to support collaboration and assist with new business opportunities. 	Shire, Community Groups, Partners, Private, Artists, Investors, State Government, Art Groups, Creative Corner, Place Advisory Groups, Alcoa	High Ongoing Staged Process	\$ \$
Accommodation Support visitor growth and economic benefit by encouraging quality, varied, and boutique style accommodation investment in key tourism zones and near POIs.				
Major Accommodation Developments	Attract and support national boutique, on-brand accommodation investors at strategic locations, including Binningup, Australind, and Harvey.	Shire, Partners, Private, State Government, Investors, Tourism WA, SWDC, ASW	High – Priority Project	\$ - \$\$\$
Tourism Zones, Farm Stays and Heritage Conversions	<p>With a more flexible planning framework attract private land owners to develop appropriate accommodation in key tourism zones or areas of scenic beauty and heritage value, while protecting priority agriculture.</p> <p>Support of farm stay and heritage conversions into high-end, unique accommodation.</p> <p><i>Reference: Ross Farm, Gippsland, Victoria; Tommerup's Dairy, Scenic Rim, QLD and Eden Farm Escape, Blue Mountains, NSW.</i></p>	Shire, Private, Investors, Land Owners, State Government	High – Priority Project	\$ - \$\$
Tiny Homes	Investigate options for the use of appropriate Tiny Homes for tourism accommodation and support a State-wide review of their building and planning requirements.	Shire, Government, Private	High – Priority Project	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Home-based and Short-stay Accommodation	<p>Further support local, quality home-based and short-stay accommodation offerings:</p> <ul style="list-style-type: none"> Investigate the potential implementation of a home-based and Airbnb policy which also considers a registration and management system. <p><i>Reference: Busselton, Noosa and Byron Bay.</i></p>	Shire, State Government, Other Local Governments, Airbnb, Other Booking Platforms, Property Owners, Private	Short – Medium	\$
Caravan Parks and Facilities	<p>Increase leisure visitors at caravan parks:</p> <ul style="list-style-type: none"> Encourage local operators to focus on leisure visitors rather than permanents and scope the potential to upgrade and/or expand tourism sites. Note: Ensure short-term consideration of the housing crisis. <p>Maintain RV and caravan dump stops at key locations which will drive visitor spend in our towns.</p>	Shire, Private, Caravan Park Owners and Managers, Caravan and RV Groups, Place Advisory Groups	Short – Medium	\$ - \$\$
Camping Facilities	Encourage the maintenance and further development of existing Government and other campsites within the Harvey Region.	Shire, DBCA, State Government, Water Corp.	High – Priority Project	\$ - \$\$
Overflow	Identify and scope sites where overflow camping grounds may be suitable in peak periods i.e., School holidays.	Shire, Local Caravan Parks, Place Advisory Groups	Medium	\$ - \$\$
48 Hour Rest Areas	Investigate and develop 48-hour rest-areas at key sites that will drive visitor spend in our towns, governed by a strict site management process.	Shire, Community, Caravan Park Owners	Short – Medium Staged Process	\$\$
Group Camping and Accommodation	<p>Encourage quality group camping and accommodation within private and Government properties, with appropriate planning and regulatory requirements.</p> <p>Provide group accommodation event options within appropriate Shire facilities and managed areas.</p>	Shire, Private, Partners, DBCA, Camping Accommodation Investors	Short – Medium Ongoing	\$ - \$\$
Events, Functions and Weddings				
Create and encourage appealing venues for events, functions and weddings.				
Events, Functions and Weddings	See Destination Events.			

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Roads and Scenic Drives Develop road infrastructure and scenic drives to create circuit and cross-axis travel across the Harvey Region, and to stimulate tourism investment through improved accessibility, bushfire attack level (BAL) ratings and planning requirements.				
Road Circuits and Scenic Drives	Create strategic road circuits and scenic drives to encourage tourism dispersal.	Shire, Surrounding Local Governments, Land Owners, Main Roads WA	Short – Long Staged Process	\$\$ - \$\$\$
Cross Road Axis Connections	Work with Main Roads WA to create easy, safe, cross-axis road routes within the region by realigning and/or connecting specific roads.	Shire, Main Roads WA, Land Owners	High – Medium Staged Process	\$\$ - \$\$\$
Bunbury Outer Ring Road (BORR)	Work with Main Roads WA to create significant tourism primacy, cross axis connection and directional signage off our BORR intersections and lobby to return bike and pedestrian cross-over options.	Shire, Main Roads WA	High State Government Priority Project	\$\$
Gazette Strategic Roads	Formally gazette strategic roads that will support tourism development in key locations and provide fire access routes.	Shire, Main Roads WA, DBCA, State Government, DFES	Short – Long Staged Process	\$\$ - \$\$\$
Strategic Road Upgrades	Bitumen roads of significant scenic beauty and/or strategic tourism opportunity for accommodation, tourism attractions and scenic drives.	Shire, Main Roads WA, Surrounding Land Owners	Medium – Long Staged Process	\$\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Trails Improve and develop trails and routes to connect and disperse visitors, and create unique, on-brand experiences.				
Trail Development	Work with the tourism industry, DBCA, Tourism WA, Australia's South West (ASW) and Trails WA to facilitate the development and promotion of more agri-tourism/F+B (including Italian, wine, brewery, citrus, beef and dairy), heritage, nature, eco, heritage and sports-focused trails in the Harvey Region: <ul style="list-style-type: none"> • Attract funding and encourage industry and tourism operator collaboration. • Undertake a Harvey Region Trails and Adventure Master Plan and the DBCA 8-stage Trail Development Process for all nature and adventure activities. • Update strategic content such as the Trails WA website. • Create trail literature that appeals to our target audiences, particularly the younger demographic. 	Shire, State Government, DBCA, Tourism WA, ASW, Trails WA, DLGSR, Heritage Groups, F+B Operators, Private, DPIRD	High Staged Process	\$ - \$\$\$
Transport and Tours Support tourism growth, connectivity and experiences with fit-for-purpose roads, transport networks and tours.				
Australind Train	Lobby for the upgrade of the Australind Train, including increased services, WiFi, bike transfer options, and railway station upgrades: <ul style="list-style-type: none"> • Maintain station stops and appropriate infrastructure at Yarloop, Cookernup, Harvey and Brunswick. • Encourage tourism and TransWA promotion of the Australind Train as a core visitor and event transport option. • Encourage tour operators to offer pick-up options from local stations. 	DOT, State Government, Tourism WA, ASW, BGTP, TransWA, Tour Operators, Taxis/Transfer Services	High Ongoing	\$ - \$\$\$
Mandurah to Bunbury Train or Light Rail	Ensure plans for train or light rail options from Mandurah to Bunbury and Busselton service Harvey Region visitors. Ensure road, pedestrian and cycle cross-axis travel is maintained between the hinterland and coast.	DOT, State Government, City of Bunbury, City of Busselton, Shire of Dardanup, Shire, SWDC	Medium – Long Ongoing	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Busselton-Margaret River Airport (BMRA)	<p>Support the development of BMRA as a core transport option for interstate visitors:</p> <ul style="list-style-type: none"> • Encourage hire car companies and tour operators to offer fly-in BMRA and drop off Perth, with stop-overs in the Harvey Region. • Create itineraries for airport users to the Harvey Region. • Encourage the promotion of the Harvey Region within the BMRA. 	BMRA, Tourism WA, ASW, BGTP, Shire, Tour Operators, Hire Car Companies.	Short – Medium Ongoing	\$
Tour Operators and Transfer Services	<p>Support tour operators and transfer services in and to the Region, especially around F+B options and events, including bus transfers from Australind, Treendale, Bunbury and Mandurah.</p> <p>Support pop-up or long-term equipment hire (umbrellas, kayaks, canoes, SUPS, boats, bikes, chairs, fishing rods etc.) at appropriate tourism precincts through an Expression of Interest process.</p>	Shire, Private, Tour Operators, ASW, BGTP	Short Ongoing	\$
Parking	Provide long vehicle, caravan and other parking options in key tourism precincts, POIs and near main streets.	Shire, Main Roads	Short – Medium Staged Process	\$\$
Other Infrastructure Ensure the basics are right and that major infrastructure developments take account of the needs of visitors, are on-brand and create a strong sense of place.				
Public Amenity Infrastructure	<p>In conjunction with the Signage and Wayfinding Strategy, Policy and Style Guide, develop an Infrastructure and Park Services Policy and Style Guide for amenity infrastructure, such as public toilets, picnic tables, showers, bins, bollards and street lighting that drives the brand.</p> <p>Identify and provide additional public amenities in and around town centres, tourism precincts and POIs.</p>	Shire, Place Advisory Groups, Local Community	High – Medium Staged Process	\$ - \$\$
Accessibility	Encourage the implementation of leading universal access facilities that have visitor appeal at private, Shire and government sites.	Shire, Access and Inclusion Advisory Group and Co-Design Panel, Private, State Government	High Ongoing	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Nature and Landscaping	<p>Implement the Infrastructure and Park Services Policy and Style Guide within all landscaping projects to improve the quality of green space and waterways, and develop priority areas for tourism.</p> <p>Prepare a Street Tree Master Plan to establish agreed street tree species with a view to marketing this as part of a town's identity.</p>	Shire, Community Groups, Place Advisory Groups	High – Medium Priority Project Ongoing	\$ - \$\$
Digital, Wi-Fi and Telecommunication	<p>Improve digital connectivity throughout the region:</p> <ul style="list-style-type: none"> • Lobby for State and Federal telecommunication infrastructure improvements in areas of need. • Encourage the private sector to facilitate improvement. • Implement and/or maintain free WiFi points within key tourism precincts. 	Shire, Private, Federal Government, State Government	Short – Medium Staged Process	\$ - \$\$\$
Lighting	Review lighting at key tourism precincts and analyse for aesthetic ambience.	Shire, Place Advisory Groups	Medium	\$\$
Play Spaces and Skate Parks	<p>Encourage the development and maintenance of destination or major playspaces at tourism precincts, combined with F+B, toilets, picnic areas, and shade to encourage length of stay.</p> <p>Consider tourism deliverables, PR generation, and innovative design in the implementation of the Skate Park Replacement program.</p> <p><i>Reference: Dwellingup and Margaret River trails.</i></p>	Shire, Place Advisory Groups, Youth Groups	High – Medium Staged Process	\$\$
Dog-Friendly	<p>Establish and promote the Harvey Region as dog-friendly:</p> <ul style="list-style-type: none"> • Investigate the development of a dog-agility park(s) that drive visitation. • Sign and promote existing dog-friendly tourism areas. 	Shire, Dog-friendly Groups	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Main Street Beautification and Place-making	<p>Beautify and activate main streets and key tourism precincts, guided by brand and tourism elements of town Place Plans.</p> <p>Encourage empty shops to be activated with art, beautification, pop-up stores and other relevant initiatives.</p> <p>Encourage local businesses to continually upgrade and maintain quality, on-brand shop fronts and premises.</p> <p>Investigate the feasibility of an Outdoor Dining Initiative Trial while considering footpath access and car parking requirements.</p> <p>Implement Entry Statements and Wayfinding. See Visitor Servicing.</p> <p>See Street and Public Art initiatives.</p>	Shire, Place Advisory Groups, Main Roads WA, F+B Operators, Retails Operators, Private	Short – Medium Ongoing	\$ - \$\$\$
Signage and Wayfinding	See Visitor Servicing.			



Strategic Goal 2 Destination Development

Australind, Leschenault and Treendale

Focus tourism development in Australind, Leschenault and Treendale around the area's picturesque waterways.

