Tourism Development, Visitor Servicing
+ Signage Strategic Report

Prepared for Shire of Harvey

Version 2.0

02 June 2021

We acknowledge Indigenous and Torres Strait Islander peoples as Australia's First Nations Peoples and the Traditional Owners and Custodians of the land in which we are designing for, and where we design from.

We give respect to all Elders — past, present and future.

Disclaimer

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We acknowledge and thank photography contributions from Bianca Turri Photography, Harvey Tourism, Bunbury Geographe Tourism Partnership together with several other online sources.

Contents

Introduction

The following strategic report is a
culmination of a lengthy process
undertaken to identify, describe and
validate a range of recommendations
to amplify the Harvey Region as
a key Tourism Destination.

Project Background

The Shire of Harvey Economic Development Strategy 2020-2025 identified tourism as a one of the Shire's four key focus areas based on underperforming compared to the South West, indicating there is an opportunity to build on the area's distinct characteristics, natural assets and qualities.

In January 2021, the Shire of Harvey engaged placemaking and signage company Best to develop a five-year Tourism Development, Visitor Servicing and Signage Strategic Report that will assist in meeting tourism policy objectives and delivers against the following:

– Identify targetted projects and initiatives, whilst building on and leveraging regional tourism development strategies.

– Provide on-trend, industry-leading recommendations that appeal to the Harvey Region's core visitor markets with a mixture of big project developments and innovative, low cost options.

– Amplify the Harvey Region's establishment as a leading tourism destination, based on its distinct brand, characteristics and natural assets.

– Develop a cohesive strategy for directional and destination signage that allows the Shire of Harvey to progressively develop 'eye-catching' and informative signage that promotes the region as a visitor destination.

– Assess the region's visitor servicing needs and where to best spend funding in this area.

Above: Relevant reports and plans provided for review and to understand Policies and Strategies set in place.

Purpose + Context

In pursuit of maximising the economic, social and cultural growth derived from the tourism sector over the proceeding 5+ year period, Best has focused predominantly on identifying the larger, more structural narrative shifts that seek to deliver the most change.

This report discusses in detail the 'big picture ideas' underpinning future opportunity for tourism industry development within the Harvey Region. It is important to reiterate that this report should not be read in isolation, nor at the expense of any existing (or in-development) projects, strategies or policies owned by the Shire of Harvey.

Rather, it is intended that this report act as a strategic framework to work harmoniously and in conjunction with the following, but not limited to:

– Economic Development Strategy 2020-2025

– Voices of Youth Strategy 2021-2026

– Disability Access and Inclusion Plan 2017-2022

– Draft Strategic Community Plan 2021-2031

– Corporate Business Plan 2020-2024

– Play Space Strategy

– Creative Communities Strategy 2021

– Communication and Engagement Plan

– Numerous Local Development and Structure Plans including the Yarloop Town Development Plan

– Town Planning Scheme

– Bunbury Geographe Tourism Partnership MOU

– Harvey District Tourist Bureau MOU

– Public Art + Events Policies

The opportunities and recommendations contained within this report are intended to work harmoniously in context of both:

– Existing projects and initiatives already being progressed, and

– Available total resource capacity and capability over the forward period(s)

It is to be recognised that to maximise positive tourism outcomes, Best recommends that a holistic and cohesive lens be taken by the Shire of Harvey in all it seeks to achieve. Harvey Region projects, activities and initiatives should always consider potential tourism outcomes and benefits.

All projects undertaken by the Shire of Harvey or any stakeholder partners with a tourism industry development interface, should always focus on being environmentally sustainable. Each project should be developed to respect the beautiful natural environment of the Harvey Region, and delivered in a way that is sympathetic and responsive to the ecosystem.

Finally, all financially based information contained within this report is subject to any or all assumptions as listed throughout. It is important that the Shire of Harvey understand that in the adoption of any recommendations where there is a financial consideration, that more robust financial modelling and impact analysis should be undertaken.

Major Projects

Aside from the numerous projects and initiatives that Shire staff are currently working on, or will be working on over the next five to ten years, the Shire of Harvey has already committed to the progression of several Major Projects – all at different stages in delivery life-cycle.

Best makes specific note that this report includes interfaces with several, but not all, Major Projects as identified in the Shire Advocacy Priorities 2020/21.

Best has focused on those Major Projects where we believe some form of realignment or additional consideration be made that is anchored to influencing the big picture change interface with tourism industry development over the coming years.
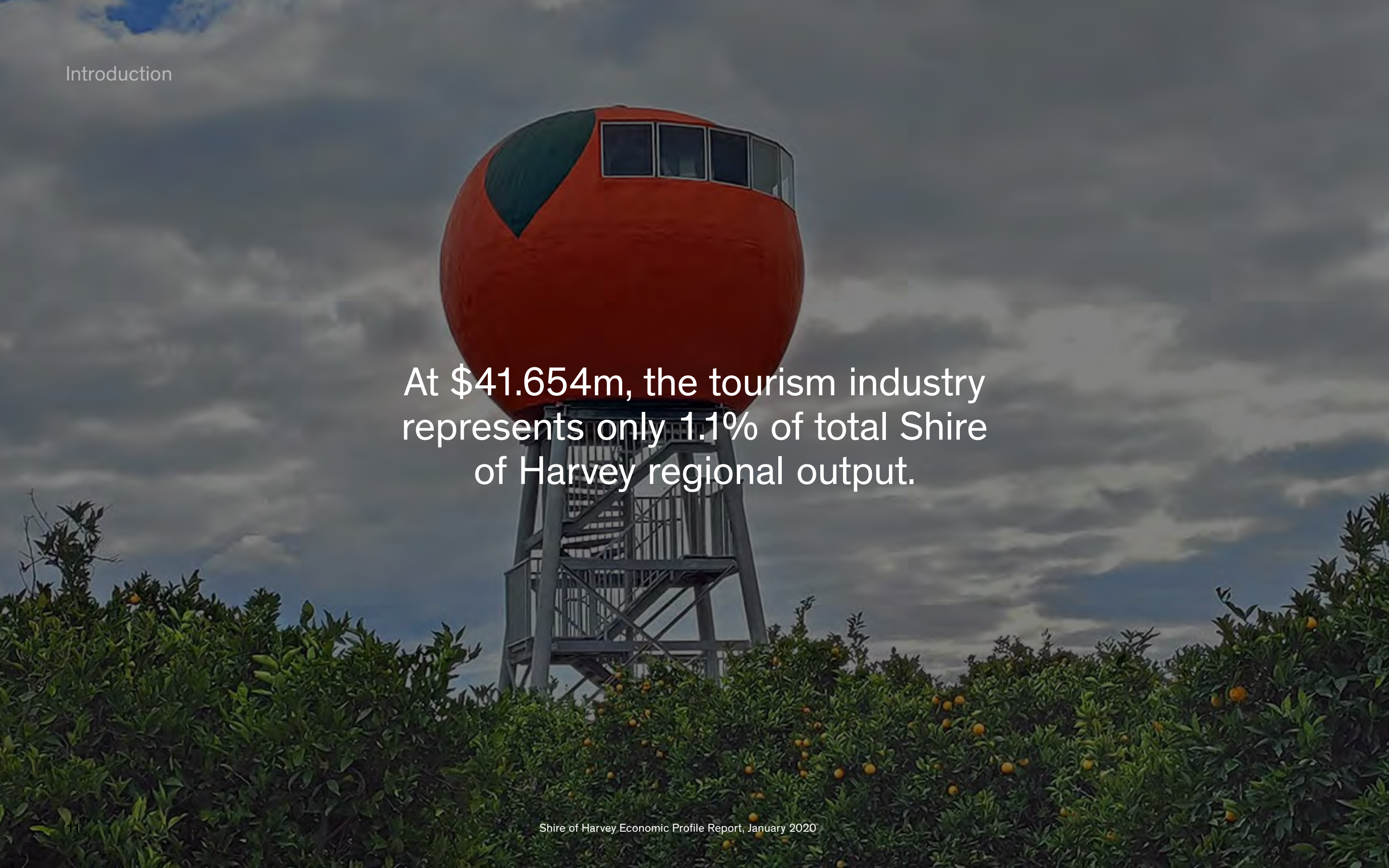
As prior noted, it is the viewpoint of Best that all Major Projects being undertaken by the Shire of Harvey recognise any, or all, positive impacts on driving tourism growth.

Advocacy Priorities

1 Harvey Hub
Creation of a dynamic Library and Civic Centre to create a fit-for-purpose Community Hub catering for population needs and growth of the Shire.

2 Brunswick River Cottages Stage 3 Development
To construct an additional 12 independent low cost living units and an integrated community centre at the Brunswick River Cottages site.

3 Yarloop Workshops Stage 2
A Master Plan for the redevelopment of the Railway Workshops destroyed in 2016 bush fires.

4 Leschenault Leisure Centre Expansion
Expand the Leschenault Leisure Centre to cater for Australind/ Leschenault-Treendale's exponential population growth and Western Australia's developing sport tourism market.