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Leschenault Estuary	<p>Establish the Leschenault Estuary as a key recreation and tourism destination by redeveloping the Foreshore into a usable and vibrant precinct, whilst protecting the environment:</p> <ul style="list-style-type: none"> • Create a Leschenault Estuary and Foreshore Master Plan, including Ridley Place, Cathedral Avenue, Old Coast Road, Christina Reserve, Leschenault Waterways and Jetty, Point Duoro, The Cut and Belvidere. <p>Support activation, including appropriate events:</p> <ul style="list-style-type: none"> • Continue to support and encourage further development of the Australia Day Ultra WA Series: <ul style="list-style-type: none"> ◦ Scope expansion into Leschenault Peninsula Conservation Park. ◦ Encourage temporary accommodation and F+B support event options. 	Shire, DBCA, DOT, DLGSC, Leschenault Catchment Council, Trail and Outdoor Groups	Nature and Adventure, Parks and Gardens	High	\$ - \$\$
Myalup to Leschenault Beach Management	Work with surrounding coastal shires and DBCA to create a unified beach management plan. See Myalup.	Shire, Surrounding Local Governments, DBCA	Nature and Adventure	Medium Ongoing	\$\$ - \$\$\$
Cathedral Avenue Scenic Drive and Picnic Spots	<p>Raise the scenic drive profile of Cathedral Avenue with rest areas, tourism interpretation and signage:</p> <ul style="list-style-type: none"> • Extend the dual use path (DUP) to Buffalo Road. • Create key rest areas along the DUP and Cathedral Avenue, such as adjoining Fees Field, opposite Crimp Crescent and near Australind Road. • Investigate options for a dog agility area at Fees Field. • Maintain and further develop the Eaton to Australind Historic Walk. 	Shire, Place Advisory Groups	F+B, Nature and Adventure	Medium	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Rosamel Wetlands	Upgrade and renovate facilities at Rosamel Wetlands: <ul style="list-style-type: none"> • Add or replace directional signage off Cathedral Avenue and Lofthouse Drive, entrance signage and interpretation. • Upgrade and regenerate the wetlands. • Add visitor infrastructure i.e. picnic table or bench seat. 	Shire, State Government	Nature and Adventure	Medium	\$\$
Australind and Treendale Entrances	Beautify and appropriately sign entrances to Australind, Leschenault and Treendale, including: <p>Cathedral Avenue</p> <ul style="list-style-type: none"> • Expand National Tourism directional signage off Forrest Highway and Buffalo Road, including key POIs. <p>Old Coast Road</p> <ul style="list-style-type: none"> • Create an Australind Entry Statement. • Add National Tourism directional signage. • Add banners and beautify off Forrest Highway. <p>Paris Road/Clifton Road</p> <ul style="list-style-type: none"> • Ensure tourism appeal and maintain cross-axis access within the BORR redevelopment. • Beautify, including banners, to maintain visitor appeal when travelling through the light industrial precinct. <p>Grand Entrance</p> <ul style="list-style-type: none"> • Support the realignment and creation of a roundabout to create improved cross-axis travel between Grand Entrance and Raymond Road. • Add a Treendale Entry Statement and National Tourism directional signage once realignment is in place. 	Shire, Partners, State Government, Main Roads WA	Roads and Scenic Drives, Entry Statements, Signage	High – Priority Project Staged Process	\$\$
Old Coast Road	Investigate the feasibility of realigning Old Coast Road to create improved recreational space along the Leschenault Estuary. Include in the Leschenault Estuary and Foreshore Master Plan.	Shire, Main Roads WA, Surrounding Residents and Businesses	Roads and Scenic Drives, Parks and Reserves, Events, Nature and Adventure	Medium	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Old Coast Road and Paris Road Intersection	<p>Beautify the Paris Road/Old Coast Road Roundabout with landscaping and public art.</p> <p>Maintain banners on the Old Coast Road/Paris Road intersection.</p> <p>Extend banners along Paris Road to Mulgara Street.</p> <p>Improve bike and pedestrian connectivity between Ridley Place and the Australind Shopping Centre Precinct.</p>	Shire, Shopping Centre Owners	Roads and Scenic Drives, Arts and Culture	Short – Medium Staged Process	\$\$
Australind Shopping Centre Precinct	<p>Work with Shopping Centre tenants and property owners to effectively incorporate the centre within Australind's tourism and community precinct:</p> <ul style="list-style-type: none"> • Create a Master Plan. • Support the further development of the areas Produce precinct with regular markets and activations surrounding historic buildings and green space. • Support the maintenance and creation of green space on the northern boundary. • Improve connectivity with Ridley Place. • Support the maintenance and attraction of businesses with visitor appeal such as leading F+B operators, baker, butcher, chemist, etc. 	Shire, Shopping Centre, Private	Retail, F+B, Events	Short – Medium Ongoing	\$
Australind Heritage Precinct	Encourage the establishment of a Heritage Precinct with regular family-friendly activations that celebrate our pioneer and first European landing history.	Shire, Place Advisory Group, Heritage Groups	Heritage	Medium	\$ - \$\$
Leschenault Waterways Discovery Centre and Jetty Walk	<p>Lobby State Government to upgrade, re-open and activate the Leschenault Waterways Discovery Centre and Jetty Walk:</p> <ul style="list-style-type: none"> • Repair Jetty Walk. • Investigate the potential of adding lighting (depending on impact on wildlife), signage and interpretation. • Beautify the venue to increase appeal and incorporate public and street art. • Identify new leisure tourism and pop-up opportunities. 	State Government, Shire, Artists, Leschenault Catchment Council, Sporting Groups.	Nature and Adventure, F+B	High (in particular, the re-opening of the Jetty Walk) Staged Process	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Ridley Place Foreshore	<p>Update the Ridley Place Master Plan, within the greater Leschenault Estuary and Foreshore Master Plan, and consider activities and facilities, including:</p> <ul style="list-style-type: none"> • Leading restaurant/bar/function venue and a kiosk/coffee hole in the wall. <i>Reference: Sebastian Beach Bar and Grill, Williamstown, VIC; The Goose, Busselton, WA.</i> • Digital Visitor Information Bay. • Kitesurfing launch area, set-up space and wash down area with signage and QR Codes providing information on kite surfing zones and wildlife consideration. <i>Reference: Safety Bay, WA.</i> • Youth area, including a 3x3 basketball court. • Boardwalk along the water's edge and a beach wadding area. • Street and public art, and site interpretation. • Event space(s) for music, festivals, and food vans: <ul style="list-style-type: none"> ◦ Scope and implement event requirements, such as improved lighting, etc. ◦ Encourage event use and activation, including F+B pop-ups, music, film, youth, cultural and sporting events. • Improved amenity infrastructure, such as picnic tables, BBQs, water fountain, beach shower, etc. • Karragarup Play Space. • Boat ramp and adequate boat and car parking. • Improved bike and pedestrian connectivity with the Australind Shopping Centre and Community Precinct. 	Shire, State Government, Hospitality Operators, Investors, Partners, Event Organisers	F+B, Nature and Adventure, Arts and Culture	Very High – Advocacy Project	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Leschenault Peninsula Conservation Park/ Kalgulup Regional Park	<p>Work with DBCA to raise the profile and facilities of the Leschenault Peninsula Conservation Park (Kalgulup Regional Park):</p> <ul style="list-style-type: none"> Investigate options to increase accommodation facilities, including a group venue and camping, and a small kiosk (long-term) at the Belvidere Camp Ground and The Cut day-use site. Maintain and further develop trails and improve connections to the Park, including the Yalgorup to Leschenault Epic Coastal Trail (See Binningup) and the proposed Binningup to Australind Road. Support further storytelling and signage of Aboriginal history, John Boyle O'Reilly, Thomas Little, Belvidere Homestead and William Hudson. Improve National Tourism directional signage off Forrest Highway. Continue to scope options to connect The Cut and Turkey Point. Maintain mosquito eradication plans. Review and manage 4WD and trail bike riding. Encourage use for nature and adventure events, i.e. trail running. 	DBCA, Aboriginal Groups and Elders, Heritage Committee, Shire	Nature and Adventure – National Parks, Accommodation, F+B	Medium Ongoing	\$ - \$\$\$
Yalgorup to Leschenault Peninsula Epic Coastal Trail	<p>Develop multi-modal connectivity along the coastline, connecting Yalgorup National Park, Myalup and Binningup to the Leschenault Peninsula Conservation Park, the Leschenault Estuary and Australind, via an epic mountain biking (MTB) and/or hiking trail, including boardwalks and crushed-limestone paths.</p> <p><i>Reference: Cape to Cape Track, Margaret River; Great Ocean Walk, Apollo Bay; Remutaka Cycle Trail, NZ; Invercargill Estuary Walk, NZ; Malabar Hedland Coastal Walk, NSW.</i></p>	DBCA, Private, Shire, Surrounding Local Governments, Property Owners, State Government	Nature and Adventure, Sports Tourism	Iconic Project Long Lead Time	\$\$\$
Australind Paddle Trail	Create a kayak/paddle trail, including the Leschenault Estuary, and the Collie and Brunswick rivers.	Shire, Sporting Groups, Partners	Nature and Adventure, Sports Tourism	Long	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Binningup to Australind Road	Investigate the potential to develop road connectivity along the coastline between Binningup and Australind by extending Lakes Parade to Buffalo Road: <ul style="list-style-type: none"> • Work with private land owners to create access whilst protecting the Swan Coastal Wetlands. <i>Reference: Lancelin to Cervantes Coastal Road, WA.</i>	Shire, Private, State Government, Land Owners, Main Roads WA, Community, Environment Bodies	Roads and Scenic Drives	Iconic Project Long Lead Time	\$\$\$
Australind Rivers Trail	Upgrade existing trails to establish a continuous walking and/or MTB river trail in Australind along the Brunswick and Collie rivers from Clifton Park to Paris Road: <ul style="list-style-type: none"> • Negotiate land ownership and approvals. • Develop infrastructure, including wayfinding, interpretation, car parking, toilets, picnic facilities and river activation, along the trail, including at the Kingfisher Terrace, Sutton Court, Eastwell Road and Beddingfield Road river zones. • Add National Tourism directional signage off Old Coast Road to the trail and other facilities along the river. • Connect with Stage 2 of the Goomal Trail. See Roelands Village. 	Shire, DBCA, Nearby Residents, Roelands Village	Nature and Adventure, Sports Tourism, Trails	Short – Medium Iconic Project	\$\$
Clifton Park Community Reserve	Add National Tourism directional signage off Old Coast Road.	Shire	Nature and Adventure, Roads and Scenic Drives	Medium	\$\$
Christina Street Reserve and RV Dump Point	Upgrade visitor and rest area facilities: <ul style="list-style-type: none"> • Install a dump stop and upgrade the RV/caravan parking and pull-thru area. • Add playground shade and picnic tables. 	Shire	Rest Areas	Short	\$ - \$\$
Paperbark Boardwalk, Kingfisher Terrace	Add infrastructure and signage, including a small car parking bay. Officially name site. See Australind Rivers Trail.	Shire, Neighbouring Residents	Nature and Adventure	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Eastwell Boat Ramp (The Elbow) Upgrades and 48 Hour Rest Area	<p>Investigate the feasibility of creating a 48-hour RV/caravan rest area at Eastwell Boat Ramp and upgrade tourism facilities:</p> <ul style="list-style-type: none"> • Add National Tourism directional signage off Old Coast Road and condense regulatory signage at the site. • Re-design the existing car park to effectively allow for boat trailer, caravan, RV and day-use parking. • Add a picnic area to the northern end of the site, near the swimming rope. <p>See Australind Rivers Trail and River F+B.</p>	Shire, DOT, Neighbouring Residents	Nature and Adventure, Accommodation	Short – Medium	\$ - \$\$
Twin Rivers	<p>Negotiate ownership and approvals with DBCA and State Government to re-introduce recreational fishing and visitor access to the Twin Rivers Reserve:</p> <ul style="list-style-type: none"> • Implement infrastructure, including parking, bins, picnic tables and National tourism directional signage. <p>See Australind Rivers Trail.</p>	DBCA, Community, Shire, Neighbouring Residents	Nature and Adventure	Short – Medium	\$ - \$\$
River F+B	<p>Scope the potential for the development of a pop-up or permanent F+B option along the Brunswick or Collie rivers in Australind.</p> <p>Encourage operator to also hire kayaks, canoes, etc.</p> <p><i>Reference: Ravenswood Hotel, Ravenswood, WA; The Little Bay, Waterman, WA; Dockside Café, Mildura, VIC; Wagon 537, Collie.</i></p>	Shire, Private, Hospitality Operators and Investors	F+B	Short – Medium	\$ - \$\$
Collie Bridge Jetty	<p>Add interpretation at the old Fishing Jetty that tells the environmental, Aboriginal and British/European first settler stories.</p> <p>Investigate the feasibility of installing accessible fishing facilities.</p>	Shire, Aboriginal Elders, Heritage Committee, State Government, Access and Inclusion Advisory Group	Nature and Adventure	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Australind 4 Star Accommodation and Mixed-Use Precinct	<p>Establish a 4-star visitor accommodation and mixed-use precinct in Australind:</p> <ul style="list-style-type: none"> Review land availability and attract a national high-end, boutique accommodation operator to develop and/or lease back. Ensure that F+B is contained within the development brief, including the consideration of a roof top bar. Maintain heritage sites and green space around the site. <p><i>Reference: The Veru Group Hotels & Suites.</i></p>	Shire, Private, Accommodation and Hospitality Investors	Accommodation, Retail, F+B, Heritage	Short – Medium Iconic Project	\$\$\$
Australind Heritage and Produce Precinct	<p>Encourage the restoration of Henton Cottage for a contemporary museum location or artisan, heritage conversion of a live bakery or butcher, whilst maintaining green space.</p> <p>With Harvey Water, encourage the development of a farmer's market in the surrounding area.</p> <p>Support the maintenance and activation of St Nicholas Church.</p>	Shire, Harvey Water, Shopping Centre Owners, Private, Partners, Anglican Church	F+B, Arts and Culture, Heritage	Short – Medium Ongoing	\$
Leschenault Recreation Park - Leschenault Leisure Centre and Pavilion	<p>Implement the tourism-focused recommendations of the Leschenault Leisure Centre Master Plan, including the creation of a Sporting Centre of Excellence.</p> <p>Improve National Tourism directional signage and wayfinding.</p> <p>Improve the WiFi and business and major sporting event capabilities of the site.</p> <p>Support group pop-up caravan park facilities for major events.</p> <p>Maintain and further develop youth facilities, including the Australind Skate Park.</p>	Shire, DSR, Sporting Groups, Partners, Pavilion Users, Business and Function Event Organisers	Sports Tourism, Accommodation, Business Events and Weddings	High Priority – Advocacy Project Staged Process	\$\$
Treendale Civic Square	Support the creation of a F+B, amenity and cultural precinct area within Treendale, ideally within close proximity of the Treendale Hotel and Treendale Shopping Centre.	Shire, Land Developers, State Government, Private	F+B, Retail, Arts and Culture	Medium	\$\$ - \$\$\$
Point Lautour	Add National Tourism heritage signage at Point Lautour, named after Colonel Peter Lautour who held the first land grant in the Leschenault area in 1830.	Shire, Heritage Committee, Heritage WA	Heritage	Medium	\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Western Australian Land Company and Pioneer and Discovery History	<p>Increase interpretation and significant site development to further tell the story of the Western Australian Land Company, European discoverers and British pioneers:</p> <ul style="list-style-type: none"> • Add a National Tourism heritage sign on Old Coast Road promoting Australind EST. 1841. • Support the activation of significant public and private heritage buildings and locations. • Upgrade and activate the Australind Pioneer Cemetery with improved signage and maintenance: <ul style="list-style-type: none"> ◦ Encourage tours, including twilight/night tours. ◦ Add a National Tourism heritage signage on Old Coast Road, promoting EST. 1842. ◦ Improve information on significant graves of the cemetery with QR Codes (linking to information and audio tour) and interpretation signage. <i>Reference: St Marks, Wollondilly, NSW.</i> • Add information about Nicolas Baudin and Jean Baptiste Leschenault de la Tour along the Estuary. • Provide interpretation along the Eaton to Australind Historic Walk and include the Pioneer Memorial. • Re-invigorate and promote the Australind Heritage Trail. 	Shire, Heritage WA, Heritage Committee, Tour Operators, Pioneering Families, Shire of Dardanup, Main Roads WA	Heritage	Medium	\$
Kingston Wetlands	<p>Raise the profile of the Kingston Wetlands and support use for leisure visitors, functions, events and weddings:</p> <ul style="list-style-type: none"> • Official name the wetlands and park precinct. • Create a walking trail around the circumference with interpretation signage (extend to include the Kingston Amphitheater zone). • Add parking bays and National Tourism directional signage, including wayfinding from the Leschenault Recreation Park. 	Shire, Kingston Community	Nature and Adventure, Trails	Medium	\$ - \$\$
Australind - Leschenault Road Cycling Route	<p>Work with local cycling groups to develop official routes, with wayfinding and road improvements where required, including Australind to Leschenault via Cathedral Avenue.</p>	Shire, Cycling Groups	Trails, Roads and Scenic Drives, Nature and Adventure	Short – Medium	\$

Strategic Goal 2 Destination Development**Binningup**

Establish Binningup as the Harvey Region's core coastal location and a must-visit tourism destination.

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Binningup Entrance Areas and Main Arterial Roads	Beautify and raise the profile of Binningup's entrance areas and improve signage: <ul style="list-style-type: none"> • Add a Binningup Entry Statement at Forrest Highway/ Binningup Road. See Harvey Region Entry Statements. • Remove existing visitor information bay and relocate. • Implement National Tourism directional signage. 	Shire, Community, Main Roads WA	Roads and Scenic Drives, Signage	High – Priority Project. Staged Process.	\$\$
Main Street Beautification and Place-making	See Other Infrastructure.				
Binningup F+B	Encourage existing businesses to include or upgrade their F+B offering. Activate Binningup with food vans and pop-ups, providing local businesses with first opportunity to operate. See Binningup Beach Foreshore Precinct and Binningup Beach Golf Course.	Shire, Private	F+B, Events	High – Medium Ongoing	\$ - \$\$\$
Binningup Beach Lookouts	Name and sign beach lookouts and vantage points, including Weedies, Valentines and other relevant sites.	Shire, Place Advisory Group, Community	Signage, Nature and Adventure	High – Priority Project Staged Process	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Binningup Beach Foreshore Precinct	<p>Establish Binningup Beach as a key tourism destination by redeveloping the Foreshore into a vibrant recreation and visitor precinct, whilst protecting the environment:</p> <ul style="list-style-type: none"> • Create a Master Plan. • Investigate and scope a landmark agri-tourism magnet restaurant overlooking the ocean that heroes our local food produce. <i>Reference: The Shorehouse, Swanbourne; The Stokehouse, Melbourne.</i> • Scope and build a F+B coffee hole-in-the-wall. <i>Reference: Third Wave, Torquay.</i> • Consider the inclusion of a small tavern and accommodation venue. <i>Reference: Mullaloo Tavern and Beach Precinct.</i> • Upgrade the Surf Life Saving and Fishing Club, including a public F+B space with ocean views. • Improve pedestrian connectivity and beautify the area between the Foreshore, Binningup General Store, Lions Park and other lookout spaces. • Investigate the potential of relocating the Binningup Tennis Court to the sporting precinct. • Upgrade the Binningup Foreshore Play Space into a destination playground. • Create spaces and services to facilitate events: <ul style="list-style-type: none"> ◦ Scope and implement event requirements, such as improved lighting, water accessibility etc. ◦ Encourage event use and activation, including outdoor F+B pop-ups, music, film, youth, cultural and sporting events. • Improve National Tourism directional signage to the Precinct. • Include a significant street or public art piece within the development site. • Review beach access for multiple users, including pedestrians and 4WD. • Investigate and remediate the sea wall. • Connect with the proposed Yalgorup to Leschenault Epic Coastal Trail. 	SOH, DPAW, DOT, DSR, Leschenault Catchment Council, Event Organisers, PNP	Nature and Adventure, Parks and Gardens, F+B, Accommodation, Trails	High – Advocacy Project Staged Process	\$\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Binningup Golf Resort	<p>Attract an appropriate developer to create a leading Golf Resort and residential estate with villa and lodge accommodation, restaurant, golf course and club rooms overlooking the Indian Ocean:</p> <ul style="list-style-type: none"> Investigate the demand for the course to be converted into WA's leading Par-3 course with state event opportunities. <i>Reference: Barnbougle, Tasmania.</i> Consider the environmental considerations of the site. 	Private, Investors, Shire, Land Developers, Golf Operators	Accommodation, F+B, Sports Tourism, Residential	Short – Medium Iconic Project	\$\$\$
Binningup Youth Camp	<p>Support the upgrade of the Binningup Youth Camp into a major budget group accommodation venue and one of WA's leading school and summer camp facilities:</p> <p><i>Reference: Camp Hill Creek.</i></p> <ul style="list-style-type: none"> Consider the Binningup Golf Course in the master-planning process. 	Shire, Partners, Private	Accommodation, Nature and Adventure	Long	\$\$ - \$\$\$



Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Binningup Accommodation	Encourage existing businesses to upgrade and further tourism activation of accommodation and caravan park facilities. See Destination Development - Home-based and Short-stay.	Private, Shire	Accommodation, F+B	Medium Ongoing	\$\$
Binningup Overflow	In consultation with accommodation owners, scope sites where an overflow camping ground may be suitable in peak periods i.e., School holidays.	Shire, Accommodation Owners, State Government	Accommodation	Medium	\$\$
Yalgorup to Leschenault Peninsula Epic Coastal Trail	See Australind, Leschenault and Treendale.				
Binningup to Australind Coastal Road	See Australind, Leschenault and Treendale.				
Myalup to Leschenault Beach Management	See Myalup.				
Binningup Ocean Events	Foster the further development and creation of ocean and beach focused events in Binningup.	Shire, Partners, Sporting Associations	Nature and Adventure, Events	Short – Medium	\$ - \$\$\$
Binningup Sporting Precinct	Investigate the feasibility of merging and relocating sporting facilities to a centralised area(s) i.e., Binningup Country Club and surrounds, including the tennis courts.	Shire, State Government, Sporting Associations	Sports Tourism	Medium Staged Process	\$\$\$

Strategic Goal 2 Destination Development

Myalup

Establish Myalup as a leading WA eco and nature-based tourism destination

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Yalgorup to Leschenault Peninsula Epic Coastal Trail	See Australind, Leschenault and Treendale.				
Yalgorup National Park	<p>Work with DBCA to raise awareness of the Lake Preston zone of the Yalgorup National Park and its Ramsar Wetlands status.</p> <p>Encourage DBCA to implement signage and day use facilities:</p> <ul style="list-style-type: none"> • Upgrade facilities at the existing Lake Preston day use sites – the Old Ski Club (Myalup Day Use) and Pink Lake with parking, picnic tables, seating, signage and interpretation, viewing points, toilet facilities, hiking trails, etc. • Officially name the day use sites. • Add Yalgorup National Park DBCA approved signs (north and south) on Forrest Highway. • Add National Tourism directional signage at the Myalup Beach Road/Reading/Lake Preston Road intersection. • Add DBCA Yalgorup National Park signage within the southern end of the National Park. • Upgrade the Information Bay sign. <p>Create a scenic drive along Lake Preston Road:</p> <ul style="list-style-type: none"> • Inform the visitor it is a 'No Thru Road' and provide a vehicle turning bay. <p>Support the development of a Yalgorup to Leschenault Epic Coastal Trail. See Australind, Leschenault and Treendale.</p> <p>Support the development of hiking trails around Lake Josephine and the 100 Acre Wood. See Myalup Walk Trails.</p>	DBCA, Shire, Surrounding Local Governments, Community	Nature and Adventure, Trails, Roads and Scenic Drives	High – Priority Project Staged Process	\$\$
100 Acre Wood Trails	Replace the Myalup Walk Trail 100 Acre Wood signage with National Tourism or DBCA signage.	Shire, DBCA, Local Groups	Nature and Adventure, Trails	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Lake Josephine Trails	<p>Work with DBCA to implement hiking trails around Lake Josephine:</p> <p>Stage 1</p> <ul style="list-style-type: none"> • Create a DUP along Myalup Beach Road, east of Hovea Street to the trail head. • Create a trail head and viewing platform overlooking Lake Josephine off Myalup Beach Road. • Formalise, upgrade and sign existing trail paths: <ul style="list-style-type: none"> ◦ Around the eastern and northern section of Lake Josephine. ◦ Connecting to the 100 Acre Wood/Myalup trails. ◦ Lake Josephine to Lake Preston. ◦ Lake Josephine to Myalup Community Centre/Ottrey Park precinct. ◦ Pedestrian access via Melaleuca Court. • Add a northern lookout and rest area with picnic benches. <p>Stage 2</p> <ul style="list-style-type: none"> • Develop a trail around eastern circumference of the lake. • Create a safe crossing along Myalup Beach Road and connection to the Harvey-Myalup Diversion Drain Trail. • Raise awareness of the Lake's pink colour attributes in summer with photography and interpretation. <p>See Yalgorup National Park and Harvey – Myalup Diversion Drain.</p>	Shire, DBCA, Local Community Groups	Nature and Adventure, Trails	Medium Staged Process	\$\$
Harvey – Myalup Diversion Drain Trail	<p>Develop a walking and/or MTB trail along the historic diversion drain between Harvey and Myalup:</p> <ul style="list-style-type: none"> • Include signage and interpretation, telling the stories of the site's unique history. • Connect with Lake Josephine Trails. • Create a Trail Head off Myalup Beach Road, including limestone car park, signage and interpretation opposite Lake Josephine. 	DBCA, Shire, Heritage WA, State Government, Harvey Water, Water Corp, Private Properties	Nature and Adventure, Heritage, Trails	Medium – Long Iconic Project	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Myalup Foreshore	Rehabilitate the Myalup Foreshore area and improve signage. Link to Yalgorup National Park and trail development.	Shire, Place Advisory Group	Nature and Adventure	Medium	\$\$ - \$\$\$
Myalup to Leschenault Beach Management	Work with surrounding coastal shires and DBCA to create a unified beach management plan, that considers: <ul style="list-style-type: none"> Options to assist with beach management costs, including rangers. Signage and public amenities, including fish cleaning stations, tyre inflating stations, toilets, camping, bins etc. Review and manage 4WD and trail bike riding. 	Shire, Surrounding Coastal Local Governments, DBCA	Nature and Adventure	Medium Ongoing	\$\$ - \$\$\$
Myalup Beach Eco Retreat	Identify and scope an eco-resort at Myalup Beach on Shire land whilst protecting the environment. <i>Reference: Coastal Pavilions Freycinet Lodge, TAS and Reflections, Seal Rocks, NSW.</i>	Private, Shire, Investors	Accommodation, F+B	Medium Ongoing	\$\$\$
Myalup Accommodation and F+B	Encourage existing businesses to upgrade and further tourism activation of F+B, accommodation and caravan park facilities. See Destination Development - Home-based and Short-stay.	Private, Shire	Accommodation, F+B	Medium Ongoing	\$\$
Myalup Pines	Encourage further development, participation and management of the 10th Light Horse Trail and other horse trails within the Myalup Pines: <ul style="list-style-type: none"> Encourage the further development of stables and equestrian facilities at key tourism sites, such as Lion's Myalup Pines and Vineyard 28. Support the completion of the proposed signage project. Support marketing activities, including itinerary development with tourism elements. Encourage equestrian tour operator(s) to run events and tours along the trail. See 4WD and Trail Bikes. Investigate the feasibility of separate zones for bikes and horses.	Shire, DBCA, Equestrian Groups, Private, Trail Bike Groups	Nature and Adventure, Trails, Accommodation, F+B, Events, Tours	Short – Medium Staged Process	\$

Strategic Goal 2 Destination Development

Harvey, Uduc and Wokalup

Celebrate the Agri-tourism, produce, nature and unique heritage of Harvey and Wokalup by creating experiences not available anywhere else in Western Australia.

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Harvey Community Precinct	<p>Create a dynamic community and tourism precinct, combined with a Civic Centre, Library, and activated heritage buildings, including:</p> <ul style="list-style-type: none"> • Art and culture zone with a gallery, workshop spaces, events/function spaces, outdoor film space, and a significant public art piece. • A space for major F+B events and activities, such as long table lunches that celebrate local produce. • Elements that activate Uduc Road, including an Artist in Residence gallery and shop. • A play-space for children. • Investigate the potential to create a significant May Gibbs exhibition and interactive zone within the Library. 	Shire, Community Groups, Artists, Heritage Committee	Heritage, F+B, Arts and Culture, Parks and Gardens.	Very High – Advocacy Project	\$\$\$
Harvey Town Hall	<p>Renovate and upgrade function facilities to maximise use and conservation of this significant heritage building:</p> <ul style="list-style-type: none"> • Upgrade facilities as part of the Harvey Community Precinct project. • Create an outdoor event/function space and improve connection between indoor/outdoor zones whilst protecting the heritage of the site. • Improve National Tourism directional signage to the venue. • Connect with the old Church of Our Lady of Immaculate Conception for events where possible. 	Shire, Heritage Committee, Heritage Groups, Place Advisory Group, Current Users	Events, F+B, Heritage	Very High – Advocacy Project	\$ - \$\$\$
Church of Our Lady of Immaculate Conception	<p>Review options for increased tourism and event activation:</p> <ul style="list-style-type: none"> • Encourage non-denominational weddings, and art and culture events and workshops. • Improve National Tourism directional signage to the venue. 	Shire, Current Users, Event Organisers	Events, F+B, Heritage	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Harvey Recreation and Culture Centre	<p>Implement the tourism elements of the Harvey Recreation Ground Master Plan:</p> <ul style="list-style-type: none"> • Attract cricket events (junior and senior state cricket events and development squads) by creating separate cricket and football zones to allow for multi-use. • Attract art and culture events of a national and state caliber, and activate the site with street and public art. • Improve WiFi and function facilities within The Boundary and renovate other meeting rooms. • Utilise the oval and historic Arthur Marshall Stand for events. • Scope and implement requirements to host outdoor music concerts, car events, festivals, etc. 	Shire, Sporting Groups, State Government, Event Organisers, DLGSC	Sports Tourism, Arts and Culture, Heritage	Short – Medium Community Priority Project	\$\$\$
Harvey Myalup Diversion Drain Trail	<p>See Myalup:</p> <ul style="list-style-type: none"> • Create a Trail Head at the intersection of the Harvey River and the Diversion Drain, near Roy and Baker Streets, including interpretation, signage, car parking and deck area. • Connect with the Harvey River Trail. 	DBCA, Shire, Heritage WA, State Government, Harvey Water, Water Corp, Surrounding Properties	Nature and Adventure, Heritage	Medium – Long Iconic Project	\$\$\$
Harvey River Trail/ Noongar Kaartdijin' Bidee	<p>Expand the Harvey River Trail/Kaartdijin' Bidee to connect the Harvey Dam/Gibbs Pool to the Big Orange via a walking trail along or near the Harvey River:</p> <ul style="list-style-type: none"> • Add and replace interpretation to meet National Tourism signage standards and brand requirements. • Tell the Aboriginal, British first settler, Italian, and environment stories. • Work with the Harvey Aboriginal Hiking Leadership Program. • Connect to the Harvey Myalup Diversion Drain Trail. 	Shire, Partners, Harvey Aboriginal Corporation, Peel-Harvey Catchment Council	Nature and Adventure, Heritage, Trails	Short – Medium Priority Connection Project Staged Process	\$\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Harvey Rail Heritage Precinct and Snell Park	<p>Establish a Harvey Rail Heritage Precinct (including Snell Park):</p> <ul style="list-style-type: none"> • Create a Master Plan which considers community and tourism components, and the need to create a significant tourism USP to be competitive, including the Harvey Station Master House. • Renovate and activate heritage buildings, focusing on F+B and other activities. • Include interpretation on Harvey's irrigation, agriculture and diversion history. • Incorporate caravan parking, adjacent to the Harvey RV dump spot. • Extend Snell Park along Hayward Street to create a significant public open space and event precinct: <ul style="list-style-type: none"> ◦ Secure land management. ◦ Beautify the site, including shade and picnic areas, parking, and natural screening of the railway line. ◦ Maintain helicopter pad and health access. ◦ Implement WiFi. ◦ Scope site for required event hosting improvements, in particular for F+B, heritage and cultural festivals. <p><i>Reference: Goods Sheds, Claremont and Donnybrook.</i></p>	Shire, Partners, Community Groups, Event Organisers, DOH, Heritage Groups	Heritage, F+B, Parks and Gardens	Short – Medium Staged Process	\$ - \$\$\$
Harvey Hotel	Encourage the upgrade and further activation of F+B and accommodation within the historic Harvey Hotel to create a major drawcard destination.	Private, Shire	Accommodation, F+B, Heritage	Medium Ongoing	\$\$
Harvey Main Street Activation, Beautification and Place-making	<p>See Other Infrastructure.</p> <p>Investigate the feasibility of extending the underground power lines along Uduc Road, and once implemented, allow the Jacaranda trees to grow to create an Instagram-friendly attraction. See F+B.</p>	Shire, State Government, Partners, Private, Harvey Mainstreet, F+B Operators	Retail, F+B, Infrastructure, Roads and Scenic Drives	Medium Ongoing	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Harvey Meriden Youth and Swimming Pool Precinct	<p>Create a leading youth, leisure and community precinct with tourism appeal:</p> <ul style="list-style-type: none"> Master Plan the precinct and consider facilities, such as a nature play space, skate park with a youth space, F+B options and the redevelopment of the Dr. Topham Memorial Swimming Pool with aquatic/leisure facilities, including hydro-therapy. Investigate the feasibility of including Harvey Water history and activation, with a connection to the Harvey – Myalup Diversion Drain Trail. <p><i>Reference: Margaret River Youth Precinct, Margaret River, WA and Scarborough Beach Pool, Scarborough, WA.</i></p>	Shire, State Government, Youth, Community	Nature and Adventure, Sports Tourism, F+B	Medium Staged Process	\$\$\$
Uduc Road, Weir Road and South Western Highway Beautification	<p>Beautify the entry into Harvey and drive traffic flow toward the town centre and Harvey Dam precincts:</p> <ul style="list-style-type: none"> Work with Main Roads WA to complete beautification works (including, on-brand landscaping and banners) at the Uduc Road, Weir Road and South Western Highway intersection. Promote a safer transition from Harvey Dam to the Harvey town centre via pedestrian and bike refuge islands and connections to DUPs. Add National Tourism directional signage to inform the visitor of Harvey's tourism experiences and product. See Signage and Mainstreet. 	Shire, Main Roads WA, Place Advisory Group	Roads and Scenic Drives, Signage	High – Priority Project	\$\$ - \$\$\$
Weir Road Trail	<p>Officially name the new DUP</p> <p>Add National Tourism directional signage and one to two rest spots.</p>	Shire, Main Roads WA	Nature and Adventure, Trails	High	\$ - \$\$
Harvey 48-hour RV/ Caravan Rest Area	<p>Investigate the feasibility of creating a 48-hour RV and caravan rest area at an appropriate site within Harvey, such as The Jungle and/or Stanton Park.</p> <p><i>Reference: City of Bunbury, WA.</i></p>	Shire, Place Advisory Group, Caravan and RV Groups	Rest Areas, Accommodation	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
The Jungle Rest Area	<p>Reivew The Jungle as a tourism precinct:</p> <ul style="list-style-type: none"> Investigate 48-hour RV feasibility. Officially name the area and implement National Tourism directional and interpretive signage. Investigate the option of creating a swimming hole. Encourage the ongoing environmental management of the river. Connect with the Harvey River Trail/Kaartdijin' Bidee. 	Shire, Main Roads WA, Water Corp, Harvey Aboriginal Corporation	Rest Areas, Nature and Adventure, Trails	Short – Medium	\$ - \$\$
Stirling Cottage Precinct, Harvey River Settlement	<p>Maintain and upgrade the Precinct:</p> <ul style="list-style-type: none"> Support further wedding and event activation whilst considering the impact on Stirling Cottage Kitchen. Review venue hire fees to maintain site. Review parking, including long vehicle options, and investigate options for over-flow parking for peak periods and events. Install an accessible toilet within existing ablution facility. Scope the potential to improve the heritage-appearance, decommission or other suitable options for the Visitor Centre building. Expand interpretation of history, including Aboriginal, the Harvey River Settlement and the role of Governor Stirling in the area's development. Add a National Tourism directional and heritage signage on South Western Highway promoting attractions, including Harvey River Settlement EST. 1829 and remove old signage. Renovate and repair Stirling Cottage as part of the asset management plan: <ul style="list-style-type: none"> Long-term, implement a commercial kitchen to allow for a night-time restaurant venue and function catering. Support the maintenance of the May Gibbs story within the precinct (and/or the Harvey Community Precinct) and connect May Gibbs to Gibbs Pool via the planned Harvey River Trail. Connect with the Harvey River Trail, Harvey Hills Trail and Adventure Precinct and the Harvey Internment Camp. 	Shire, Private, Heritage Committee, Leasee, Pioneer Families, Other May Gibbs Museums, Copyright License Holders	Heritage, Nature and Adventure, Events, Weddings	Short – Medium	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Harvey Internment Camp, Memorial Shrine and Italian Museo	<p>Investigate the feasibility of establishing a leading tourism precinct at the historic Harvey Internment Camp, with the potential to include a Western Australian Italian Museum:</p> <ul style="list-style-type: none"> Investigate site ownership with the WA Department of Education, including existing tenants, building structure requirements and on-going maintenance costs. Create a Master Plan for the site, including a development scope and business plan that tells the unique story of the Harvey Internment Camp. Consider revenue generating options such as accommodation for temporary workers and visitors: <ul style="list-style-type: none"> Investigate options for the heritage precinct to co-exist with the Harvey Hills Trails and Adventure Precinct to create a unique experience for users. For example, provide a MTB-friendly, historic accommodation option. Support the renovation and activation of heritage buildings and artifacts. Work with the Italian community to develop WA's only Italian Museum that celebrates Italian culture and its contribution to the development of the Harvey Region and Western Australia. Include the Harvey Internment Camp Memorial Shrine and German history within attraction development and interpretation improvements. Maintain the secondary access across the Harvey River. Redevelop the Olive Grove. <p><i>Reference: Museo Italiano, Melbourne, VIC; Cowra Prisoner of War Internment Camp, Cowra, NSW; Fremantle Prison, Fremantle, WA; Auschwitz –Birkenau Memorial and Museum, Poland.</i></p>	Shire, State Government, Partners, Private, Harvey Italian Community	Heritage, Accommodation, Trails, F+B	Short – Medium Iconic Project Staged Process	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Harvey Hills Trail and Adventure Precinct, including Logue Brook and Harvey Dam	<p>Establish a Harvey Hills Trail and Adventure Precinct between Logue Brook Dam and Harvey Dam.</p> <ul style="list-style-type: none"> • Include Precinct in the Harvey Region Trails and Adventure Master Plan and also consider recommendations from the 2009 Harvey Dam Recreation and Tourism Plan. 	Shire, DBCA, Water Corp, Munda Biddi Trail Foundation, Private, Event Managers	Nature and Adventure, Trails, F+B, Accommodation, Roads and Scenic Drives, Signage	Very High – Advocacy Project Staged Process	\$ - \$\$\$
	<p>MTB, Cycling, Running, and Hiking Trails</p> <p>Implement the DBCA 8-stage Trail Development Process and scope existing and future trails, including a Munda Biddi realignment or spur:</p> <ul style="list-style-type: none"> • Create connections between Logue Brook, Harvey Dam, Stirling Dam, Falls Brook Nature Reserve, Harris River State Forrest, Clarke State Forrest, Korijekup Conservation Park, Stanton Park, Harvey River, and the Harvey, Yarloop and Cookernup townsites. • Establish Clarke State Forest MTB trails and Challenge Park. Also, see Korijekup Conservation Park Trails. • Extend the Harvey Dam Wall Trail to create a circuit to and from Gibbs Pool via the Harvey Dam Viewing Platform. • Establish shade and picnic facilities at Harvey Dam Wall Viewing Platform and create shore pedestrian access. • Investigate and scope recommendation of a zip line from the Quarry to Dam Wall. • Connect Precinct with the proposed Yarloop to Roelands Epic Trail. See Yarloop, Cookernup and Logue Brook • Maintain the Honeymoon Road Wildflower Ridge Walk and connect with other trails in the precinct: <ul style="list-style-type: none"> ◦ Install basic toilet facilities and improve signage off South Western Highway and Honeymoon Road. • Investigate the feasibility of establishing a MTB/hiking trail around the Harvey Dam's circumference, including activation of the smaller quarry site. <p><i>Reference: Lake Dunstan, NZ.</i></p>				