5 Harvey Trails and Adventure Precinct
An opportunity exists to enhance the trails experience into the Shire of Harvey to maximise the economic benefit of MTB to the Harvey region.

6 Marriott Road Upgrade
Upgrade Marriott Road from Forrest Highway to Kemerton Road for the anticipated exponential increase in heavy vehicle movements resulting from the new lithium processing facility currently under construction.

7 Ridley Place Foreshore
To activate public spaces and provide additional community facilities to encourage tourism and resident visitation.

8 Harvey Senior Citizens Centre Upgrade
This upgrade will meet both the current and future needs of the Harvey seniors population.

9 Binningup Beach Development
To increase beachfront parking and community facilities to encourage tourism and resident visitation.

SOURCE: Advocacy Priorities 2020/2021

Introduction
Overview of Process

Below summarises the key stages undertaken
to deliver the strategic report:

Stage 1	Stage 2	Stage 3	Stage 4
Establish + Discover	**Analyse + Identify**	**Develop Strategic Report**	**Deliver**
– Review Shire of Harvey (Shire), regional and state tourism plans and strategies to understand the context for tourism	– Desktop research: destination benchmarking - Western Australia + South West + Interstate	– Strategic report framework + content development	– Presentations of strategic report to stakeholders (Shire of Harvey Executive Team, Concept Forum, Council)
– Best practice principles and guidelines for tourism strategy development	– Physical environment (urban context, modal connectivity)	– Mapping; journeys, arrival points, tourism corridors, destinations, signage	– Signage style guide for agency briefing (size, materials, form)
– Site visits / assessments: current tourism attractions, experiences and visitor infrastructure	– Current tourism signage + locations	– Ideation of placemaking, activations and experiences	– Key recommendations and actions for tourism development in Harvey Region including timeline, budget + priorities
– Review existing related literature that relate to tourism development including guidelines, reports + data	– Identify visitor profiles, target markets, trends	– Tourism partnerships + funding opportunities	
– Facilitate Community and Stakeholder Workshops (CommunityLab)	– Pre + post visitor planning tools (including visitor centres)	– Develop signage concepts + recommendations for future	
– Consultation with Shire staff + key tourism operators	– Current tourism branding, marketing + comms channels	– User Experience model (tools)	
– Create a targetted online community questionnaire	– Gaps + opportunities based on CommunityLab (workshops + survey)		

At $41.654m, the tourism industry represents only 1.1% of total Shire of Harvey regional output.

Community Engagement

The strategic report has been developed through in-depth consultation and engagement with the Shire of Harvey Council and Executive team, external stakeholders and the local community. Their feedback and input has contributed to the development of key findings, recommendations and implementation plan within this report.

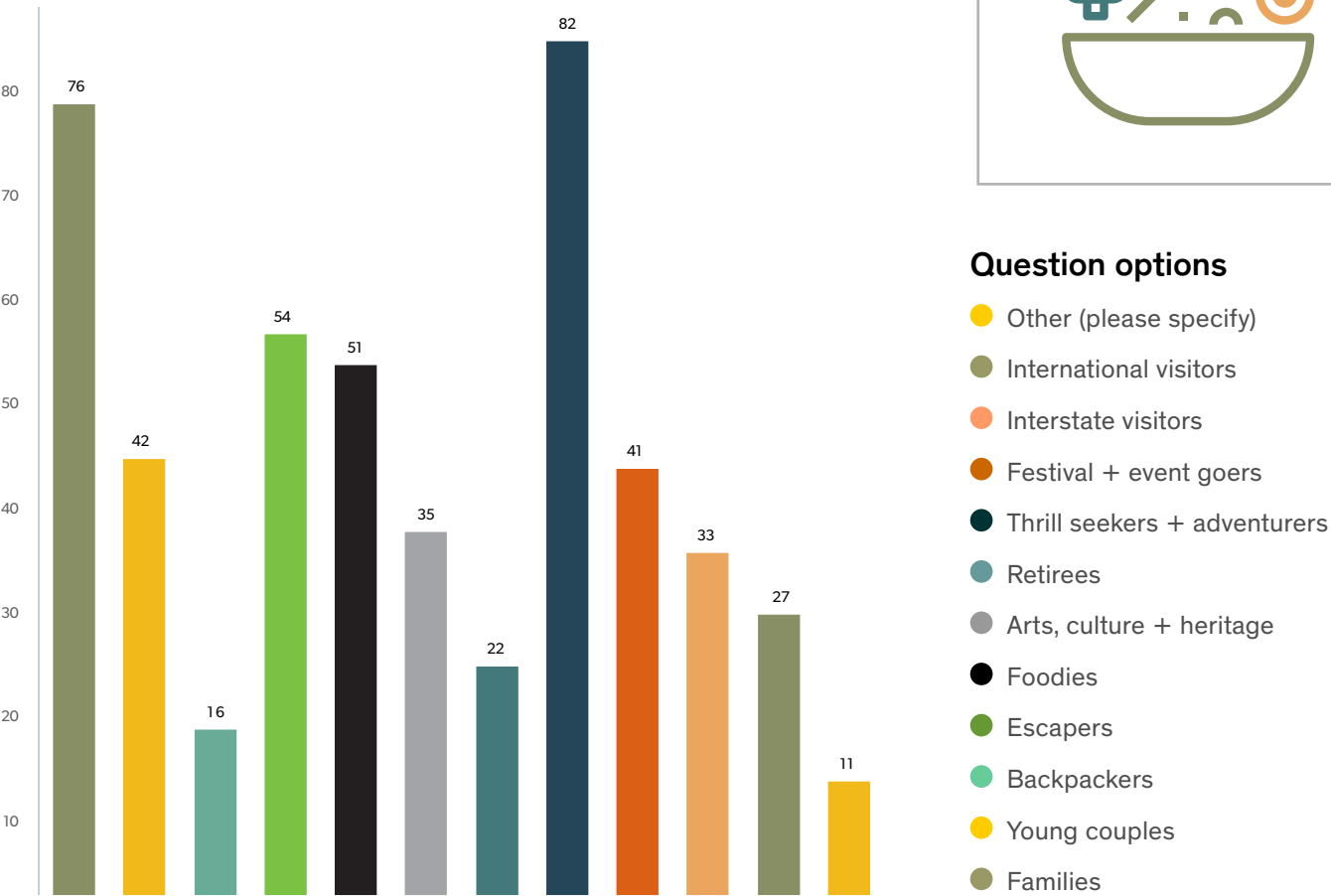| What	Who	Where	When
Stakeholder Workshop	Approx 50 persons	The Boundary, Harvey Recreation Centre	18th February 2021
Stakeholder Workshop	Approx 22 persons	Leschenault Recreation Park Pavilion, Australind	19th February 2021
On-site Analysis	Anissa Williams (Shire of Harvey)		18th-19th February 2021
On-site Analysis	Simon Hall (Shire of Harvey)		25th February 2021
On-site Analysis	Self Guided (Best)		6th April - 11th April 2021
Public Survey	Survey Participants	https://haveyoursay.harvey.wa.gov.au/tourism-development-strategy-survey	6th April - 11th April 2021
Direct Consultations	Various		12th March - now 2021

What we Heard

83% of respondents said they would like more tourists in the Harvey Region

61% of locals think that the Harvey Region requires a tourism magnet

"Something like an annual event that brings intra-state, national and international competitors eg: marathon, MTB competition, ironman. This would require the Shire of Harvey to advocate and partner with organisers, but also to make it an easy process."

Which tourist segment would you like to see more of in the Harvey Region? (you can select more than one)

Bar chart values: 76, 42, 16, 54, 51, 35, 22, 82, 41, 33, 27, 11

Question options
- Other (please specify)
- International visitors
- Interstate visitors
- Festival + event goers
- Thrill seekers + adventurers
- Retirees
- Arts, culture + heritage
- Foodies
- Escapers
- Backpackers
- Young couples
- Families

"We should be celebrating the food bowl. We have so much great produce that is not celebrated or championed."

From the following list how often did you travel to these destinations?

Perth
Other WA
Interstate
Overseas

25 50 75 100 125

Question options
- Never
- More than once a year
- Once a year
- Less than once a year

Visitor communication improvements:

1. Social Media
2. Website
3. Signage
4. Visitor Centres + Info Points

70%

of respondents think there is inadequate information about what to do in the Harvey Region.

Chapter

Place

Develop the Harvey Region as a tourist destination based on the region's distinct characteristics, natural assets and qualities.

Ref: Shire of Harvey Strategic Community Plan 2017-2027

About the Shire of Harvey

The Shire of Harvey is approximately 140 km south of Perth, Western Australia. It covers an area of 1,728 km² with an estimated resident population 27,975.

The Local Government Area encompasses the localities of Australind, Beela, Benger, Binningup, Brunswick, Cookernup, Harvey, Hoffman, Leschenault, Mornington, Myalup, Parkfield, Roelands, Uduc, Warawarrup, Wellesley, Wokalup and Yarloop. It is bounded by the Shire of Waroona in the north, the Shire's of Boddington and Collie in the east, the Shire of Dardanup and the City of Bunbury in the south, and the Indian Ocean in the west.