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
	<p>Roads and Scenic Drives</p> <p>As part of strategic road upgrades, investigate the feasibility of:</p> <ul style="list-style-type: none"> Establishing a Harvey Dam Scenic Drive Road Circuit, including Honeymoon Road (upgraded) and Harvey – Quindanning/Weir Roads. Upgrading of Medway Road to improve the connection between Lake Brockman and Harvey Dam. Upgrading Dix Road to create a scenic drive and improved connections to Medway and Honeymoon Roads. Long-term, upgrading Stansfield Road to bitumen to encourage accommodation, waterfall access and other tourism facilities. Long-term, connecting Harvey Quindanning/Weir Road, with Mornington and Beela Roads and creating a Three (or Four) Dams Scenic Drive via Harvey – Quindanning Road, Collie – Tallanalla Road, and Mornington Road. 				
	<p>Accommodation</p> <p>Establish a DBCA regulated camping site and government or private eco-glamping tents on the Harvey Dam Foreshore either near the Harvey Dam Wall and/or the Boat Ramp.</p> <p><i>Reference: Lake Brockman, WA and Karijini Retreat, WA.</i></p>				
	<p>F+B</p> <p>Encourage a permanent or pop-up F+B offering(s) at the Harvey Dam, particularly during peak periods:</p> <ul style="list-style-type: none"> Consider We Are Best's POD design for a coffee hole-in-the-wall/kiosk. 				

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
	<p>Other Infrastructure</p> <p>Create an iconic Harvey Dam Lookout and climb opportunity off Williams Road or nearby.</p> <p><i>Reference: Granite Skywalk, Castle Rock, Porongurup National Park, WA.</i></p> <p>Create a scenic and accessible Harvey Dam Lookout off Harvey – Quindanning Road with a small accessible viewing platform, car parking and picnic table.</p> <p><i>Reference: Portal Rock Lookout Blue Mountains, NSW.</i></p> <p>Lobby Water Corporation (Water Corp) to re-open access to the Falls Brook Nature Reserve Waterfalls off Stansfield Road and develop trails, signage, interpretation (including Aboriginal) and parking infrastructure.</p> <p>Maintain Harvey Dam Boat Ramp facilities to encourage a kayaking and canoeing tour operator, and private use.</p> <p>Encourage the maintenance of fishing stock.</p>				
	<p>Signage and Wayfinding</p> <p>Create and install a Signage, Interpretation and Wayfinding Plan for the Precinct.</p>				
	<p>4WD</p> <p>Work with Water Corp and DBCA to review 4WD/trail bike use and car rally events, considering environmental protection, maintenance, other trails (MTB, hiking etc.) and increased mainstream visitation. See 4WD and Trail Bikes and Destination Events.</p>				
	<p>Events</p> <p>Support nature, adventure and sport tourism events, including, swimming, bike, trail running, paddle, fishing, hiking and car rallies.</p> <p>Encourage cultural and music events and festivals at Gibbs Pool.</p> <p>Investigate and scope Boat Ramp zone requirements for event use.</p>				

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Yarloop to Roelands Epic Scarp Trail	Long-term, scoop the potential for a Yarloop to Roelands Epic Scarp Trail (dual use) through government and private land holdings. Connect with the Harvey Dam and the Harvey Hills Trail and Adventure Precinct.	Shire, Land Owners, Farmers, State Government, DBCA, Water Corp	Nature and Adventure, Trails	Long Iconic Project	\$\$\$
Stanton Park, Old Golf Course Club Room and Equestrian Facilities	Facilitate equestrian events utilising existing infrastructure at Stanton Park: <ul style="list-style-type: none"> Encourage local equestrian groups to work together and establish a combined equestrian association. Investigate options for facility improvements, including toilet and water facilities, and the renovation of the Old Golf Club rooms to take advantage of the views for events. Encourage leading state events i.e., State Cross Country. Consider impact on existing community and sporting group users. <i>Reference: Murray Equestrian Association.</i>	Private, Shire, Equestrian and Other Sporting Clubs	Equestrian	Medium	\$\$
Harvey Commonage	Create a Harvey Commonage Master Plan, including: <ul style="list-style-type: none"> Scope for the suitability of a rural retreat and function space, built high on the scarp with views across the coastal plains. Open zones to the public with hiking trails and public open space areas. Review current land uses and lease holders, including 4WD and trail bike use. <i>Reference: Spicers Group, Hidden Vale.</i>	Shire, Private, Hotel/ Resort Investors	Accommodation, F+B, Nature and Adventure, Events, Weddings, Trails.	Medium – Long Iconic Project	\$\$\$
Korijekup Conservation Park	Within the Harvey Hills Trail and Adventure Precinct, Master Plan the Korijekup Conservation Park, including wildflower walks and hiking trails, Aboriginal interpretive trails, MTB trails, a MTB pump venue, and the potential for an iconic F+B venue or suspended lookout overlooking the valley: <ul style="list-style-type: none"> Investigate Aboriginal sites and their protection. Maximise ridge views. Connect to the Harvey Dam and the town centre. 	Shire, State Government, Conversation Groups, MTB Groups, Harvey Aboriginal Corporation, Investors	Nature and Adventure, Trails, F+B	Short – Medium	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Wokalup Main Street and Entrance Beautification	Beautify the South Western Highway near Station Street. Work with the WA Department of Transport (DOT) to clean-up or beautify railway corridor.	Shire, Main Roads WA, DOT	Entry Statements, Roads and Scenic Drives	Long	\$\$
Uduc Hall	Support current event use, including old-time dancing and cricket events: <ul style="list-style-type: none"> • Encourage a large annual dancing events for visitors. • Investigate and implement facility requirements, such as air-conditioning. • Improve National Tourism directional signage to venue. 	Shire, Uduc Hall Users, Community Groups	Events, Heritage, Sports Tourism	Medium	\$\$
Harvey Golf Club	Investigate options for sports tourism event attraction and facility improvements.	Club Members, Shire, DLGSC	Sports Tourism, Events	Medium	\$\$
Harvey Accommodation, F+B and Retail	Investigate planning options for further accommodation in specific zones such as surrounding Harvey-Quindanning Road and between Harvey townsite and Government Road (small 4ha lots only). Encourage existing businesses to upgrade and further tourism activation of F+B, accommodation and caravan park facilities, such as Amana Inn, Harvey Rainbow Caravan Park, and Uduc Road cafes and retail venues. Encourage street dining and other initiatives.	Shire, Private, State Government	Accommodation, Retail, F+B	High – Priority Project Long Lead Time due to Temporary Worker Demand Ongoing	\$ - \$\$
Harvey Agri-tourism and F+B Events	Create an iconic agri-tourism and F+B event based in Harvey and support existing, unique events that are on-brand, such as Harvey Italian Sausage Sagra and the Harvey Harvest Festival. See Destination Events.	Shire, Partners	Agri-tourism, F+B, Events, Heritage, Culture	High – Iconic Project Ongoing	\$ - \$\$
Harvey Region Road Cycling	Work with local cycling groups to develop road cycling and trail routes, including but not limited to: <ul style="list-style-type: none"> • Yarloop to Harvey/Wokalup via Cookernup, with return circuit via Government Road. • River Road Loop. • Binningup to Harvey. • Harvey to Harvey Dam. 	Shire, Cycling Groups	Trails, Roads and Scenic Drives, Nature and Adventure	Short – Medium Staged Process	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Old Dairies Heritage Trail	<p>Encourage reactivation of old dairies, including the creation of a unique Old Dairies Heritage Trail:</p> <ul style="list-style-type: none"> • Create a database and map of our old dairies. • Work with farmers/owners interested in reactivating dairy spaces, including management and bio-security issues. • Investigate potential uses, including boutique accommodation and farm stays, function and group use, art studios and art trails, and hiking trails and huts. <p><i>Reference: Ross Farm, Gippsland, VIC; Blossom Hill Farm, Bathurst, NSW; Atelier d'Airy Creative Art Studio, Bathurst, NSW; and the Alpine Hut Trail, NSW.</i></p>	Shire, Dairy Owners, Partners	Trails, Agri-tourism, Heritage, F+B, Nature and Adventure, Accommodation	Medium Iconic Project Ongoing	\$ - \$\$
Harvey Region Italian Trail	Encourage the creation of a Harvey Region Italian Trail.	Shire, Harvey Italian Club, Italian Businesses	F+B, Arts and Culture, Heritage, Trails	Short Ongoing	\$
Harvey Region Beverage Trails	Encourage the creation of a beverage trails such as a Harvey Region Wine Trail within the Geographe Wine Region, and a Brewery and Beef Trail.	Shire, Wine and Beverage Operators, GWIA	F+B, Trails	Short – Medium Ongoing	\$
Harvey Heritage Trail	Re-invigorate and promote the Harvey Heritage Trail.	Shire, Heritage Committee	Heritage, Trails	Medium	\$
Harvey Region Street and Public Art Trail	Implement the Shire's Street Art Program, including The Wokalup/Brugan, Dr. Topman Memorial Pool, The Boundary, and Harvey's Main Street.	Shire, Artists, Venues	Arts and Culture, Trails	Short – Medium Ongoing	\$ - \$\$
Forestry Road	<p>Improve signage and wayfinding off Forrest Highway at Forestry Road.</p> <p>Realign Forestry and Uduc Roads to create improved access for visitors off Forrest Highway to Harvey.</p>	Shire, Main Roads WA, Land Owners, Private	Roads and Scenic Drives	High	\$\$
Yarloop to Wokalup Scenic Drive and Road Cycling Trail	<p>Work with local cycling groups to create a Yarloop to Wokalup via Cookernup, with return circuit via Government Road, road cycling route.</p> <p>Also use as a Scenic Drive as an alternative to South Western Highway.</p>	Shire, State Government, Main Roads WA, Cycle Groups	Scenic Drive, Nature and Adventure, Trails	Short – Medium	\$\$

Strategic Goal 2 Destination Development

Yarloop, Cookernup and Logue Brook

The Yarloop Workshops precinct will become a must-visit destination that drives tourism growth for the area.

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Yarloop Entrances	Beautify Johnston Road entrance to screen industrial area. Create entry statements on South Western Highway north and south. Create Tourist Drive entrances at Kaus Road and Johnston Road.	Shire, Main Roads WA	Roads and Scenic Drives, Entry Statements	Medium Coincide with Stage 1 and 2 Yarloop Workshops	\$ - \$\$
Yarloop Heritage Trail	Re-invigorate and promote the Yarloop Heritage Trail.	Shire, Place Advisory Group	Heritage, Trails	Medium	\$
Coffee Roaster Yarloop Workshops Precinct	Identify, scope and attract a coffee roaster to establish a micro-roasting facility within or nearby the Yarloop Workshops Precinct. <i>Reference: Black List Coffee Roasters, Welshpool, WA or Brew-ha, Subiaco, WA.</i>	Private, Shire, Investor, Coffee Roaster	F+B, Food Production, Retail	Medium Implement after Stage 1 is completed	\$ - \$\$
Yarloop Artist in Residence	With Alcoa, relocated a Hoffman Mill workers' cottage to the Yarloop Workshops site for an Artist in Residence program. Renovate cottage to include living quarters, studio and public display area and tell the story of cottage with interpretive signage.	Shire, Arts Council, Alcoa	Heritage, Arts and Culture	Medium	\$ - \$\$
Main Street Beautification and Place-making	See Other Infrastructure.				
Yarloop Caravan Park, Camping and 48 Hour Rest Area	Encourage the development of caravan park and camping facilities in Yarloop, including a 48-hour rest area at the Old Hospital site with a caravan/RV dump point.	Shire, Private, Partners, Caravan and RV Groups	Accommodation	Medium	\$\$
Yarloop to Wokalup Scenic Drive and Road Cycling Trail	See Harvey, Uduc and Wokalup.				
Harvey Hills Trail and Adventure Precinct	See Harvey, Uduc and Wokalup.				

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Yarloop Workshops Precinct	<p>Implement the Yarloop Workshops Precinct 3-Stage Master Plan, including:</p> <p>Stage 1 Develop an Interpretive Centre and Men's Shed with a hole-in-the-wall coffee venue. Upgrade One Tree Park and create a destination play space. Implement the interpretation and signage that tells the stories of the past, and include street and/or public art. Create building flexibility for future tourism use.</p> <p>Stage 2 Create an interactive Museum Complex of major tourism or unique selling point (USP) significance. Develop a walking trail within the precinct area. Upgrade parking facilities and services.</p> <p>Stage 3 Attract a major F+B venue with event and function spaces. See Coffee Roaster and Artist in Residence.</p>	Shire, Partners, Heritage WA, State Government, Private, Men's Shed, Place Advisory Group	Arts and Culture, Heritage, F+B	High – Flagship Project Staged Project	\$\$\$
Logue Brook – Lake Brockman	<p>Encourage the continued improvement of facilities at Logue Brook, including additional water-skiing access areas. Work with WaterCorp to relocate the existing road along the saddle dam and create scenic lookout opportunities. Support the establishment of a significant nature and adventure focused annual event. See Destination Events. Connect with the Harvey Hills Trail and Adventure Precinct.</p>	Shire, DBCA, Private, Partners, Water Corp	Nature and Adventure, Sports Tourism, Accommodation, Events, Waterways	Short – Medium	\$\$
Clarke and Harris River State Forests	<p>See 4WD and Trail Bikes and the Harvey Hills Trail and Adventure Precinct – Harvey, Uduc and Wokalup/MTB. Identify potential day use and scenic sites near Honeymoon Road and implement signage and public amenities.</p>	Shire, DBCA, Private, Partners, Alcoa, West Cycle	Nature and Adventure, Trails, Signage	Short – Medium Advocacy Project	\$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Dix, Medway and Honeymoon Roads	See Harvey Hills Trails and Adventure Precinct – Harvey, Uduc and Wokalup.				
Honeymoon Road Wildflower Ridge Walk	See Harvey Hills Trail and Adventure Precinct – Harvey, Uduc and Wokalup.				
Yarloop to Roelands Epic Scarp Trail	See Harvey Hills Trail and Adventure Precinct – Harvey, Uduc and Wokalup.				
Hoffman Mill Campsite	Review options for the Hoffman Mill Camp site due to Alcoa mining requirements. Encourage maintenance of site during lock-down period.	DBCA, Alcoa, Shire	Accommodation, Nature and Adventure	High – Short	\$\$
Fire Lookout Towers	Investigate the feasibility of creating replica fire lookout towers in strategic sites for visitors.	DBCA, Alcoa, Shire	Nature and Adventure	Long	\$\$
Harvey Region Music Festival	Attract a major music festival to an agri-tourism property or appropriate venue, such as Harvey Springs Estate. <i>Reference: A Day on The Green</i>	Shire, Private, Partners	Music, Arts and Culture, F+B, Events	Short – Medium	\$ - \$\$



Strategic Goal 2 Destination Development

Mornington and Benger

Focus on opening up the stunning natural landscape of the Mornington and Benger region to visitors.