The Harvey Region is large and diverse with enviable beaches and waterways, endless coastal plains, rich farming country and rugged, undulating forest along the Darling Scarp.

At a tourism level, the Shire of Harvey operates within the Bunbury Geographe tourism sub-region and Australia's South West region, plus the Geographe Wine region.


Shire of Harvey
(Harvey Region)
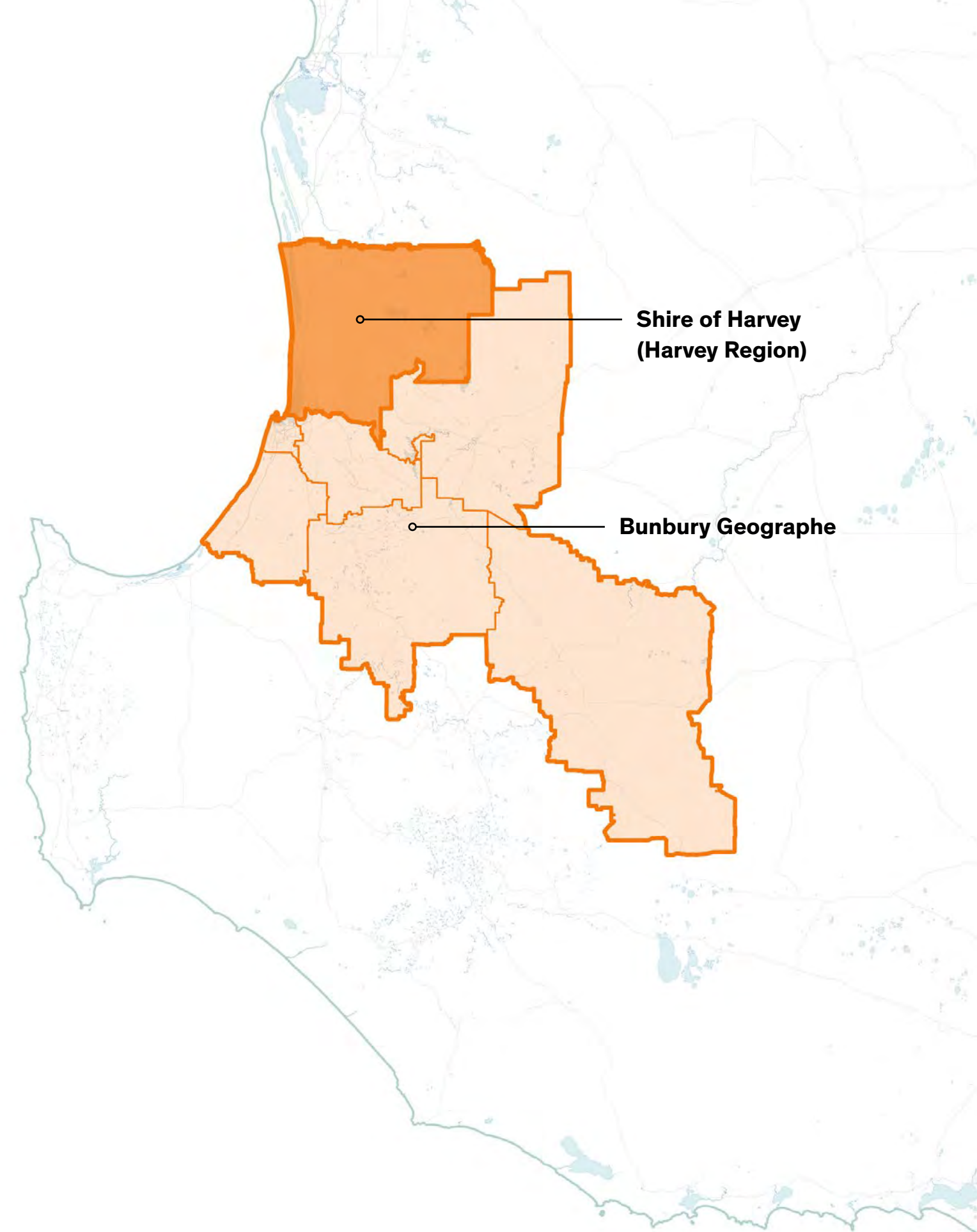
Bunbury Geographe

Townships

The Harvey Region is the largest and most diverse in the Bunbury Geographe, encompassing plain and rugged undulating forest within the Darling Scarp.

The region consists of the following key townships:

– Harvey

– Australind

– Leschenault

– Myalup

– Binningup

– Brunswick Junction

– Benger

– Roelands

– Yarloop

– Cookernup

Cookernup   Yarloop   Harvey

Wokalup

Myalup

Binningup

Benger

Leschenault

Brunswick Junction

Australind

Roelands
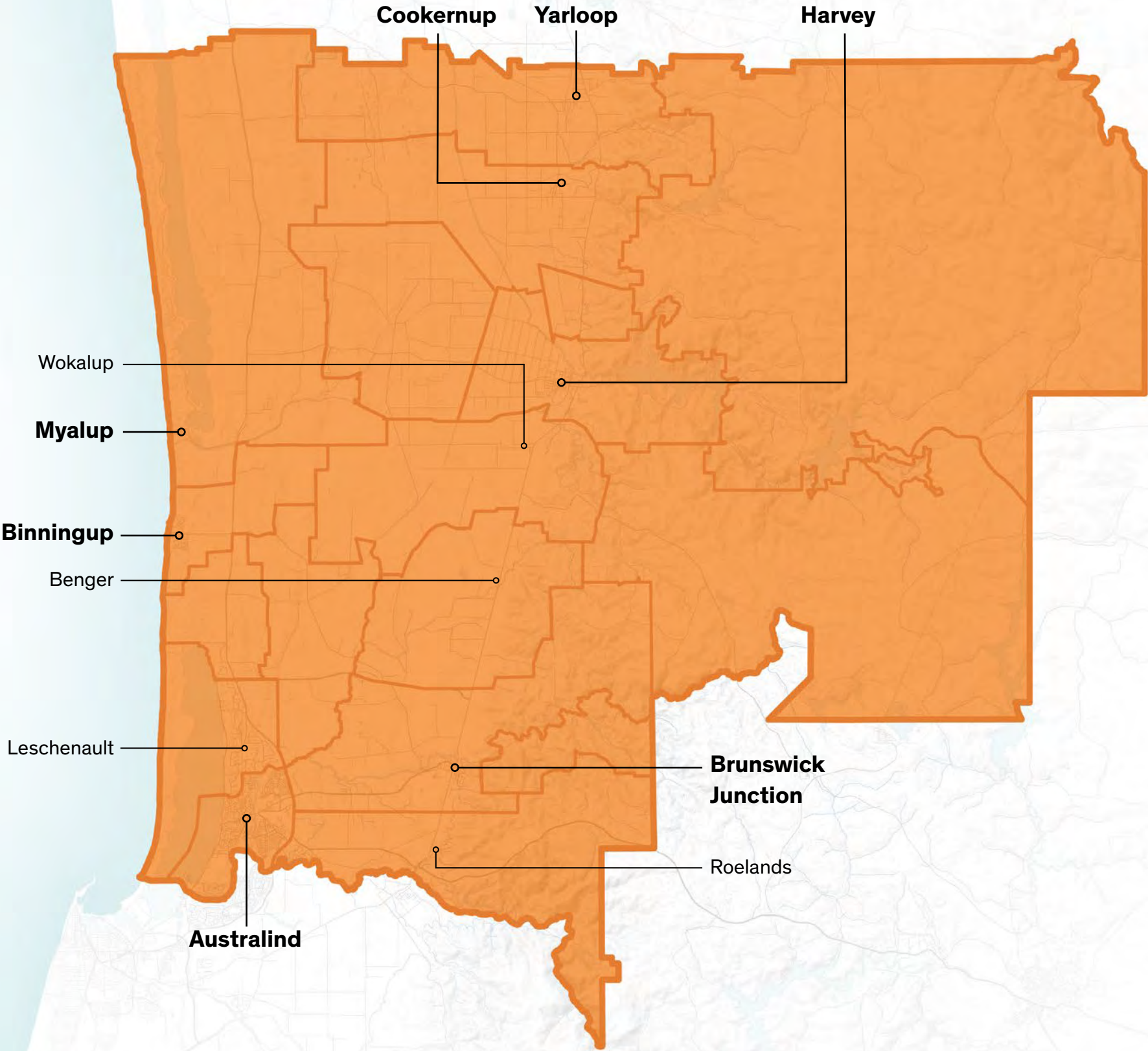
Modes of Approach

## Users travel to the Harvey Region using a variety of modes.

These modes and methods of approach are shown in the following diagram.

Observations

– Forrest Highway is the primary route into the Harvey Region and beyond.

– Passthrough users to the Margaret River region are a potential target market.

– Busselton-Margaret River Airport is a viable entry point to the region for intrastate visitors.

Legend:

—— Primary Vehicle Route

—— Train Line (TransWA)

🚉 Train Station

✈ Airport

Perth

Perth Airport

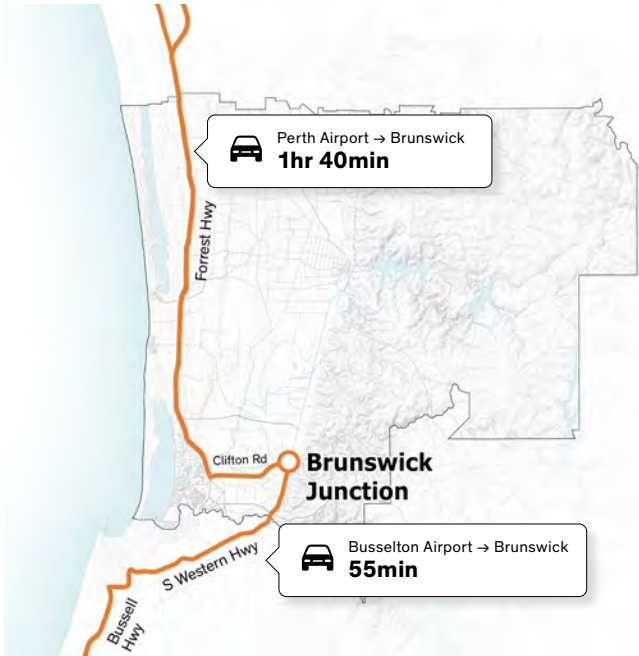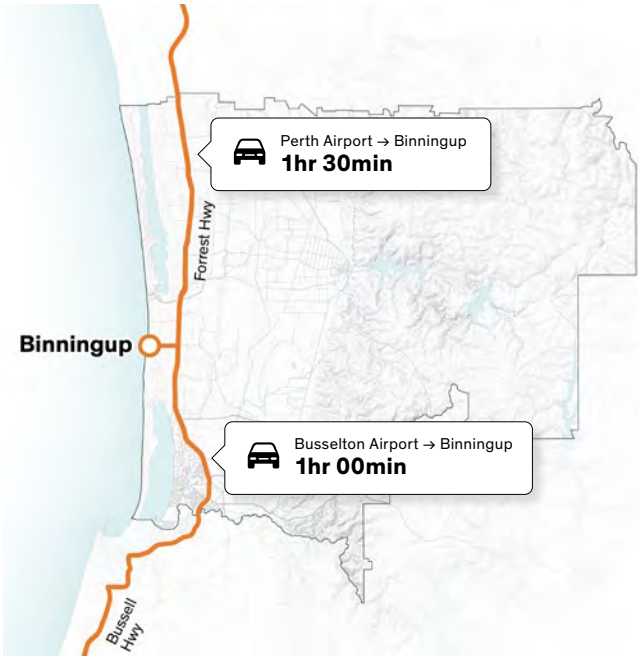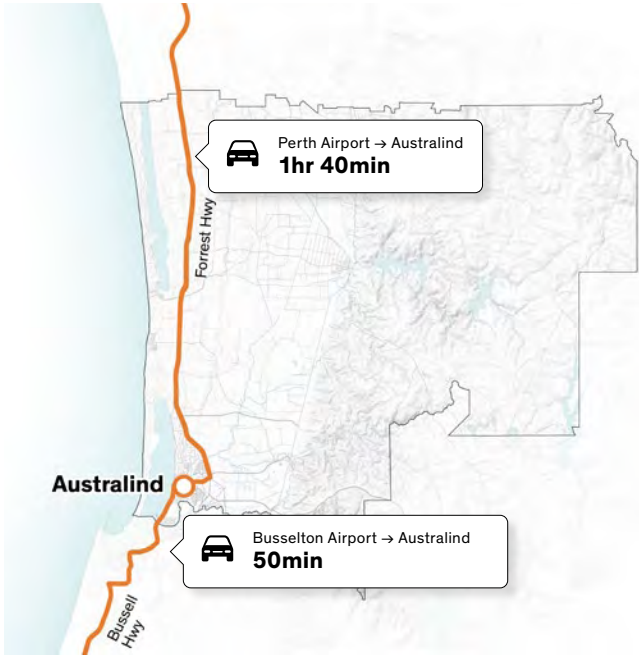Busselton-Margaret River Airport

Margaret River
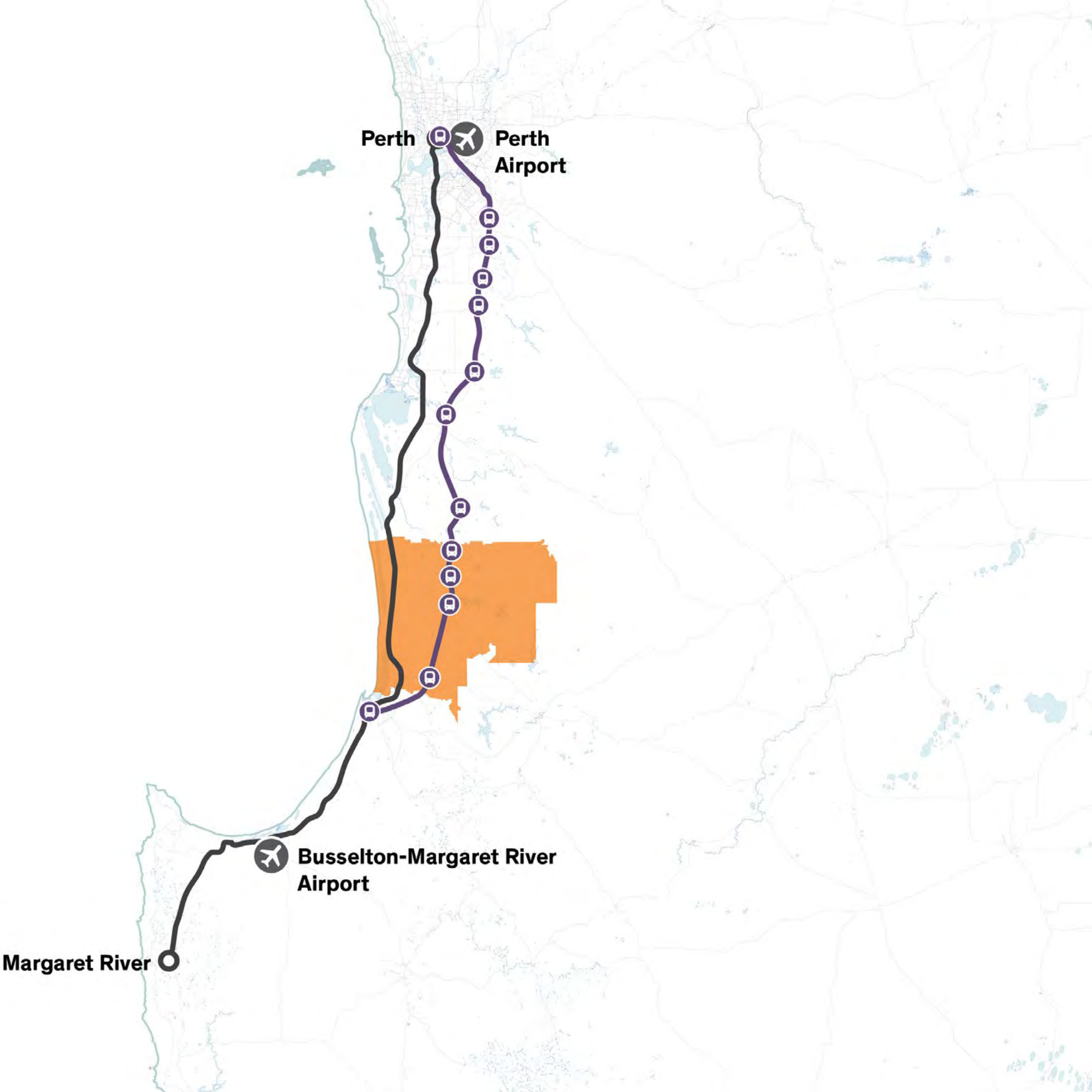
Current Tourism Journeys

On arrival to the Harvey Region, the onward journeys of each user vary.

The type of user and the nature of their visit both shape the journey that is taken to their intended destination.

Observations:

– Old Coast Road/Forrest Highway is the only suggested route by Google Maps through the Harvey Region to the South West.

– South Western Highway is the only suggested route when travelling to destinations in Harvey, Yarloop and the immediate surrounding areas.

Legend:

— Primary Visitor Route

Perth Airport → Harvey
1hr 30min

Busselton Airport → Harvey
1hr 05min

Perth Airport → Australind
1hr 40min

Busselton Airport → Australind
50min

Perth Airport → Myalup
1hr 30min

Busselton Airport → Myalup
1hr 00min

Perth Airport → Binningup
1hr 30min

Busselton Airport → Binningup
1hr 00min

Perth Airport → Yarloop
1hr 25min

Busselton Airport → Yarloop
1hr 20min

Perth Airport → Brunswick
1hr 40min

Busselton Airport → Brunswick
55min

* Mapping methodology note: Routing and timings determined using Google Maps (map.google.com) with the following journey characterisitic: departing 12pm Saturday 20th March 2021

Public Transport

Observations:

– Public train and bus services are operated by TransWA.