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Mornington Road Scenic Drive	Investigate options to create a scenic drive via Mornington, Martin and Sandalwood Roads, with a spur to the heritage registered Jarrah tree off Big Tree Road, while considering truck and extractive industries impact. Long term, investigate options to connect Mornington Road with Beela Road and to create a Three (or Four) Dams Scenic Drive. See Harvey, Uduc and Wokalup.	Shire, Partners, Main Roads WA, Land Owners	Roads and Scenic Drives	Medium	\$\$
Harris State Forest, Big Tree Road, Treasure Bridge and Moonlight Pool	Work with DBCA to: <ul style="list-style-type: none"> Formally gazette strategic roads that will support tourism development and provide fire access routes, such as Big Tree Road, Niger Road, Zephyr Road and Myles Avenue. Upgrade, maintain and add signage to Big Tree Road to allow for general car access, thereby connecting Mornington Road to Flynn and Beela Roads. Improve general access and signage to the Big Tree (Australia's largest Jarrah Hadfield), including a small parking bay and boardwalk around the tree with interpretation. Formalise day-use at Moonlight Pool and Treasure Bridge. Improve management of 4WD. See 4WD and Trail Bikes. 	Shire, DBCA, 4WD Groups, Main Roads WA, Land Owners	Nature and Adventure, Roads and Scenic Drives, Signage, State Forests and Reserves	Short – Medium	\$\$
Yarloop to Roelands Epic Scarp Trail	See Harvey, Uduc and Wokalup.				
Harvey Region Trail Running	Investigate options for trail running and trail running events in the Mornington area.	Shire, Trail Associations and Sporting Groups, DBCA	Sports Tourism, Nature and Adventure	Short – Medium	\$ - \$\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Stirling Dam	<p>With Water Corp, review and renegotiate selective access to Stirling Dam and the scenic hinterland outside the identified water catchment zone to create a visitor POI and control illegal access:</p> <ul style="list-style-type: none"> • Improve road access and National Tourism directional signage to the Dam Wall and Viewing Platform. • Investigate accessibility to the old wooden nature bridge. • Investigate the feasibility of canoeing/paddling down river of Stirling Dam (without water release). • Investigate options for hiking trails between Stirling Dam and Mornington Road, aligned with the Munda Biddi Trail. • Long-term, investigate options for the establishment of a scenic drive road connection from the Stirling Dam Viewing Platform to Mornington Road (outside the water protection zone). 	Water Corp, DBCA, Shire	Nature and Adventure, Waterways, Roads and Scenic Drives, Signage	Short – Medium Staged Process	\$ - \$\$\$
Treasure Road Reserve, Wellesley	See 4WD and Trail Bikes.				
Benger Wetlands	<p>Encourage DBCA to upgrade and activate the historic and environmentally significant Benger Wetlands site:</p> <ul style="list-style-type: none"> • Add signage and interpretation, including the Benger potato history and environmental significance. • Create a walking trail around the circumference with interpretation signage and bird spotting hides. • Investigate options for non-motorised use i.e., kayaks on wetlands. • Add DBCA directional signage off South Western Highway. 	Shire, DBCA, Leschenault Catchment Council	Nature and Adventure, Eco-tourism, Signage, Heritage, Trails	Long	\$\$
Old Benger School	<p>Renovate the Old Benger School and lawns to create an appealing function, event and wedding venue:</p> <ul style="list-style-type: none"> • Painting, styling and National Tourism directional signage improvements. 	Shire, Partners	Heritage, F+B, Events, Weddings	Medium	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
WA College of Agriculture - Harvey Campus	To create authentic agri-tourism experiences in the region, encourage the maintenance of an annual open day and other visitor activations at the campus.	WA College of Agriculture, State Government	F+B, Agri-tourism, Events	Medium	\$
Mornington and Benger Accommodation	Encourage boutique and farm stay accommodation in areas of scenic beauty or heritage value, not in priority agriculture, including, Mornington Road, Beela Road and parts of Sandalwood Road. Continue to support group accommodation options such as Camp Mornington.	Shire, Private	Accommodation, Agri-tourism	Short Ongoing	\$ - \$\$\$
Old Dairies Heritage Trail	See Harvey, Uduc and Wokalup.				
Car Rally Events	See Brunswick and Roelands.				



Strategic Goal 2 Destination Development

Brunswick Junction and Roelands

Brunswick and Roelands will drive our key experiences of agri-tourism, heritage and eco-tourism.

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Brunswick Pool and River Precinct	<p>Upgrade the Brunswick Pool and river zone to become a significant tourism precinct:</p> <ul style="list-style-type: none"> • Redevelop facilities, including parking, signage and wayfinding, picnic areas, playground, swimming access, and the river walk. • Investigate additional options for parking off-site. • Improve precinct marketing to maximise visitor interest in this unique swimming holes, including image development and information on opening times. See Destination Marketing. • Encourage a pop-up or hole-in-the-wall coffee business to establish within/adjoining the Precinct, offering the opportunity to local businesses first. <p>See Brunswick River Trail.</p>	Shire, Brunswick River Restoration Action Group, Leschenault Catchment Council	Nature and Adventure, Trails, F+B, Parks and Gardens, Signage, Waterways	High – Iconic Project Staged Process	\$\$
Brunswick River Caravan Park	Engage with leasee and scope the potential to upgrade and/or expand tourism (short-term and camping) sites.	Shire, Private, Partners, Leasee	Accommodation	Medium	\$\$
Brunswick Townsite Train Line Beautification	Beautify the Brunswick Train Line Precinct with natural screening, focusing on the zone behind the caravan parking/playground public reserve near the main street.	Shire, DOT	Parks and Gardens	Medium	\$\$
Mainstreet Beautification and Place-making	<p>See Other Infrastructure.</p> <p>Support the reduction of the speed limit in the Brunswick town centre to 40kms.</p> <p>Encourage mainstreet owners to upgrade buildings to meet retail and F+B planning and health regulations to allow for activation, i.e. ramp entrances.</p>	Shire, Place Advisory Group, Private, Main Roads WA, Retailers, F+B	Parks and Gardens	Short	\$
Brunswick Town Hall	Upgrade event and function facilities to maximise use and conservation of this significant heritage building and improve National Tourism directional signage to venue.	Shire, Heritage Committee, Place Advisory Group, Users, Event Organisers	Heritage, Events	Short – Medium Ongoing	\$ - \$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Brunswick River Trail – Brunswick Junction to Australind	<p>Upgrade and extend the Brunswick River Trail to continue from Brunswick to the Paris Road Bridge in Australind in a staged process:</p> <p>Stage 1 Upgrade the existing river walk, including the upgrade of interpretation and picnic sites. Consider converting to dual-use (MTB and hiking). Review the potential of Lot 6 Shines Crescent for recreation or tourism use. Create a car park and trail access off Shines Crescent.</p> <p>Stage 2 Extend the path to Wellesley Road by negotiating access with private land owners.</p> <p>Stages 3 and 4 Extend to Paris Road Bridge, Australind. Connect to Australind Rivers Trail.</p>	Shire, Brunswick River Restoration Action Group, Leschenault Catchment Council, WaterCorp, Private Land Owners	Nature and Adventure, Eco-tourism, Trails, Signage	Short – Medium Staged Process	\$\$\$
Brunswick Recreation Ground	<p>Increase tourism activation by implementing tourism-focused elements of the Brunswick Recreation Master Plan:</p> <ul style="list-style-type: none"> • Develop a Marketing and Events Strategy for the site. • Construct an amphitheater. • Install lighting for night activation. • Maintain a dump point for RVs and caravans. 	Shire and Brunswick Place Advisory Group	Sports Tourism, Heritage and Culture, Events	Short – Medium Major Community Project Staged Process	\$\$ - \$\$\$
Brunswick and Roelands F+B	Encourage businesses to include or upgrade F+B offering, in particular, along the main street or near key POIs.	Shire, Private, Local Mainstreet Businesses, Place Advisory Group	F+B	High Ongoing	\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Brownes Dairy Grocer/Produce Store/Milk Bar	<p>Encourage the protection and appropriate activation of heritage buildings at the Brownes Brunswick Creamery, including the creation of a milk/cheese store within the heritage corner site:</p> <ul style="list-style-type: none"> • Include heritage interpretation to tell the story of WA's dairy industry and this special site. <p><i>Reference: Germans Soler Butchery, Spain; Black Pig Deli, Perth, WA; Bells Milk Bar and Museum, Broken Hill, NSW, Kenilworth Dairies, QLD.</i></p> <p>Support cheese production and related products from the site and encourage the use of the Brunswick brand.</p> <p>Promote Brunswick as the home of Brownes by adding a National Tourism heritage sign Brownes Creamery Est. 1952</p>	Private, Shire, Brownes, Heritage Committee, Heritage WA	Agri-tourism, F+B and Heritage	High – Iconic Project	\$\$
Beela Scenic Drive	<p>Create a scenic drive along Beela Road with a rest stop and turning area.</p> <p>Long-term, investigate options to connect Beela Road with Mornington and Harvey – Quindanning/Weir Roads.</p>	Shire, Surrounding Land Owners	Rest Areas and Picnic Sites, Roads and Scenic Drives	Medium	\$\$
Flynn Road	<p>Upgrade to allow for use as a scenic drive, connecting with Big Tree Road. See Mornington and Bengier.</p> <p>Widen in sections to allow for increased use.</p> <p>Create rest area/picnic site along Flynn Road on the Brunswick River near the bridge.</p> <p>Add National Tourism directional signage off South Western Highway and Beela Road.</p> <p>Long-term, bituminise road as part of the Strategic Tourism Road Upgrades.</p>	Shire, State Government	Rest Areas, Roads and Scenic Drives	Medium – Long	\$\$
Beela Dam	<p>Investigate options to re-open Beela Dam to the public whilst protecting the local flora and fauna:</p> <ul style="list-style-type: none"> • Consider funding options and partnerships, such as the South 32 carbon credits project. • Review options for day-use/picnic sites, road access and parking whilst minimising the impact on surround farming properties. 	Water Corp, Shire, South 32, Greening Australia, Private Land Owners	Nature and Adventure, Eco-tourism, Rest Areas	Short – Medium	\$\$

Strategic Goal 2 Destination Development

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Beela Trail	Identify and scope a proposed dual-use (MTB and hiking) trail link from Collie to Brunswick via the Beela Valley: <ul style="list-style-type: none"> Consider a connection via or near Beela Road along the Brunswick River and connect with Beela (if open) and Wellington dams. 	Shire, Shire of Collie, DBCA, South 32	Nature and Adventure, Trails	Medium – Long	\$\$ - \$\$\$
Yarloop to Roelands Epic Scarp Trail	See Harvey, Uduc and Wokalup.				
Old Dairies Heritage Trail	See Harvey and Wokalup.				
Brunswick and Roelands Heritage	Support the activation of historic (private and government) buildings for accommodation, F+B, retail, galleries and attractions in the Brunswick and Roelands area, such as Melville Park and Chenar House. Tell the story of John Septimus Roe and his original farm: <ul style="list-style-type: none"> Add a National Tourism heritage sign noting Roelands Farm, Est. 1830. Add information at the Roelands Rest Area. Tell the story of first settler William Shenton and implement a National Tourism heritage signage and interpretation near original homestead site (1840) off Ranson Drive. Re-invigorate and promote the Brunswick Heritage Trail. Celebrate heritage with the establishment of a Brunswick Heritage Weekend Unwrapped. See Destination Events.	Private, Shire, Heritage, Place Advisory Group, Land Owners	Heritage, F+B, Accommodation, Trails, Events	Short – Medium Ongoing	\$ - \$\$\$
Targa Car Rally	Scope the potential to attract an annual Targa Rally within the main streets and hills of Brunswick and/or Harvey. See Destination Events.	DLGSC, Shire, Targa, Tourism WA, Place Advisory Group	Events, Sports Tourism	Short – Medium	\$
Brunswick - Roelands - Australind Road Cycling	Investigate options for road cycling routes that connect Brunswick, Roelands and Australind.	Shire, Road Cycling Groups, Main Roads WA	Sports Tourism, Trails	Medium	\$ - \$\$

Project	Recommendation	Owner and Partners	Experience and Sector	Timing Priority	Estimated Budget
Beela and Harris State Forest	<p>See 4WD and Trail Bikes:</p> <ul style="list-style-type: none"> Investigate the feasibility of establishing an official Big Tree/ Bob's Hills 4WD Track, including a connection to the Lennard 4WD Track (Shire of Dardanup). Encourage the development of private wash down facilities in Brunswick. <p>Investigate options for trail running, MTB and gravel riding events in the Beela and Harris River State Forest area.</p>	Shire, Trail Associations and Sporting Groups, DBCA	Sporting Tourism, Nature and Adventure	Short – Medium	\$ - \$\$
Roeland Signage and Wayfinding	Improve entry appeal, signage and wayfinding off South Western Highway. See Visitor Servicing.	Main Roads WA, Shire, Place Advisory Group	Signage	Medium	\$ - \$\$
Roelands Railway Reserve	Upgrade public open space with picnic and toilet facilities in the railway reserve opposite the Roelands Town Hall.	DOT, Shire, Community Groups	Parks and Gardens, Infrastructure	Medium	\$\$
Seven Hills Road Scenic Drive and Rest Area	<p>Investigate the possibility of creating a rest area/picnic site on the Collie River, off Seven Hills Road:</p> <ul style="list-style-type: none"> Negotiate with private land owners. Implement National Tourism directional signage for a scenic drive. 	Shire, Private Land Owners, Main Roads	Rest Areas, Scenic Drive	Long	\$\$
Roelands Village	<p>Support activities and encourage further tourism and F+B/agri-tourism at Roelands Village:</p> <ul style="list-style-type: none"> Encourage the development of native honey, bush tucker and other appropriate F+B and cultural experiences. Once open to the general public, add a National Tourism heritage sign for Roelands Village. <p>Support the development of the Goomal (Possum) Trail along the Collie River:</p> <ul style="list-style-type: none"> Stage 1 Roelands Village to Honeymoon Pool. Stage 2 Roelands Village to the Coast. 	Shire, State Government, Roelands Village, Harvey Water, DBCA, TAFE	Agri-tourism, Heritage, Arts and Culture, Events	Short – Medium Ongoing	\$
Harvey Region Italian Trail	See Harvey, Uduc and Wokalup.				

Strategic Goal 3

Industry Support

Lead, support and maximise the capacity for sustainable growth.

Strategic Goal 3

Industry Support



Operational

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Tourism Development and Industry Support Officer	Create a Tourism Development and Industry Support Officer position.	Shire	High Priority Flagship Project Ongoing	\$ - \$\$
Databases	Maintain relevant databases, including key industry stakeholders and support organisations.	Shire	Short Ongoing	\$

Business Support

Support the development of a highly skilled and industry ready workforce, and strive for best practice tourism businesses by advocating and encouraging talent attraction, capacity building and training.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Skills and Training	Advocate for the development of tourism, hospitality, creative industries and digital technology skills amongst businesses and residents, especially youth. Encourage local and State training providers, tourism industry bodies and education institutions to provide opportunities.	Shire, Training Organisations, Business Connect SW, CRCs, BGCCI, Tourism Council WA, ASW, BGTP, Harvey Aboriginal Corporation	Short – Medium Ongoing	\$
	Encourage Harvey Region tourism business attendance at tourism and related industry forums and events i.e., the annual Bunbury Geographe, ASW and Tourism WA forums.	Shire, Tourism Businesses, ASW, BGTP, BGCCI, Tourism WA, Tourism Council WA, Caravan and Camping Association, GWIA	Short – Medium Ongoing	\$

Strategic Goal 3 Industry Support

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	Encourage high levels of customer and tourism-focused service. Encourage businesses to obtain recognised Tourism Accreditation and to attend customer service training.	BGCCl, Tourism Council WA, Partners, Private, Tourism and Hospitality Businesses	Medium Ongoing	\$
Capacity Building	Support business development and capacity building within the Harvey Region: <ul style="list-style-type: none"> • Encourage collaboration and one-on-one mentoring opportunities. • Support the attraction of tourism, hospitality and related talent, i.e., leading chefs etc. 	Shire, Partners, Private, Tourism Businesses, Training Organisations, Business Connect SW, BGCCI, ASW, BGTP	Short – Medium Ongoing	\$ - \$\$\$
	Assist businesses and stakeholders to identify funding opportunities, develop innovative projects/businesses, and apply for grants.	Shire, Businesses	Short – Medium Ongoing	\$
Business-Friendly	Roll out the Small Business Friendly Local Government program.	Shire, Businesses	High – Priority Project Ongoing	\$ - \$\$\$
Recognition and Awareness	Support local business nominations for relevant awards and areas of recognition. Showcase high achievers and award winners through PR, social media and events.	Shire, Partners, Private, State Government	Short – Medium Ongoing	\$
Tourism Industry Structures	Establish tourism networks and partnerships: <ul style="list-style-type: none"> • Attend key meetings and events. • Invite key tourism organisations to the region. 	Shire, State Government, Tourism WA, Tourism Council WA, Trails WA, ASW, BGTP, Local Governments, GWIA	High Ongoing	\$
	Support tourism networks and channels: <ul style="list-style-type: none"> • Encourage tourism businesses, attractions and events to register with the Australian Tourism Database Warehouse. • Support the education of appropriate businesses on tourism channels. 	Shire, Tourism WA, ASW, BGTP, Tourism Australia, Tourism Business Events.	Short – Medium Ongoing	\$

Strategic Goal 3 Industry Support**Industry Collaboration and Leadership**

Take a leadership role in the tourism industry and encourage strategic partnerships and collaboration.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Infrastructure and Services Support	Lobby for and deliver the infrastructure and services business and industry need to grow, including high capacity digital communications such as improved NBN and telecommunication services.	Shire, State and Federal Government, Private, NBN, Telstra	High Ongoing	\$ - \$\$\$
	Lobby for and support the removal of business growth barriers, including labour and worker accommodation shortages.	Shire, State and Federal Government	High Ongoing	\$
Industry Cross Collaboration	Encourage cross selling, clusters, packaging and collaboration to meet visitor needs.	Shire, Tourism Businesses, ASW, BGTP	Medium Ongoing	\$ - \$\$\$
	Implement initiatives that provide visitors with the required level of service: <ul style="list-style-type: none"> • Encourage industry to deliver a F+B roster to ensure at least one operator is open from breakfast to dinner daily. <i>Reference: Ferguson Valley.</i> • Encourage local Airbnb operators to create additional booking methods and information provision i.e. other booking sites, website development, Facebook pages etc., to increase accommodation awareness. 	Shire, Harvey Main Street, Place Advisory Groups, Local Airbnb Operators, Accommodation Booking Platforms, Short-Stay Accommodation	Short – Medium Ongoing	\$
	Through TAG, deliver social events biannually, encouraging the local tourism industry to attend, brainstorm and collaborate.	Shire, TAG, Tourism and Related Businesses, Community Groups and Place Advisory Groups	Short Ongoing	\$
Industry Partnerships	Collaborate with government bodies, industry groups and regional associations.	Shire, State Government, Tourism WA, Tourism Council WA, ASW, BGTP, Local Governments, GWIA	High Ongoing	\$ - \$\$\$

Strategic Goal 3 Industry Support

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Tourism Leadership	Communicate the value of tourism to the community, ratepayers, media and stakeholders. Circulate an annual update on economic benefit, visitor numbers etc. Subscribe to economic monitoring programs, such as Economic ID and REMPLAN.	Shire, Tourism WA, BGTP, ASW, Regional Development Australia South West	High Annual Ongoing	\$ - \$\$
	Foster collaboration and partnerships within the Harvey Region.	Shire, Tourism Businesses, Stakeholders	Short – Medium Ongoing	\$
	Advocate for the development of Local, State and Federal Government policy and activities that support the our visitor economy.	Shire, State and Federal Government	Short – Medium Ongoing	\$



Strategic Goal 4

Visitor Servicing

Provide an exceptional, effective and accessible visitor servicing experience.

Strategic Goal 4

Visitor Servicing

Operational



Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Tourism Development and Industry Support Officer	Create a Tourism Development and Industry Support Officer position.	Shire	High – Priority Flagship Project Ongoing	\$ - \$\$
Signage and Wayfinding Strategy, Policy and Style Guide	See Destination Governance – Policy and Planning			
Signage Audit	Conduct an audit of existing signage and implement a review process.	Shire	Short	\$
Destination Harvey Region Website	See Destination Marketing – Digital Communication.			

Visitor Information, Signage and Wayfinding

Facilitate an efficient and informative wayfinding journey across the Harvey Region and maximise the tourism potential of existing infrastructure with improved interpretation.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Harvey Region Signage and Wayfinding	Implement an extensive program of Harvey Region entry statements, directional signage, wayfinding, information bays and interpretation: <ul style="list-style-type: none"> Undertake detailed project scoping and staged implementation across the Harvey Region in alignment with recommendations within the Signage and Wayfinding Strategy, Policy and Style Guide, user journeys and principles. 	Shire, Main Roads WA, Businesses	High – Priority Project Staged Process	\$\$

Strategic Goal 4 Visitor Servicing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
National Tourism Directional and Heritage Signage	<p>Upgrade National Tourism directional signage and expand product offering:</p> <ul style="list-style-type: none"> • Focus on South Western Highway and Forrest Highway turn-offs. • Replace existing directional signage to create a consistent and clean approach. • Work with appropriate local tourism businesses to expand the signage product offering. • Include approved icons to increase readability and awareness. 	Shire, Main Roads WA	High – Priority Project Staged Process	\$ - \$\$\$
	Implement National Tourism heritage signs to increase understanding of our Aboriginal, and early European and British settlement history.	Shire, Main Roads, Heritage WA, Elders	High – Priority Project Staged Process	\$
	<p>Officially name and sign existing and developing POIs i.e., Valentines Beach Lookout, Elbow Boat Ramp, Honeymoon Road Wildflower Ridge Trail, Rosamel Wetlands etc.:</p> <ul style="list-style-type: none"> • Consultation through Place Advisory Groups and polling through social media. • Liaise with Aboriginal Elders. 	Shire, Community Groups, Place Advisory Groups,	High – Priority Project Staged Process	
	Encourage DBCA, Water Corp and relevant government departments to upgrade directional and other signage at key sites, dams, State and National Parks, and reserves.	Shire, DBCA, Water Corp, Main Roads WA	High Priority Project Staged Process	\$ - \$\$\$
Regulatory Signage	Work with State and Federal Government departments to rationalise regulatory signage, including at water access/boat ramp zones and main roads.	Shire, State Government, DOT, Main Roads WA	Medium	\$ - \$\$\$
Event Signage	Investigate and implement innovative, on-brand methods for event promotion, including banners, a mobile old dairy truck with a digital board, etc.	Shire, Event Organisers, Main Roads WA	Medium	\$ - \$\$\$

Strategic Goal 4 Visitor Servicing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Harvey Region Entry Statements	<p>Investigate Harvey Region Entry Statements at region and townsite entry points as identified in the Tourism Signage and Wayfinding Strategic Report, such as:</p> <ul style="list-style-type: none"> • Shire borders on Forrest and South Western Highways, north and south. • Harvey: South Western Highway, north and south. • Yarloop: South Western Highway, north and south. • Yarloop: Consider Johnston Road. • Myalup: Myalup Beach Road/Forrest Highway. • Binningup: Binningup Road/Forrest Highway. • Treendale: Grand Entrance/Forrest Highway. • Treendale: Paris Road/Forrest Highway. • Brunswick Junction: note, existing entry statements in place. Consider for Clifton Road. • Roelands: South Western Highway, north and south. • Wokalup: South Western Highway, north and south. • Cookernup: South Western Highway, north and south. 	Shire, Main Roads WA, Private Land Owners	High Staged Process	\$\$
Information Bays	<p>Investigate the implementation of digital and static visitor information bays at key tourism locations, such as:</p> <ul style="list-style-type: none"> • South Western Highway, Harvey. • Myalup. • Binningup Beach Foreshore, Binningup. • Ridley Place, Australind. • Brunswick. • Yarloop. 	Shire, Place Advisory Groups	High Staged Process	\$\$
Interpretative Signage	<p>Maximise the tourism potential of existing infrastructure with improved interpretation at sites, including but not limited to tourism precincts, rivers, dams and waterways, attractions, trails and heritage sites.</p>	Shire, Partners, State Government	Short – Medium	\$ - \$\$

Strategic Goal 4 Visitor Servicing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	<p>Encourage the undertaking of a detailed Aboriginal Mapping and Interpretive Project focusing on location names, heritage, significant sites and storytelling in a staged process:</p> <ul style="list-style-type: none"> • Once completed, add naming, interpretation and storytelling at significant sites that are open to the general public. • Consider the Landgate's Aboriginal Naming Guidelines. 	Shire, Aboriginal Elders, Harvey Aboriginal Corporation, South West Aboriginal Land and Sea Council, WAITOC, Landgate, CANWA	Medium Long Mapping Process	\$ - \$\$

Collateral and Information Distribution

Implement a robust and targetted collateral and information distribution system.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Intrastate Distribution	<p>Contract a professional distribution agency to disseminate tourism collateral in Perth and through Western Australia, including major tourism locations, accommodation, car rental companies, bars, cafes, and other POIs.</p> <p>Regularly brief and host tourism industry and partners so they share the Harvey Region experience.</p>	Shire, Brochure Distribution Companies, WA Tourism Industry, Local Tourism Industry	High – Priority Project Ongoing	\$
Local Distribution	<p>Distribute collateral and information through local tourism businesses:</p> <ul style="list-style-type: none"> • Implement a distribution plan to ensure local businesses have adequate supplies of tourism collateral and encourage businesses to provide a highly visible location for display. • Regularly brief the local industry and encourage site visits so they share the Harvey Region experience. <p>Distribute core collateral through appropriate Shire-owned facilities, events and at key POIs.</p>	Shire, Local Businesses	High – Priority Project Ongoing	\$
Local Information Ambassadors	<p>Support local tourism ambassadors by providing them with the information and literature they require.</p> <p>Encourage community pride and cross promotion amongst local businesses and residents.</p> <p>Over time, reassess information provision as opportunities arise at major POI tourism sites that will drive cross-axis travel and/or provide a service to mass visitor numbers.</p>	Shire, Local Businesses, Residents, VFR	High – Priority Project Ongoing	\$

Strategic Goal 5

Destination Marketing

Position the Harvey Region as a visitor destination of choice.

Strategic Goal 5

Destination Marketing



Key Audiences

For the first five years, destination marketing will predominantly focus on Perth and nearby intrastate markets to cement our brand locally, maximise resources, reduce overlap with ASW/BGTP, and allow for our infrastructure, such as accommodation, to further develop.

- Visitors:
 - Perth, South West and Peel residents:
 - Adventurers, Discoverers and Escapers.
 - Visiting Friends and Relatives.
 - Day trippers, business travellers, special events, short breaks/weekends.
 - Interstate and International (Singapore and Malaysia) markets through ASW and BGTP (minor focus).
- Harvey Region residents.
- Investors.
- Local businesses.

Strategic Goal 5 Destination Marketing**Operational**

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Destination Marketing Officer	Create a Destination Marketing Officer position.	Shire	High – Priority Project	\$ - \$\$
Communications Strategy and Annual Action Plan	Scope and implement a vibrant, research-driven, content-rich Tourism Communications Strategy and Annual Action Plan: <ul style="list-style-type: none"> • Include a PR Plan, Visiting Journalists and Influencers campaign, and a Digital Communications Plan. 	Shire, ASW, BGTP	High – Priority Project	\$ - \$\$
Brand Guidelines	Create and disseminate Harvey Region Brand Style Guide and encourage use and consistency.	Shire, Private, Partners, BGTP, ASW, Tourism WA	Short – Medium	\$
Databases	Maintain relevant databases, including suppliers, key industry stakeholders, media and influencers.	Shire, BGTP	Short Ongoing	\$
Media Kit	Develop and distribute a Harvey Region Media Kit.	Shire, Media, Influencers	Short	\$
Reporting	Monitor media and digital communication, and provide a quarterly report on coverage and value. Communicate key achievements to media and industry.	Shire, Media, Influencers	Short Ongoing Annual	\$

Strategic Goal 5 Destination Marketing**Brand and Messaging**

Create a Harvey Region tourism destination brand narrative which is grounded, surprising, authentic and quirky, and focused on authentic agri and eco-tourism, heritage, art and culture, and event experiences.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Brand	Re-energise the brand with a narrative that is: <ul style="list-style-type: none"> • Grounded, surprising, authentic and quirky. • Focused on authentic agri and eco-tourism, heritage, art and culture, and event experiences. • Continually review and update to stay on trend. 	Shire	High – Priority Project	\$
	Rollout the Harvey Region brand and remove the Shire brand from all tourism activities (or dual brand where appropriate).	Shire	Short	\$ - \$\$
Product and Segment Differentiation	Develop brand messaging for each POI and town within the Harvey Region i.e., Brunswick: Home of Brunswick Cheese, agri-tourism, and heritage farms established in 1840s. Create distinct zones: <ul style="list-style-type: none"> • Hills - Mornington, Hoffman, Harvey, Yarloop, Beela and Roelands. • Hinterland - Brunswick Junction, Harvey, Yarloop, Bengier, Uduc, Roelands and Cookernup. • Coast - Australind, Leschenault, Binningup and Myalup. Stand for something, i.e., Harvey, the Home of Harvey Beef. Leverage the 'I am' notion of consumer marketing such as I'm an escaper, I'm a foodie, I'm an adventurer.	Shire, Place Advisory Groups	Short – Medium Ongoing	\$
Partner Alignment	Align, where appropriate, with the BGTP, ASW and Tourism WA brands to create consistency and leverage off key campaigns.	Shire, Partners, BGTP, ASW, Tourism WA	Short – Medium Ongoing	\$ - \$\$
Leverage Unique Attributes	Focus on authentic agri and eco-tourism, heritage, art and culture, and event experiences. Leverage accessibility – 90 minutes Perth, 90 minutes Margaret River. Celebrate our weather and produce seasons.	Shire, Partners, Local Tourism Businesses, Stakeholders	Short Ongoing	\$

Strategic Goal 5 Destination Marketing**Public Relations**

Create a single, united, community spirited voice of positivity and use PR and chatter opportunities to achieve local, state and national tourism recognition.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Annual PR Plan	Develop and implement a PR plan with key brand messages to generate media and influencer coverage profiling the Harvey Region as a place to visit. <ul style="list-style-type: none"> • Partner with key stakeholders and agencies such as BGTP, GWIA and ASW. • Use advocacy, supporters and champions to drive messages and word-of-mouth communication. • Identify and leverage destination tourism partnerships with existing, recognised agri and eco businesses, events etc. within the Shire (i.e., Harvey Beef, Harvey Fresh, Harvey Cheese and Brownes Dairy). • Seek testimonials from influencers. 	Shire, BGTP, ASW, Tourism WA, GWIA, Leading Tourism Businesses, Media, Influencers	High – Medium Ongoing with Annual Updates	\$
Media Kit	Develop a kit for media, influencers, ambassadors, stakeholders, politicians and industry.	Shire, Leaders, Media and Influencers	Short – Medium Update Annually	\$
PR Agency	Employ a PR agency to gain traction or partner with others.	Shire, PR Agency	Long	\$ - \$\$\$
Visiting Journalists and Influencers	Implement an annual visiting journalist and influencer campaign. Host journalists and influencers on a regular basis, particular around events. Attend media events to foster relationships.	Shire, Media, Influencers, Partners, Tourism WA, GWIA, BGTP, ASW	Short Ongoing	\$
Media Library	See Content Development.			