– South West Coach Lines provide services through the South West, linking Busselton, Manjimup, Collie, Bunbury, Perth, Perth airport terminals.

– Australind train (TransWA) has recently returned to service after major repairs, with delays due to COVID-19. Service interruptions are common due to the ageing nature of the train cars.

– Six new Australind rail cars due for delivery in 2023 as part of a $1.25 billion contract.

– Timetable information for Myalup and Binningup bus stops are difficult to find online.

Legend:

─── Bus / Coach Route (TransWA)

─── Train Line (TransWA)

🚌 Designated Bus Stop

🚆 Train Station

South West Coach Lines *(not shown)*

Yarloop Station

Cookernup Station

Forrest Hwy

Harvey Station

Myalup (Forrest Rd Exit)

Binningup (Forrest Rd Exit)

Brunswick Junction Station

Australind (Mulgara St)

Bunbury Station

Chapter

People

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.

Visitor Matrix

Creating a visitor matrix based on identified visitor profiles, needs and wants
assisted in prioritising visitor experience planning and informed delivery,
ensuring a decision can be made at the right time in the right place.

Visitor Profile	I visit Harvey Region:	I value:	I like:	I dislike:	I will enjoy Harvey Region if:
Short Breaks / Weekenders	To discover places I haven't seen before, and explore the local area.	Learning, awareness, connectivity and authenticity.	Iconic views. Natural, cultural and heritage experiences. Face to face conversation.	Cluttered or overdone environments. Confusion and ambiguity. Information overload.	I can learn something new or enjoy something I haven't seen or done before.
Holiday Makers	As part of a family outing on the weekend.	Family time and being outdoors.	Outdoor experiences and variety of activities.	Lack of amenities, and things to do.	There are more activities for the kids and coffee options.
Day Trippers	By myself or as part of a group with friends.	Sharing cool things with my friends.	Interacting with digital experiences.	Wasting time researching what to do and where to go.	I have a variety of activities to pick and choose from.
Special Events	As part of a group, or as part of a family outing for a special event.	Unique experiences and efficiency.	Knowing about other things I can do whilst visiting. Being able to get to and from my event easily and efficiently.	Being unprepared and getting lost. Unreliable information. Overcrowding.	I am able to enjoy my event, including the experience of getting to and from it.
Tour Groups	Part of a group, often multicultural.	Unique experiences. Accessibility.	Being well informed about all my options. A history and culture of the area.	Feeling left out because of a language or accessibility barrier.	If I can use digital tools and explore untapped areas.
Business Travellers	By myself or small groups for work.	Comfort and convenience.	Planning my time around my visit.	Lack of dining options.	I can plan my time around work.
Visiting Friends + Relatives	To reunite with loved ones.	Family time, health and happiness. Local knowledge.	Markets, night-life, shopping. Quality accommodation. Nature, bush walking, fresh produce.	Delays and disruptions. Expensive accommodation. Lack of dining or activities.	I can enjoy quality, stress free time with loved ones.

People

Existing Visitor Audience

Note: Visitor segmentations include adults (single, couples), families, staff (e.g. events), international and interstate travellers.

Day Trippers

- Locals (within 0.5-2hrs drive)
- Visit popular sites
- Attend events
- Often repeat visitors
- Sports + adventure enthusiasts
- Nature-based activities
- Visiting friends + relatives
- Food + beverage (F+B) options
- Local produce

Business Travellers

- Interstate or regional traveller
- Solo + groups stays
- Commercial accommodation preferred
- F+B options
- Special events (work related)
- Scenic views
- Trails, pathways

Special Events

- Music + arts + culture
- F+B
- Sports + recreation
- Local business operators
- Amenities
- Accommodation close by
- Public transport

Short Breaks/ Weekenders

- Self-drive 4wd's, motorhomes, caravans
- Nature, culture, heritage
- F+B options
- Varied accommodation offerings
- Sports + recreational
- Often repeat visitors
- Visiting friends + relatives

Existing Visitor Audience

Holiday Makers (long stay)

– Families, retirees, young adults

– Varied accommodation offerings

– Activities + experiences

– Sports + recreational activities

– F+B options

– Amenities

Tour Groups

– Recreational activities

– Produce destinations + experiences

– Hotel / resort accommodation

– Scenic views

– Nature, culture, heritage

– Key attractions

– F+B options

– Accessibility

– Digital technology

– Multi-lingual

Visiting Friends + Relatives (VFR)

– Families, retirees, young adults

– Accommodation close by

– Often repeat visitors

– Recreational activities

– F+B options (incl. pubs, bars)

– Local produce

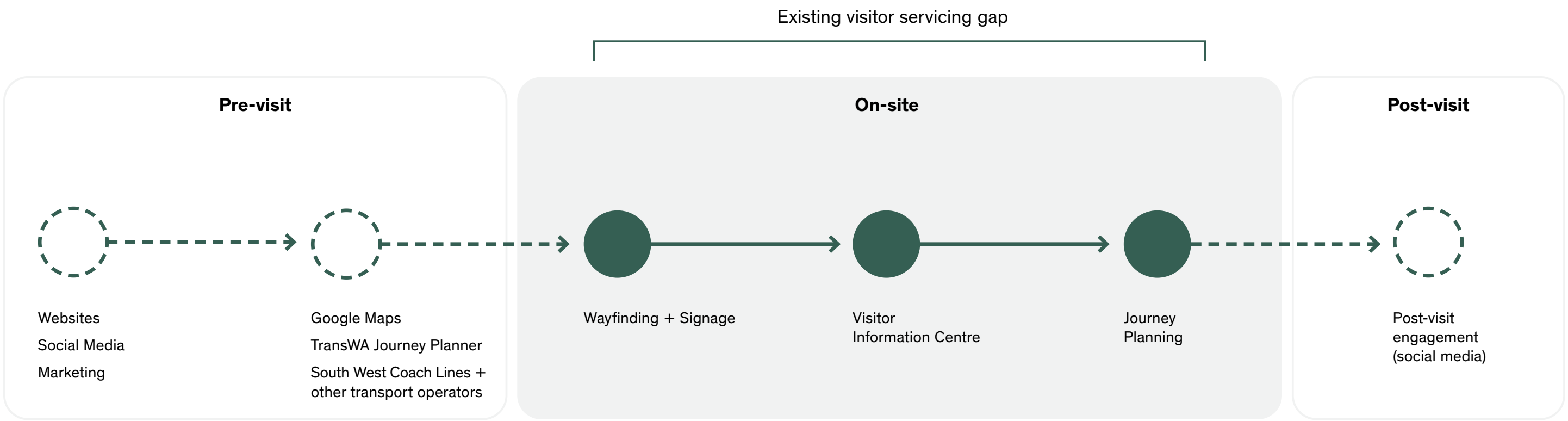– Scenic views

– Trails, pathways

– Markets + shopping

People

Visitor Planning Touchpoints

It is important that there is cohesion across pre-visit and on-site planning tools. This assists in providing a seamless user experience and ensures that there is adequate information if no pre-planning has been done. Post experience through sharing content can be a driver for increasing user engagement and lead to increased visitors.

Existing visitor servicing gap

Pre-visit

On-site

Post-visit

Websites

Social Media

Marketing

Google Maps

TransWA Journey Planner

South West Coach Lines + other transport operators

Wayfinding + Signage

Visitor Information Centre

Journey Planning

Post-visit engagement (social media)

Existing Branding Tools

The current Harvey Region identity is leveraging off the Bunbury Geographe Branding. This is present online, however it has been sporadically applied to other Destination Brand and Marketing communications.

Upon analysing the application of these brands, there is a hierarchy disconnect and Best believes that the Harvey Region identity is suffering in the current destination brand hierarchy.