Strategic Goal 5 Destination Marketing

Digital Communications

Reach and motivate the visitor through leading-edge, on-brand digital communications.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Annual Digital Communications Plan	Develop and implement a digital communications plan incorporating web, electronic direct mail (EDM), mobile and social media that maximises influence, visitor numbers and reach.	Shire	High Ongoing with Annual Updates	\$
Website	<p>Establish a Destination Harvey Region website with individual urls for each core area i.e., Harveyregion.com.au/visit. <i>Reference: WellingtonNZ.com</i></p> <ul style="list-style-type: none"> • Drive search engine optimisation (SEO) and appeal through a blog and regular updates. • Monitor via Google Analytics and heat mapping. 	Shire, Web Designer, Local Tourism Businesses, Tourism Trade	High – Priority Project. Focus on Visit. Ongoing	\$ - \$\$
	<p>Visit</p> <p>Create listings for relevant Harvey Region product with direct links to operator and attractions:</p> <ul style="list-style-type: none"> • Investigate possibility of adding Bookings.com (or similar) on the site to allow for accommodation and tour bookings. <p>Include sections for accommodation, tours, attractions, towns and villages, events, meet, film attraction, visitor information, blog, trip ideas, etc.</p> <p>Develop regular blog stories to drive SEO: i.e., 5 best farm stays, 10 top walks, etc.</p> <p>Investigate what content can be re-purposed from the Harvey Visitor Centre website.</p>			
	<p>Corporate</p> <p>Create Harveyregion.com.au/corporate for industry news (link to EDMs), training opportunities, brand information, trade, media library etc.</p>			

Strategic Goal 5 Destination Marketing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	<p>Meet</p> <p>Develop content, including:</p> <ul style="list-style-type: none"> • How to organise an event, who to contact, and legal requirements. • Shire Venue Prospectus and wedding information. • Private venues and suppliers. • Link to Bunbury Geographe Business Event Guide. • Success stories, including case studies from recent business and sporting events. 			
	<p>Invest</p> <p>Develop content, including:</p> <ul style="list-style-type: none"> • Economic data and statistics. • Key sectors, major projects and opportunities. • Resources such as the Harvey Region Tourism Investment Prospectus and the Tourism Development Application Package. • Incentives and support. • Success stories, including investment case studies and market leaders. 			
Social Media and Travel Platforms	<p>Focus on understanding the visitor journey and online planning tools and channels:</p> <ul style="list-style-type: none"> • Add free attractions and POIs on Google Maps, Google Places and Travel Guide, and investigate new opportunities to change travel patterns. • Update Harvey Region and town TripAdvisor listings. • Update travel websites to ensure their information accurately and positively portrays the Harvey Region. • Encourage local businesses to maintain a professional listing on Google, TripAdvisor and other relevant platforms. 	Shire, Travel Planning Channels and Maps, Private	Short	\$

Strategic Goal 5 Destination Marketing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	Develop and maintain Harvey Region social media, such as Facebook, Instagram, TikTok, LinkedIn and Pinterest: <ul style="list-style-type: none"> • Ensure imagery and posts are on-brand and align with experiences. • Implement advertising campaigns to drive reach. • Create and share key social media tags such as #VisitHarveyRegion #HarveyRegion. 	Shire, Social Media, Influencers, Private	High – Priority Project Ongoing	\$ - \$\$
Electronic Direct Mail (EDM)	Develop, manage and grow consumer and trade databases for meet, invest and visit markets: <ul style="list-style-type: none"> • Add a sign-up method on websites and promote sign-up through campaigns and competitions. • Develop point-of-purchase material to promote sign-up and use retailers, residents, and stakeholders to share information. 	Shire, Stakeholders, Partners, Private, Local Community	Short – Medium Ongoing	\$
	Manage regular EDM campaigns and announcements: <ul style="list-style-type: none"> • Create content via website blog posts to an EDM manager like Mailchimp. • Track engagement via analytics to improve engagement. 	Shire, Stakeholders, Partners, Tourism Industry, Local Operators	Short – Medium Ongoing	\$
	Develop a local business newsletter for business operators, workers and property owners.	Shire, Local Businesses, Community	Medium – Long	\$

Content Development

Develop and share fabulous content to drive communication.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Image Development and Promotion	Encourage local tourism and related businesses to maintain a professional, on-brand media library. Share imagery with partners, media and stakeholders. Negotiate package deals with photographers for local businesses to utilise.	Shire, Local Businesses, Photographers, Videographers	Short – Medium	\$

Strategic Goal 5 Destination Marketing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Media Library - Imagery and Video	<p>Create and source on-trend, copyright free and engaging imagery and video (including drone) for the Harvey Region and establish an online media library.</p> <p>Develop a list of required imagery, including:</p> <ul style="list-style-type: none"> • Shire-owned and managed sites. • Visitor attractions, accommodation, parks, art, food, heritage, nature, adventure, new developments, tourism precincts, and POIs. • Events, including major events, sporting events, weddings and functions. • Investment opportunities. • Seasonal. <p>Where appropriate, combine photoshoots with Bunbury Geographe Tourism Partnership (BGTP), ASW and other partners.</p> <p>Secure ownership and use for existing images and video.</p> <p>Purchase appropriate imagery from photographers and influencers.</p> <p>Circulate media library to key partners, local industry, trade and stakeholders.</p>	Shire, Photographers, Videographers, Partners, ASW, BGTP, GWIA	High – Priority Project Ongoing	\$ - \$\$\$
Brochures and Documents	Develop inspiring and informative collateral.	Shire, Designers and Printers, Local Industry	High Ongoing	\$ - \$\$\$
	<p>BunGeo FOUND Magazine</p> <p>Support BGTP the production of the BunGeo FOUND magazine.</p> <p>Encourage local content.</p> <p>Distribute within the Harvey Region.</p>	Shire, Local Industry, BGTP	High	\$
	<p>Visit Itineraries and Trails</p> <p>Create itineraries that inspire visitation and dispersal, covering key sectors and experience pillars.</p> <p>Create information for key trails such as the Italian Trail, Brunswick River Walk etc. See Destination Development.</p>	Shire, Trails WA, Partners	Short – Medium Ongoing	\$ - \$\$\$

Strategic Goal 5 Destination Marketing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	Visitor Maps Design, print and distribute Harvey Region visitor maps and where appropriate, provide partnership and advertising opportunities.	Shire, Local Businesses, Tourism Stakeholders, Distribution Agency	High – Priority Project Update as Required	\$ - \$\$\$
	Business Welcome Kit Create a business welcome kit (digital PDF) to attract and support new businesses.	Shire, New Businesses	Medium – Long	\$
	Economic Investment Prospectus Create a Harvey Region investment prospectus with successful business case studies.	Shire, Leading Businesses and Sectors, SWDC	High – Priority Project	\$
	Tourism Investment Prospectus See Destination Development – Investment Attraction.	Shire, Investors, SWDC, ASW, Tourism WA	Short Ongoing Update Annually	\$
	Tourism Development Application Package Create a tourism development application package to encourage and support tourism investors and developers.	Shire, Investors, Local Businesses	Short – Medium Priority Project	\$
	Expressions of Interest Create expression of interest collateral for key development sites and opportunities.	Shire, Investors, Developers, Place Advisory Groups	As Required	\$
	Economic Benefit Flier Use Economic ID, REMPLAN and other data to create a tourism economic benefit flier, including return on investment (ROI).	Shire, Stakeholders, Ratepayers, ASW, Tourism WA	Short – Medium Ongoing Update Annually	\$
	Collateral Distribution See Visitor Servicing.			
Signage	See Visitor Servicing			

Strategic Goal 5 Destination Marketing**Campaigns**

Implement targeted campaigns to drive visitation and brand awareness within the Perth and WA market.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Seasonal Visitor Campaign	<p>Implement seasonal campaigns and, where possible, collaborate with industry partners and key Perth media, such as Perth is OK, UrbanList, SoPerth, food influencers, etc.</p> <p>Spring and Autumn</p> <ul style="list-style-type: none"> • The priority campaigns. • Focused on food, seasonal produce and events. <p>Summer</p> <ul style="list-style-type: none"> • Focused on nature and adventure experiences, summer produce and summer activities. <p>Winter</p> <ul style="list-style-type: none"> • Focused on farm stays, open fires, and winter activities. • Consider collaboration with ASW's Winter campaign. 	Shire, Partners, Private	Short – Medium Spring and Autumn Annually	\$ - \$\$\$
Events	<p>Implement a Seasonal Event Campaign:</p> <ul style="list-style-type: none"> • Create an event calendar. • Organise content and imagery for all events. • Feed event information to BGTP and ASW, and promote on social media. 	Shire, Partners, Private, ASW, BGTP, Tourism WA	Short – Medium Seasonal Ongoing	\$
	Develop a campaign for the proposed Annual Iconic Food Event and other Major Events. See Destination Events.	Shire, Event Organiser, Tourism WA, ASW, BGTP	Short – Medium Annual	\$
	Develop campaigns for major Sports Tourism events.	Shire, Event Organisers	As Required	\$
Aviation	Encourage visitation from the Busselton-Margaret River Airport. Partners with ASW and BGTP.	Shire, ASW, State Government	Short – Medium Ongoing	\$
VFR	In the off-season, develop a campaign to drive visiting friends and relatives (VFR) with deals for locals.	Shire, Local Community	Medium Low Season	\$

Strategic Goal 5 Destination Marketing

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Meet Makers and Shakers	Inspire talent attraction, visitors, and residents by telling the stories of our leading makers and shakers through exceptional video stories, social media, online advertising, itineraries and media: <ul style="list-style-type: none"> Identify Harvey Region makers and shakers that align with our consumer audience and key sectors. Create short videos, imagery (including behind the scenes content) and written content for social media, website, and YouTube. 	Shire, Local Community, Local Makers and Shakers	Short – Medium	\$ - \$\$\$
Investment and Expressions of Interest	Implement campaigns for investment and project development opportunities as they arise.	Shire, Investors	As Required Ongoing	\$
Shire of Harvey Venue, Function and Event Campaign	Raise the profile and visitation of Shire-owned or managed venues. See Destination Events.	Shire, Event and Wedding Organisers	Short – Medium Ongoing	\$

Promotional Material

Develop on-brand, flexible and inspiring promotional material.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Promotional Material	Develop a range of appropriate Harvey Region promotion material including A4 folders, bags, etc and where possible, use dual (Shire and Harvey Region) logos to maximise use.	Shire	Short Ongoing	\$
Display Material and Banners	Develop a range of display material and banners, including pull-up banners, outdoor event banners, etc. and where possible, use dual logos to maximise use.	Shire	Short – Medium	\$ - \$\$\$
Promotion Bike or Bus	See Visitor Servicing and Events.			

Strategic Goal 6

Destination Events

Create destination events focused on our brand values and core experiences to deliver economic benefit and add vibrancy to our communities.

Strategic Goal 6

Destination Events

Operational



Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Destination Event Officer	Create a Destination Event Officer position.	Shire	High – Flagship Project Ongoing	\$ - \$\$\$
Event Application Process	Revise the Shire event application process: <ul style="list-style-type: none"> • Implement improved systems, make the process easier and more robust, and encourage regular event venues to submit annual approval plans. • Improve across-directorate notifications for event management within the Shire. • Ensure events meet health, engineering, safety and planning requirements. 	Shire	Short – Medium Ongoing	\$
Grant Process	Review the Shire grant process: <ul style="list-style-type: none"> • Align with key Destination Harvey Region deliverables and distinguish between community and destination events. • Provide transparent criteria focused on generating visitation and measurable benefits for the Shire and the Harvey Region. 	Shire	Short – Medium Ongoing	\$\$
Databases	Maintain relevant databases, including suppliers, key industry stakeholders, media and influencers.	Shire	Short Ongoing	\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Shire Venue Booking Platform and Prospectus	Create an innovative Shire venue booking platform and marketing prospectus (PDF and online): <ul style="list-style-type: none"> • Undertake venue photoshoots with stylists and suppliers where appropriate. • Review fees to allow for appropriate management, including a tiered level for not-for-profit, private and business use. 	Shire, Event Organisers and Suppliers, Photographers	Short – Medium	\$ - \$\$
Economic Benefit	See Event Grant Process. Monitor and report event visitor numbers and economic benefit.	Shire	As Required	\$

Event Development

Establish two to three iconic events focused on agri-tourism, and nature and adventure tourism that will drive visitation and brand awareness. Build capacity and event talent, in particular within on-brand niche events with significant tourism potential.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Event Development	See Major Events, and Niche and Minor Events. Encourage events that align with our brand values and core experiences. Encourage events to target our key visitor markets, as well as the local community.	Shire, Event Organisers, Community Groups	High Ongoing	\$
	Investigate and provide solutions to event barriers, including accommodation, transport, insurance, etc.: <ul style="list-style-type: none"> • Support temporary accommodation options for events such as camping and glamping tents. • Encourage events to offer bus, tour, and car transfers from key locations. • Support events to secure affordable insurance. • Support the alignment of events with the Australind Train, including package options for event attendees. 	Shire, Event Organisers, Bus and Transport Companies, TransWA, Glamping Companies	Short – Medium As Required.	\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Event Management and Support	Revise the Shire event application and event grant processes. See Events Operational.	Shire, Event Organisers, Property Owners	Short – Medium	\$ - \$\$\$
	Create event support material to build capacity: <ul style="list-style-type: none"> • Develop or circulate existing templates, including event plans, communication plans, grant writing, sponsorship requests, and COVID-19 management plans. • Share latest industry developments and trends. Encourage event organisers to implement elevation techniques and continually improve.	Shire	Short – Medium Ongoing	\$
	Encourage the use of a professional event manager to improve management and promotion of key local events.	Shire, Event Managers, Community Groups	Short – Medium Ongoing	\$ - \$\$\$
	Encourage local event organisers and community groups to attend event training and workshops.	Shire, Event Managers, Community Groups	Short – Medium Ongoing	\$
	Encourage events to become more sustainable through income generation, grants and ticket sales: <ul style="list-style-type: none"> • Encourage events to apply for relevant local, state and federal grants and sponsorship opportunities. • Encourage ticket sales, including varies levels of ticketing options (VIP, corporate etc.) to generate income and create a future attendee database for marketing. 	Shire, Event Managers, Community Groups	Short – Medium Ongoing	\$

Strategic Goal 6 Destination Events**Event Marketing**

Drive visitation through innovative and targetted event marketing.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Brand and Messaging	Align events with the Destination Harvey Region brand and messaging, and encourage existing events to implement.	Shire, Event Organisers, Local Community Groups	Short – Medium Ongoing	\$
Communications	Implement innovative, on-brand event communication and marketing plans for any Shire tourism-focused events.	Shire, Event Organisers, Local Community Groups	Short – Medium Ongoing As Required	\$ - \$\$
	Encourage local event organisers to develop and implement innovative, on-brand event marketing plans, including digital communication.	Shire, Event Organisers, Local Community Groups	Short – Medium Ongoing As Required	\$ - \$\$
Event Calendar	See Destination Marketing – Campaigns.			
	Encourage event organisers to list events on major event and tourism sites such as the Australian Tourism Database Warehouse, Eventbrite, BGTO, ASW, etc.	Shire, Event Organisers, Community Groups, BGTP, ASW, Tourism WA, Private Event Sites	Short – Medium As Required	\$
Digital Communications	Load all tourism-related events on the Destination Harvey Region website: • Investigate options for event organisers to load directly.	Shire, Event Organisers	Short – Medium Ongoing	\$
	Implement a seasonal social media campaign for events.	Shire, BGTP, Event Organisers	Short – Medium Ongoing Seasonal	\$
	Encourage event organisers to implement professional digital and social media campaigns for events.	Shire, Event Organisers, Community Groups	Short – Medium As Required	\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
PR, VIPS, Media and Influencers	Focus on PR for events. Develop media releases and media collateral for events. Encourage events to invite and/or pay for VIPs and Influencers to attend relevant events, including launch events to kick-start marketing/event campaigns. Implement the Destination Marketing Visiting Journalists and Influencer program around suitable events.	Shire, Event Organisers, Community Groups, Media, Influencers	Short – Medium As Required	\$
Event Banners and Promotional Material	Develop event banners and promotional material as required.	Shire	Short – Medium As Required	\$ - \$\$\$
	Within the Signage and Wayfinding Guidelines, develop options for event organisers in terms of event advertising, banners and signs. See Visitor Servicing.	Shire, Event Organisers, Community Groups, Main Roads WA	High – Priority Project	\$
Event Collateral	Encourage events to develop relevant, on-brand and appealing event marketing and information material, including site maps, programs, posters, etc.	Shire, Event Organisers, Community Groups	Short – Medium As Required	\$
Venue Marketing	Develop a communications plan for Shire venue marketing. Load venues on external maps and booking sites i.e., Google Maps.	Shire	Short	\$ - \$\$\$

Strategic Goal 6 Destination Events**Major Events**

Establish one to three iconic events focused on agri-tourism, and nature and adventure tourism, sports tourism, heritage, and arts and culture that will drive substantial visitation and brand awareness, and have the potential to attract Tourism WA funding and recognition.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Agri-Tourism and Food Iconic Event	<p>Create an iconic agri-tourism, F+B and produce focused event. See Destination Development – Harvey, Uduc and Wokalup</p> <p>Encourage involvement of leading local agri and agi-tourism producers.</p> <p>Implement PR chatter options, i.e. unique mini events in amazing locations with renown chefs etc.</p> <p>Seek grant and funding opportunities, including Tourism WA to allow for a professional event manager and effective marketing.</p> <p><i>Reference: Scenic Rim Eat Local Week.</i></p>	Shire, Agri-tourism Businesses, Farmers, F+B Operators, Sponsors, Partners	Short Iconic Project	\$\$
Sports, Nature and Adventure Tourism Events	Create an annual nature and/or adventure tourism event.	Shire, Nature and Adventure Groups	Short – Medium Iconic Project	\$ - \$\$
	<p>Proactively seek out and bid for major sporting events that will generate vibrancy, utilise existing infrastructure and align with our unique brand values.</p> <p>Attract major sporting events through partnerships with Sport event facilitators.</p> <p>Work with local sporting groups, and the Leschenault Leisure Centre (LLC) and the Harvey Recreation and Cultural Centre (HRCC), to identify and attract appropriate events.</p>	Shire, Sporting Groups, Sports Marketing Australia, DLGSR	Short – Medium Iconic Project	\$\$
	<p>Support the growth of the Ocean Swim Series at Harvey Dam or Logue Brook:</p> <ul style="list-style-type: none"> • Improve marketing to increase participation and awareness. • Secure professional event photography. • Encourage support events and activities to grow the appeal for participants and spectators, including F+B opportunities. 	Ocean Swim Series, Water Corp, Harvey Water, Shire, Swimmers, Local Community	Short Annually	\$ - \$\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	<p>Encourage the establishment of a major trail running event in the Harvey Region along the Scarp:</p> <ul style="list-style-type: none"> Identify potential tracks for trail running events of between 3kms to 100kms. Pitch to event organisers. <p><i>Reference: Pemby Trail Fest.</i></p>	Perth Trail Series, Shire, Trail Runners, DLGSR	Short – Medium Annually	\$ - \$\$\$
	<p>Support the growth of the Australia Day Ultra in Australind:</p> <ul style="list-style-type: none"> Scope expansion into Leschenault Peninsula Conservation Park. Scope temporary accommodation and F+B support event options. 	Ultra Series WA, Shire, Trail Runners, DLGSR	Short – Medium Ongoing	\$
Art and Culture Event	<p>Attract a major music festival at an agri-tourism property or an appropriate venue.</p> <p>See Destination Development – Yarloop, Cookernup and Logue Brook.</p>	Shire, Event Organisers	Short – Medium Iconic Project	\$ - \$\$\$
Heritage Event	<p>Create a Brunswick Heritage Weekend Unwrapped event as part of National Heritage Month and encourage local heritage properties to open their doors and provide innovative activation events.</p>	Shire, Heritage Property Owners, Place Advisory Groups, Heritage WA, National Heritage Month	Short – Medium Iconic Project	\$ - \$\$\$

Strategic Goal 6 Destination Events**Niche and Minor Events**

Encourage niche and minor events focused on agri-tourism, and nature and adventure tourism, sports tourism, heritage, and arts and culture that will drive visitation and strategic brand awareness.

Build capacity and the tourism-focus of existing, appropriate events and attract leading event organisers.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Agri-tourism and F+B				
Chef Pop Ups	Raise the Region's agri-tourism, produce and F+B profile by hosting renown chefs / restaurants at pop-up events or as part of other events. Link with accommodation, so people can wine, dine and stay near-by.	Shire, Restaurants, Chefs, Event Organisers, Media, Influencers	Short – Medium Ongoing	\$ - \$\$
Italian F+B and Cultural Heritage	Encourage the improved visitor-focus of current unique F+B events that celebrate produce, and Italian heritage and culture, such as the Harvey Harvest Festival, Harvey Italian Sausage Sagra, etc.	Shire, Local Community, Event Organisers, Cultural Groups, Italian Community	Short – Medium Ongoing	\$ - \$\$
Produce Markets	Encourage seasonal produce markets surrounding Henton Cottage, Australind by local farmers in conjunction with Harvey Water. Continue to support other markets such as Treendale Farm. Long-term, consider produce markets in Harvey.	Shire, Harvey Water, Sponsors, Farmers, Producers, Market Organisers, Private, Shopping Centre	Short – Long Ongoing	\$ - \$\$
Agri-tourism	Encourage paddock to plate events, farm tours, and farm-gate experiences whilst protecting bio-security and planning, health and safety regulations. Support agri-tourism events based on Harvey Region produce, such as dairy, citrus, beef, vegetables, etc.	Shire, Farmers, Local Community	Short – Medium Ongoing	\$ - \$\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
	<p>Support the continuation of key agriculture events, including the Brunswick and Harvey agriculture shows and encourage greater visitation appeal:</p> <ul style="list-style-type: none"> • Support organisers to maintain the Brunswick Show as the major agriculture show in the South West. • Encourage a greater focus on F+B and produce events/activities. 	Shire, Event Organisers Farmers, Local Community, Harvey and Brunswick Agricultural Societies	Short Ongoing	\$
Wine	Work with GWIA and local wineries to create small to medium scale wine events and, where possible, combine with local food, arts and culture, or soft adventure.	Shire, Wineries, Event Organisers, GWIA	Short – Medium Ongoing	\$ - \$\$
Beverages	Encourage events and activities at local breweries and other suitable beverage outlets, and where possible, combine with local food, arts and culture, or soft adventure.	Shire, Breweries, Cideries, Event Organisers	Short – Medium Ongoing	\$ - \$\$
Nature, Adventure and Sport Tourism				
MTB and Gravel Events	<p>Encourage events on the Munda Biddi Trail and other MTB/ gravel riding trails (as they develop) that connect with Yarloop, Harvey and Brunswick, and where possible, combine with F+B.</p> <p><i>Reference: Girls Gravel and Gourmet Weekend, Victoria's High Country or Gears and Beers, Wagga Wagga.</i></p>	MTB and Gravel Riders, Shire, DBCA, Local F+B (including Breweries), WestCycle, Event Organisers, DLGSR	Medium Ongoing	\$ - \$\$
Trail Running	Scope areas and develop facilities for small and medium trail running events in National and State forest, and areas of scenic beauty.	Shire, Local Runners, Bunbury Runners Club, Perth Trails Series, Ultra WA, DLGSR	Short – Medium	\$ - \$\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Water-Based Events	<p>Scope and attract kitesurfing and outrigger events on Leschenault Estuary.</p> <p>Encourage a swimming or paddle based event between Binningup and Myalup.</p> <p>Investigate canoeing/kayaking event potential.</p> <p>Support the development of a Logue Brook Adventure Weekend (connecting to Harvey Dam) or related event. See Destination Development – Yarloop, Cookernup and Logue Brook.</p> <p>Encourage the continued development of appropriate fishing events, including the Harvey Dam Bash.</p>	Shire, KiteSurfing WA, Local Kite Surfers and Outriggers, Water Sport Groups, Shire, Myalup and Binningup Residents, PaddleWA, Harvey Water, Water Corp, DLGSR, Lake Brockman Tourist Park, DBCA, Fishing Event Organisers	Short – Long	\$ - \$\$\$
Golf	Scope further potential for golf events at Bunbury Golf Course (Australind), Harvey Golf Course and Binningup (if applicable).	Golf Clubs, Shire, Golfers	Medium	\$
Car Rally Events	Support charity, vintage and other appropriate rally events within identified rally precinct zones in the Harvey Region.	Local Groups, Shire, Targa, Rally and Vintage Car Organisations	Short – Medium	\$ - \$\$\$
Road Cycling	Scope the potential for road cycling events in the Harvey Region, in particular hill climbs.	West Cycle, Shire, Local Cycling Groups	Short – Medium	\$
Sports Tourism	<p>Support sporting events in areas where the Harvey Region has strength in terms of participants and facilities, such as cricket, wheelchair sports, netball, basketball, and rugby.</p> <p>Continue to support major sporting events at the LLC and HRCC.</p>	Shire, Sporting Groups, DLGSR	Short – Medium Ongoing	\$ - \$\$\$
Heritage				
Heritage Activation Events	<p>Support the development of events that activate our heritage buildings and sites, and appeal to a younger visitor market.</p> <p>Combine heritage with agri-tourism, F+B, arts and culture, and soft adventure activities.</p> <p>See Brunswick Heritage Weekend Unwrapped.</p>	Shire, Private and National Trust WA, Event Organisers	Short – Medium Ongoing	\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Arts and Culture				
Cultural Events	Support events that celebrate our culture, including agriculture, Aboriginal, European, British first settler, plus our emerging cultures, such as Filipino.	Shire, Community Groups	Short – Medium Ongoing	\$
Open Studio – Art Trail	Support the development of an open studio and/or art and craft trail event in the Harvey Region.	Shire, Market Owners and Attendees, Artists, Event Organisers	Medium	\$
Myalup Easter Fair and Harvey Art Show	Support the continued development and improvement of the Myalup Easter Fair and Harvey Art Show to increase visitor appeal.	Shire, Event Organisers, Community, Artists, Harvey Art Society	Short Ongoing	\$
Theatre and Performances	Support cultural events, theatre, and music performance at key and unique locations or Shire-owned facilities within the Harvey Region.	Shire, LLC, HRCC, Local Community Groups, South West Opera Company, Philharmonic South West, DLGSC, Regional Arts WA, The Creative Corner, Event Organisers	Short – Medium	\$ - \$\$
Readers and Writers Festival	Support the development of a readers and writers style festival.	Shire, Event Organisers, Writers	Medium – Long	\$ - \$\$
Workshops and Retreats	Encourage workshops and weekend retreats at unique locations within the Harvey Region. <i>Reference: Bubbles and Brushes by Bloss, Saint Aidan Wines, Ferguson Valley; or Mindfulness Retreat, Origins, Balingup.</i>	Shire, Businesses, Unique Venues, Artists, Health and Wellbeing Instructors	Short – Medium Ongoing	\$
Film Nights and Outdoor Cultural Activation	Encourage outdoor film nights and other activities in the Harvey Region, including coastal, hinterland and hills. <i>Reference: Film on Ferguson, Ferguson Valley; Cape Mentelle Outdoor Cinema, Margaret River; Eden Beach Seaside Cinema, NSW.</i>	Shire, Private	Short – Medium Ongoing	\$ - \$\$

Strategic Goal 6 Destination Events

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Wedding and Group Events				
Shire Facilities	Identify, activate and promote Shire-owned or managed facilities for wedding-related and group events. See Shire Venue Activation.	Shire	Short Ongoing	\$ - \$\$
Private Wedding Facilities	Within appropriate planning zones, encourage private-owned wedding and function facilities, including venues, services and accommodation. Support the activation of heritage buildings for weddings and functions. Provide existing, quality facilities with destination marketing support.	Shire, Businesses, Wedding Organisers and Suppliers, Land Owners	Short Ongoing	\$
Other Events				
Youth Events	Develop an iconic youth week festival at Ridley Place Foreshore. Support the continuation of the WA Youth Cattle Handlers annual event at the Brunswick Recreation Grounds.	Shire, Youth, Community, Local Farmers, WA Cattle Handlers Association.	Short – Medium Annual Ongoing	\$ - \$\$



Strategic Goal 6 Destination Events**Shire Venue Activation**

Activate and improve ROI of Shire and State Government facilities by developing and promoting appropriate use for events, functions and weddings.

Project	Recommendation	Owner and Partners	Timing Priority	Estimated Budget
Venue Development	<p>Scope, identify and upgrade facilities, including but not limited to parks and reserves, halls, heritage buildings, show grounds, and sporting facilities to support event and function use:</p> <ul style="list-style-type: none"> • Increase venue appeal and usability with required renovations and upgrades. • Assess and audit buildings and assets, and identify best use. • Implement a staged roll-out of venue upgrades. • Liaise with community groups to maintain community access. • Improve National Tourism directional signage to venues. 	Shire, Community Groups, State Government, Event Organisers and Suppliers	Short – Medium Ongoing	\$
Booking Platform and Prospectus	See Events Operational.			
Venue Marketing	Develop a communications plan for venue marketing. See Event Marketing.	Shire, Stakeholders, Community Groups	Short – Medium Ongoing	\$
Supplier Development	Work with event organisers to create awareness and provide services for events at Shire facilities i.e., wedding furniture hire, etc.	Shire, Event Organisers and Suppliers	Short – Medium Ongoing	\$

Performance Measures

Goal	Major Performance Indicator	Collection Method
Overall	Intrastate visitor numbers, including day trips Intrastate visitor spend Job generation Visitor sentiment Resident sentiment Return on Shire investment Funding (shire, state and federal) support.	Tourism WA Economic ID REMPAN Review channels Value of tourism recognition Markyt Survey
Destination Governance	Tourism inclusion (in relevant strategies, plans and policies) Master plans and place plans established Leadership recognition.	Desktop review
Destination Development	Investment project(s) value and strategic importance Infrastructure development value and strategic importance Tourism businesses established.	Planning approvals
Industry Support	Industry events held and supported Partnerships established.	Number and quality of events
Visitor Servicing	Collateral distributed Signage and wayfinding implemented.	Collateral distribution agency numbers Signage and wayfinding projects
Destination Marketing	PR value and quality receive Digital communications: <ul style="list-style-type: none"> Website views Social media likes and reach. 	Industry PR calculation rates Google Analytics Social Media analytics
Destination Events	Events <ul style="list-style-type: none"> One iconic event established by 2024 Intrastate event attendance numbers Intrastate event spend Event PR generation Major and minor event training, development, brand alignment and professionalism improvements. Shire venue development: <ul style="list-style-type: none"> Number of venues upgraded per year Shire venue use. 	Industry PR calculation rates Tourism WA Shire venue bookings Visitor surveys Attendee database

Support Information

Useful Definitions

Harvey Region: Geographically the Harvey Region is defined as the local government area of the Shire of Harvey.

Bunbury Geographe Region: Geographically the Bunbury Geographe (BunGeo) Region is defined as the local government areas of the Harvey, Dardanup, Capel, Bunbury, Collie, Donnybrook-Balingup and Boyup Brook.

Tourism: The activities and expenditure of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Agri-tourism: Agri-tourism describes the act of visiting a working farm or any agricultural, horticultural or agribusiness operation to directly purchase produce or enjoy, be educated or be involved in activities. Farmgate tourism is one form of agri-tourism.

Sustainable Tourism: Tourism development that enables business viability, environmental values and community amenity to be maintained into the long term.

Visitor Servicing: The provision of visitor information through a variety of channels including digital, print, signage, wayfinding, and in person.

Rural Pursuit: Any premises, other than premises used for agriculture — extensive or agriculture — intensive, that are to carry out any of the following activities:

- the rearing, agistment, stabling or training of animals;
- the keeping of bees; or
- the sale of produce grown solely on the premises.

Rural Tourism: The use of land in a rural area to provide any of the following without compromising the rural amenity, natural environment or continued rural use of the land:

- attractions and activities that showcase art, culture or heritage of the land;
- experiences of rural life on the land; or
- exploration of the natural environment on the land.

Time Definitions

- **High:** One year to 18 months.
- **Short:** Two to three years.
- **Medium:** Four to seven years.
- **Long:** Eight to ten years, plus.

Acronyms

Shire: Shire of Harvey

DLGSC: WA Department of Local Government, Sport and Cultural Industries

DOH: WA Department of Health

DOT: WA Department of Transport

DBCA: Parks and Wildlife Service, WA Department of Biodiversity, Conservation and Attractions

DPLH: WA Department of Planning, Lands and Heritage

DMP: WA Department of Mines and Petroleum

DFES: WA Department of Fire and Emergency Services

SWDC: South West Development Commission

DMO: Destination Marketing Officer

EDO: Economic Development Officer

TDIS: Tourism Development and Industry Support Officer

TAG: Destination Harvey Region Tourism Advisory Group

BGTP: Bunbury Geographe Tourism Partnership

ASW: Australia's South West

GWIA: Geographe Wine Industry Association

BGCCI: Bunbury Geographe Chamber of Commerce and Industry

DSD: Director Sustainable Development

MSP: Manager Special Projects

POI: Point of Interest

F+B: Food and Beverage

VFR: Visiting Friends and Relatives

ROI: Return on Investment

USP: Unique Selling Point or Proposition

LLC: Leschenault Leisure Centre

HRCC: Harvey Recreation and Cultural Centre

DUP: Dual Use Path

PNP: Peron Naturalist Partnership

USP: Unique Selling Point.



HARVEY REGION



SHIRE OF
HARVEY
A Breath of Fresh Air

Shire of Harvey

102 Uduc Road, Harvey WA 6220
PO Box 500, Harvey WA 6220

Australind Office

7 Mulgara Street, Australind WA 6233

T: (08) 9729 0300 • **F:** (08) 9729 2053

E: shire@harvey.wa.gov.au

harvey.wa.gov.au



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