Existing Marketing Tools
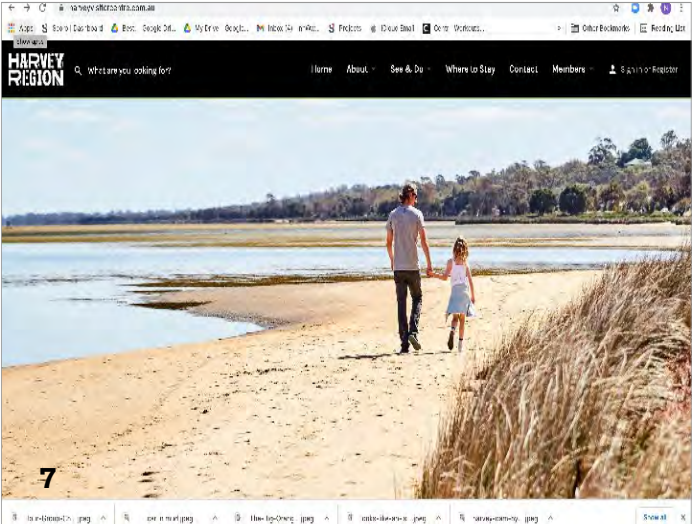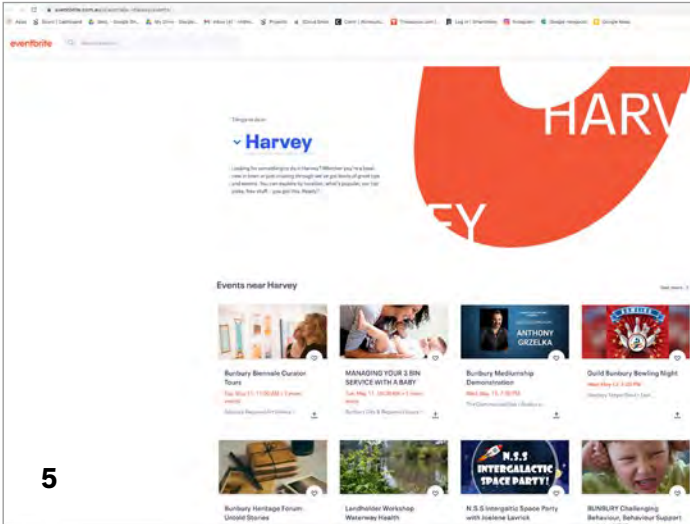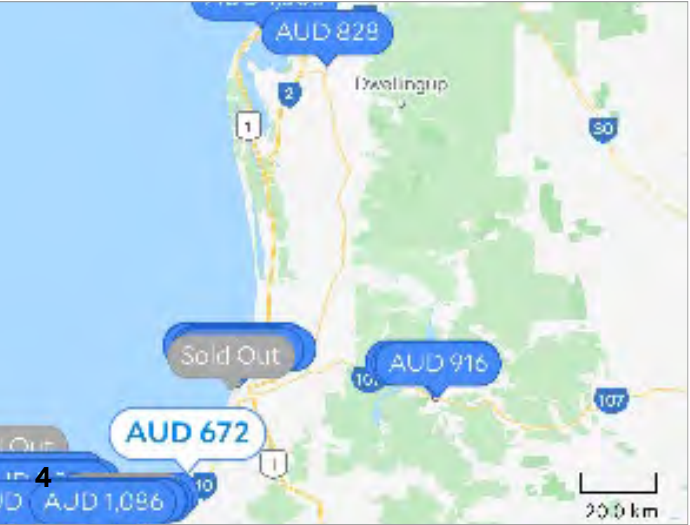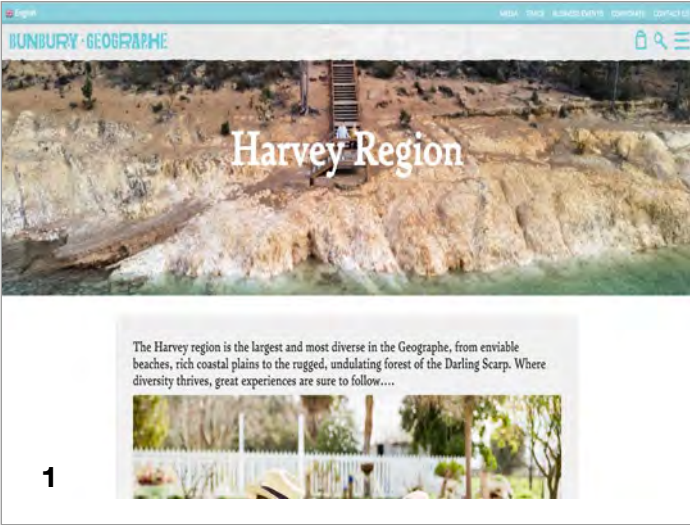
1. www.visitbunburygeographe.com.au
2. Harvey + Australind Visitor Centre's
3. Social media – Harvey Tourism + Bunbury Geographe Tourism
4. Accommodation – 3rd Party Booking Websites
5. Events
6. Publications – Bunbury Geographe FOUND magazine
7. www.harveyvisitorcentre.com.au
8. Harvey Tourism collateral

Trip planning through to post-visit experience is an integral part of any visitor journey. Planning is not for everyone, it however plays an important role in how visitors engage with a experience and can be the deciding factor in where to go.

Destination

Creating a destination centres
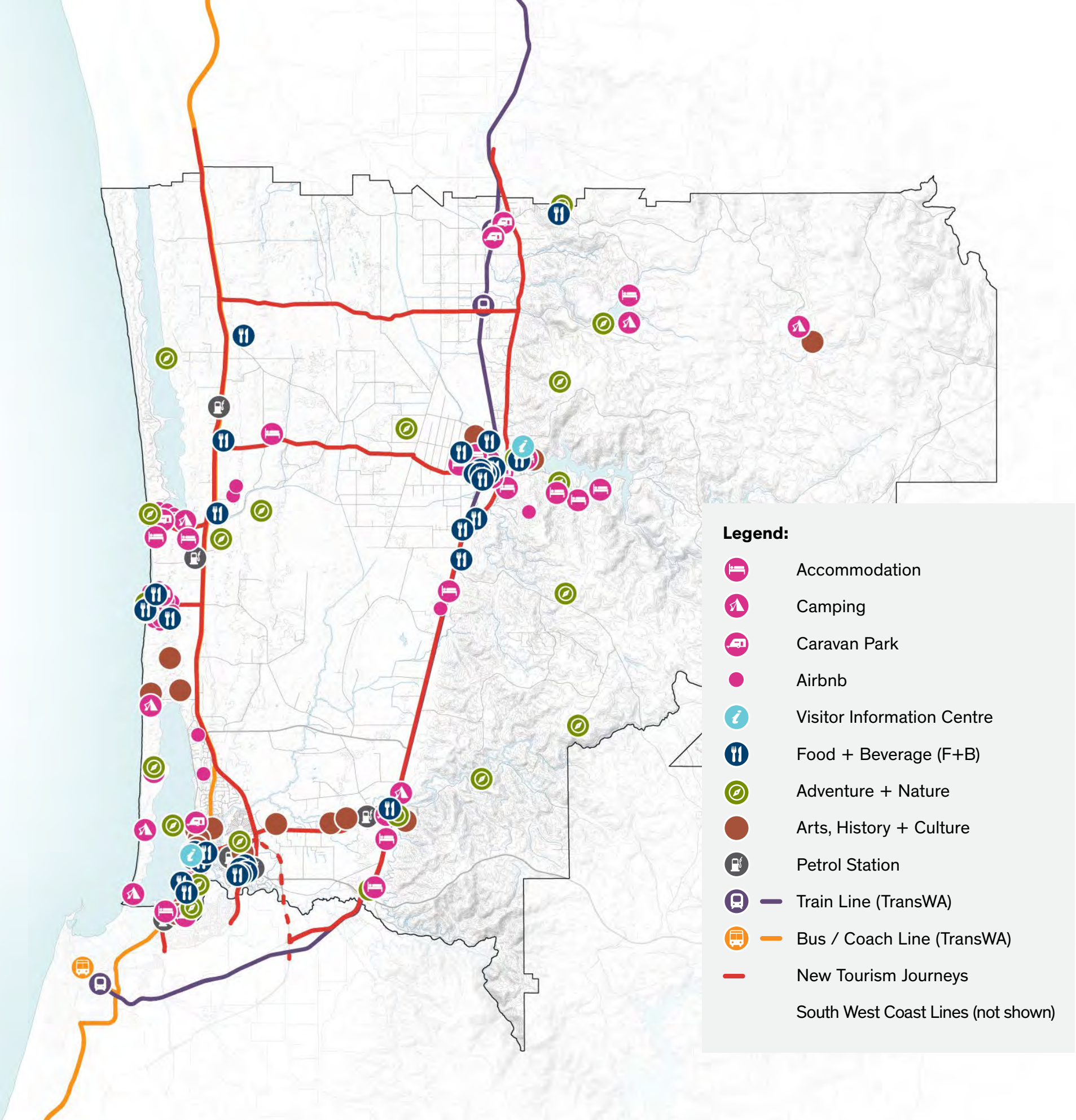around understanding what people desire,
and then simply giving it to them.

Existing Tourism

The existing Harvey Region tourism industry relies heavily on a few key F+B operators, and more widely leverages significant points of historical and geographic significance supported by the amazingly beautiful natural landscape assets the region is blessed with.

What is noticeable however, is that without an intention to visit a specific existing Harvey Region tourist operator(s), attraction(s) and/or destination(s), there is an apparent lack of exploration or connectivity promotion throughout the region that maximises any resultant extension to economic activity and growth.

Apart from camping, the lack of quality accommodation of varying styles, experiences and price points is a gap that further reiterates the difficulty in being able to attract growth in tourism audiences that come to stay and play for more than a single day. This results in an inability to promote multiple activity tourism experiences and significantly impairs the ability to drive economic benefit and growth via the tourism industry.

Legend:

	Accommodation
	Camping
	Caravan Park
	Airbnb
	Visitor Information Centre
	Food + Beverage (F+B)
	Adventure + Nature
	Arts, History + Culture
	Petrol Station
	Train Line (TransWA)
	Bus / Coach Line (TransWA)
	New Tourism Journeys
	South West Coast Lines (not shown)

Destination
Existing Tourism

Further, outside key existing F+B related tourism operator(s), the Harvey Region lacks breadth and depth of quality F+B offerings that are able to propel activity and growth via multi-channel public relations, chatter and hype. The community consultation noted several openings and closing within this industry in the past. This gap can, and should be addressed within the next five years and beyond.

Most notably from observations is no single, or connected cluster, of tourism industry magnets that work harmoniously together in attracting and promoting visitation and multi-tourism experiences. A continued reliance on nature-based assets as tourism drivers, without being able to offer visitors supporting quality and supplementary industry offerings, risks being able to deliver tangible social, cultural and economic growth benefits to the region.

The existing tourism industry offerings are dotted throughout the Harvey Region, they are contained within loosely defined zone corridors for ease in visitation connectivity and are individualistic in their current offering.

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SOURCE: Harvey Cheese – www.australia247.info

Destination
SWOT Analysis

This analysis seeks to document the current strengths, weaknesses, opportunities and threats for tourism development within the Harvey Region.

Together, they paint the nuanced picture that many of the recommendations in this report are intended to create and leverage a sustainable competitive advantage.

Strengths	Weaknesses	Opportunities	Threats
– Diverse natural landscape conditions from the coastline, to the Darling Scarp	– Apparent inability to convert (en masse) arrivals at Visitor Centre's to further rich economic growth in wider Harvey Region	– A booming post COVID-19 intrastate, and interstate tourism industry	– Within Western Australia; other shires within the South West already further advanced in tourism development
– Diverse offering from natural landscapes, to urbanised service based density offerings	– Severe lack of diverse accommodation	– Under developed tourism industry with the Harvey Region	– Within Western Australia; other regions attracting more funding from Tourism WA which increases competitive threat in visitor decision making
– 90-Mins from Perth + 90-Mins from Busselton Margaret River Airport	– Lack of F+B offerings	– Ability to attract quality private investment	
– Magical natural attractions that are currently highly frequented at varying intervals	– No iconic tourist magnet	– Ability to adopt a sensible, visitor centered approach to tourism industry growth	– WA Government funding to Collie to become Trails destination of Western Australia (coal exit transition funding)
– Some significant prior infrastructure spends at key points of interest	– No single tourism narrative as a magnet to come, play + stay	– Focus on key tourism nodes within the next 5-Years (not every township)	– The Harvey Region as a brand risks being overshadowed by other Shires in the South West, and other WA tourism regions
– Several state and nationwide recognised agri-businesses - Harvey Beef, Harvey Fresh, Brownes Dairy, Harvey Cheese etc	– A confused, weak tourism destination brand and related marketing	– Significant opportunity to create economic growth (jobs in particular) through tourism development	– Without any action or traction, a disengaged and disenfranchised community
– A proud industrialised food bowl and multicultural heritage	– Under-performing tourism sector as % of total Shire output in comparison to other Shires within the South West	– Focus competitive advantage on agri + eco tourism (food bowl and natural assets)	– Other Local Authorities, Local Governments and/or Regions are first to the gate with development plans and engagements in funding dialogue with WA Government
– Willingness of the Shire of Harvey to focus on tourism development	– Apparent inability to convert visitors travelling further into the South West into participation in the Harvey Region	– Better leverage a connected coastline for tourism purposes	– Other Local Authorities, Local Governments and/or Regions are first to the gate with a core, key narrative creating tourism desire
– Community engagement and endorsement of growing the tourism industry within the Harvey Region	– Current lack of coastline asset leverage from a tourism industry development perspective	– Capitalise on Harvey Region's rich agri-business heritage, and state/national brands that originated in the Shire	– Other more established tourism markets throughout Australia may take a greater portion of the opportunity post COVID-19
– Geographic diversity to dilute the presence and knowledge of mining and other related industry by adopting a more connected focus to intended user journeys	– The opening and closing of F+B retailers as a historical pattern	– Focus on plugging gaps in accommodation, F+B in the short term	– New Wind Farm proposed for Myalup
	– An antiquated visitor servicing model	– Focus attention to larger infrastructure works that promote connectivity of townships/villages rather than individual nature-based assets	– Lack of staff and talent
	– Access to capital from the Shire of Harvey's budget based on population in comparison to some of the other South West local authorities.	– Lead the way in contemporary, twenty first century activation and experiential based visitor servicing	– Ongoing pressure on accommodation through use by workforce (significant increase due to COVID)
	– Existing signage and wayfinding is varied, dated and lacking a cohesive visual language and consistent application	– Regional Development Funding (Tourism) from the Australian Government post COVID-19	
	– Lack of imagery for marketing purposes	– Engage with the WA Government using the outcomes of this report to attract funding	

Competitor Overview

The following pages outline key benchmarking destinations that relate to the gaps identified within the Harvey Region. This analysis has helped inform key recommendations for Visitor Servicing.

Each selected destination visitor audience aligns with the proposed Visitor Segmentations (Discoverers, Escapers and Adventurers) for the Harvey Region.

Each benchmarking destination has one or more of the following criteria that inform growth opportunities:

– Accommodation

– Infrastructure

– Food + Beverage (F+B)

– Events + Activations

Kimberley Region

Exmouth

Southern Queensland Country

Rottnest Island

Kangaroo Island

Yarra Valley Region

Great Ocean Road

Gippsland Region

King Island

Tasmania

Competitor Benchmarking

Gippsland, Victoria

Located in Victoria's south east, the Gippsland region offers a diverse geography full of natural attractions (including: beaches and forests), rich arable land full of year-round farm gates, and a variety of accommodation options spanning everything from glamping through to house stays.

The region boasts a wealth of restaurants, farmers markets, and food tours while also offering pristine natural landscapes that include everything from beaches through to lush forests.

Attractions

– Beaches and coastal landscapes

– Inland forests and national parks

– Local produce and restaurants

– Various accommodation options

– Year-round farm gates

Gippsland Tourism visitgippsland.com.au

Competitor Benchmarking

Kimberley, Western Australia

Covering a vast natural landscape, the Kimberley region boasts a selection of national parks and destinations that include everything from water falls (Mitchell Falls) through to untamed ancient plains (El Questro).

The natural landscape is complemented by a myriad of tours, stays, and experiences across the region, including 4WD along the Gibb River Road.

Attractions

– Vast destination landscapes

– Diverse adventures

– 4WD adventures

Kimberly Tourism - australiasnorthwest.com

Competitor Benchmarking

Kangaroo Island, South Australia

Isolated from the mainland, Kangaroo Island sits four hours south west of Adelaide and offers a breathtaking natural landscape full of adventure, nature, and local produce.

Among the various coastal and nature activities, you'll find a series of farms and restaurants that play to the island's strengths of fresh seafood, honey, and even locally distilled eucalyptus oil.

Attractions

– Beaches and coastal landscapes

– Nature adventures

– Local produce and farm-gates

– Accommodation options

Kangaroo Island tourism - tourkangarooisland.com.au

Competitor Benchmarking

The following benchmarking destinations have been selected based on key characteristics that have informed growth opportunities, but are also nationally + globally recognised.

1. Great Ocean Rd, VIC
2. Yarra Valley, VIC
3. Exmouth, WA
4. Rottnest Island, WA
5. Shark Bay, WA
6. King Island, SA
7. Tasmania
8. Southern Queensland, QLD

2015 research states that $18.40,
only <u>15%</u>, of a total visitors spend is
attributed to a Visitor Centre experience
in WA's South West region.

Current Visitor Servicing Overview

For the purposes of clarity, Best has analysed visitor servicing as the serviceability that occurs during certain pre-planning activities and once a visitor arrives within the Harvey Region boundaries.

This section of the report does not include reference to, or analyse, the macro visitor-economy brand strategy, narrative or above the line advertising initiatives.

The current Harvey Region visitor economy is serviced by the following three core functional and operational mechanisms:

– Stand alone Visitor Centres (Harvey + Australind)

– Signage and wayfinding, and

– Existing tourism operator advocacy.

Standalone Visitor Centres

Best undertook two visitation methodologies in analysing the existing Harvey Visitor Centre Australind Visitor Centre. One in February 2021, facilitated and more formal 'question and answer', and another random mystery stop in April 2021.

The Shire of Harvey operates two stand alone visitor centres via an outsourced operational model. The full operational activities, including

leasing, staffing and development and management of any visitor servicing material (brochures, website etc) is undertaken by the appointed operators; the Harvey District Tourist Bureau.

Each year, the operator makes a formal request, and justification, for funding for the prior year. The Shire of Harvey has confirmed that in the 2020 Financial Year period, a total of $180,182 was sought, and granted, as funding to operate the Shire's visitor centre activities. This funding does not come with stringent requirements, activities or any key performance indicators attached.

Located adjacent to Stirling Cottage on the South Western Highway, the visitor centre in Harvey is the larger of the two and is open to the public seven days a week. Car parking is limited, with some overflow apparent, however the site is not designed to accommodate caravans in a user-friendly manner. The building is dated and is likely to require significant capital investment over the coming years to ensure suitability for public use and to meet national building code standards.

Further, other than operable doors, the building is solid brick on most facades and is not the most inviting from a first time visitor perspective.

It operates under both a self and assisted serve model, has curatorial museum-esque exhibits together with produce and locally produced items for sale. There is an abundance of paper based tourism material for the Harvey Region as well as both the wider Bunbury Geographe and Australia's South West.

There are toilet facilities and refreshments on offer from the cafe at Stirling Cottage adjacent.

Other than a drop in the FY20 period due to COVID-19 restrictions, the prior years at the Harvey Visitor Centre serviced approximately 15,000 visitors per annum. Up until April 30 2021, the centre has already serviced 15,264 visitors, which means it is set to be a potential record over the past five financial year periods. This aligns with the boost to localised intrastate tourism post COVID-19 restrictions easing.

In summary, the Best team's whole-of impressions of the Harvey Visitor Centre were that it was outdated, the experience was underwhelming and relied heavily on manualisation and static assets. The staff were lovely and helpful, however there was no definitive Harvey Region narrative, or any

meaningful connection. Nor was there any information provided, learned or any new insights that could not have been obtained online or through other visitor planning channels.

Further, from conversations with operational staff on the day of random mystery stop in April 2021, it appeared that the site was used for a rest stop for those travelling further into the South West, or returning to Perth. There had been a large increase in visitation to the Region the prior Easter weekend; namely to the Lake Brockman Tourist Park.

Australind's visitor centre is located within the historically significant Henton Cottage located on the Paris Road side of Australind Shopping Centre. Open five days a week, the visitor centre is serviced well by urban infrastructure, including car parking. There is caravan parking across the road at Ridley Place foreshore.

The Australind Visitor Centre is the smaller of the two, and identification and wayfinding signage is currently problematic in comparison to the road side significance of the existing Harvey Visitor Centre. Further, this visitor centre is not stand alone in the true sense as there are co-occupants within Henton Cottage. Due to the heritage nature of the building, the entrance has a 'Watch your Head' sign atop due to the

short height of the door. This arrival node built environment reality is not suitable for a publicly accessible space as it would not meet national building code compliance, nor is it suitable for those with accessibility or mobility challenges.

Similar to the Harvey Visitor Centre, it is a self or assisted service model and represents local produce for sale and also provides visitors with a range of information on the Harvey Region, the wider Bunbury Geographe together with Australia's South West.

The Australind Visitor Centre was open for the first more formalised Shire of Harvey audit immersive in February 2021, however was closed on the days of random mystery shopping visits in April 2021.

In comparison to the Harvey Visitor Centre, visitors to the Australind site have a larger degree of effort to find, locate, park and access. With heritage significance, Henton Cottage will require significant capital investments in the coming years from a restorative and also a building code compliance perspective should the visitor centre remain in this current location. The current location (untouched) does not represent an open, welcoming, accessible environment and similarly to the Harvey Visitor Centre, is quite underwhelming in its total user experience.

In stark contrast to the Harvey Visitor Centre traffic numbers, up until Apr-30 2021, the Australind site has only attracted 1,538 visitors. Whilst only open five days in comparison to seven, this quantitative data confirms Best's observational analysis in its current form; either awareness, accessibility or general location is not as suitable for visitor servicing. This could also be attributed to the fact it is located in a more urbanised, suburban context which does not necessarily align with the notion of tourism when compared to the existing location of the Harvey centre.

When interrogating seasonality across monthly data sets provided, it is surprising that the only noticeable dip was in February 2021, which for tourism can be attributed to the 'back to work, back to school' pattern. The remaining months year to date are fairly consistent, with movement at approximately 10-15% at maximum.

Across both Visitor Centres, using pro-rata year to date FY21 traffic data provided to Best, the Harvey Region is forecast to service approximately 20,162 visitors through to June 30 2021.

Although the Shire of Harvey's (LG) contribution is not currently the Harvey District Tourist Bureau's only source of revenue, at $180,182 for FY21, this represents a direct investment of $8.96 per visitor.

Current Visitor Servicing Overview

When trying to rationalise and understand the return on investment thresholds, Best has undertaken additional high-level research to try and benchmark against other like-scenarios. This information is stated with the caveat that there is no apparent data linking exact LG Visitor Centre investments as a % input to total tourism sector performance.

The WBAC Visitor Servicing Business Plan from 2016 states that the Shire of Manjimup, also within the South West, serviced a total of 204,699 visitors across 4 Visitor Centres (Manjimup, Northcliffe, Pemberton + Walpole) at that time. Operating under a similar not-for-profit operational model, the LG investment for that time was $187,200. That equates to a comparable direct investment of $0.91 per visitor.

This figure does not include an additional $149,359 spent by the Shire of Manjimup on marketing and promotional activities outside of direct Visitor Centre investments.

This is also in contrast to the Shire of Bridgetown-Greenbushes, who operate a centralised Shire operated Visitor Centre model, which experienced a cost per visitor for the same period at $9.27 against visitation of 25,558.

Interestingly, the report also provides an average calculation spanning a sample of 25 Visitor Centres across Australia as at 2016, that suggests average total expenditure (not just LG Investment) at $8.02.

In driving improved outcomes from investments in Visitor Servicing, The WBAC Visitor Servicing Business Plan also recommends in its concluding remarks that the three LG's (Manjimup, Nannup + Bridgetown-Greenbushes) should focus on amalgamation and/or integration of Visitor Centre back of house functional costs, co-locate Visitor Centres with other facilities to share costs and associated economic benefits where possible, and transition to digital information delivery where possible.

The report also interestingly concludes that greater investment should be made in Visitor Servicing outside of the Visitor Centre channel, as the Visitor Centre's within the WBAC only serviced 18% of total visitation.

Combined, the observational analysis by Best, the current built environment conditions of both the Harvey and Australind Visitor Centres, and the comparative quantitative data all suggest that the time is aligned to rethink the model in pursuit of delivering higher quality total Visitor Servicing outcomes for the Harvey Region.

Tourism Operator Advocacy

A large topic of discussion in both the Harvey and Australind community consultation processes was the voice of the tourism operator. This proud advocacy is an incredibly powerful tool in the human connection aspect of chatter and banter in the localised visitor economy.

Whilst current operators actively seek to answer visitor queries and promote further visitor experiences within the Harvey Region, it was noted that there is currently no consistent and coherent narrative, nor collateral, that is used by one and all.

Whilst the individual stories and emotional connection to place of existing operators is an incredibly powerful tool in promoting extended visitor experiences, so too is the need for a consistent narrative, message and promotional tools from an engagement perspective to ensure the 'one team, one dream' philosophy resonates with those visitors who engage through this channel.

Current Visitor Servicing Overview

Wayfinding + Signage

The Shire of Harvey is a large local government area, and from the Best team's immersives throughout this strategic report development process, it is evident that signage largely appears as an incoherent narrative, with no definitive anchorage of place or purpose across the Harvey Region.

Without blinkers, existing bias and as first time visitors, the Best team did leverage Google Maps to navigate our visitor journeys as we traversed the vast landscape that is the Harvey Region. Main Roads WA signage was supportive, and useful, in acting as a confirmation tool.

What was abundantly clear however, is that the signage that is owned and has been implemented by the Shire over the course of history now appears inconsistent, dated, sporadic and in total experience quantum terms, somewhat irrelevant.

From first entering the Shire boundary travelling from Perth, there is no sense of arrival to place anchorage. Similarly, the urban contextual environment from Bunbury to Australind at the south boundary presents the same lack of change-denotion. Without an intended approach or destination in mind, it would be easy to miss the understanding that you are within the Harvey Region on both entry and exit axis.

Township signage is varied; between Mains Roads signage together with what appears to be Shire implemented and this is somewhat confusing when navigating through and across axis.

Individual tourism operators have invested in their own signage, both within and on individually owned land together with highway anchored signage from a brand and advertising point of view. Through the engagement processes of this strategic report development project, it was voiced that this has assisted in awareness of individual tourism offerings within the Harvey Region and these are currently heavily anchored to F+B providers.

In summary, signage and a sense of place demarcation of the Harvey Region, Shire of Harvey, within the Bunbury Geographe and Australia's South West is quite underwhelming. This inevitably will be contributing to the current challenges of embracing visitors that may be passing through and encouraging them to stay, even for a while, and contribute to the social, cultural and economic growth of the Harvey Region.

1. Dated Harvey township sign

   – 'Harvey Region' branded a-frame in the background

2. Leschenault Estuary / Australind township sign

   – indigenous theme

3. Harvey Information Centre precinct sign

4. Australind Information Centre entry sign

   – 'Harvey Region' branded

Tourism of the Future

guiding principle
noun

'A guiding principle aligns energy, emotions,
and actions in the pursuit of a vision.
Though it is not always simple to find, once it
appears, its guidance helps simplify one's choices.'

From sustenance comes growth.

The future of the Harvey Region's place economy should 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.

Be simple and distinctive, creating emotional connections and memorable experiences – not things.
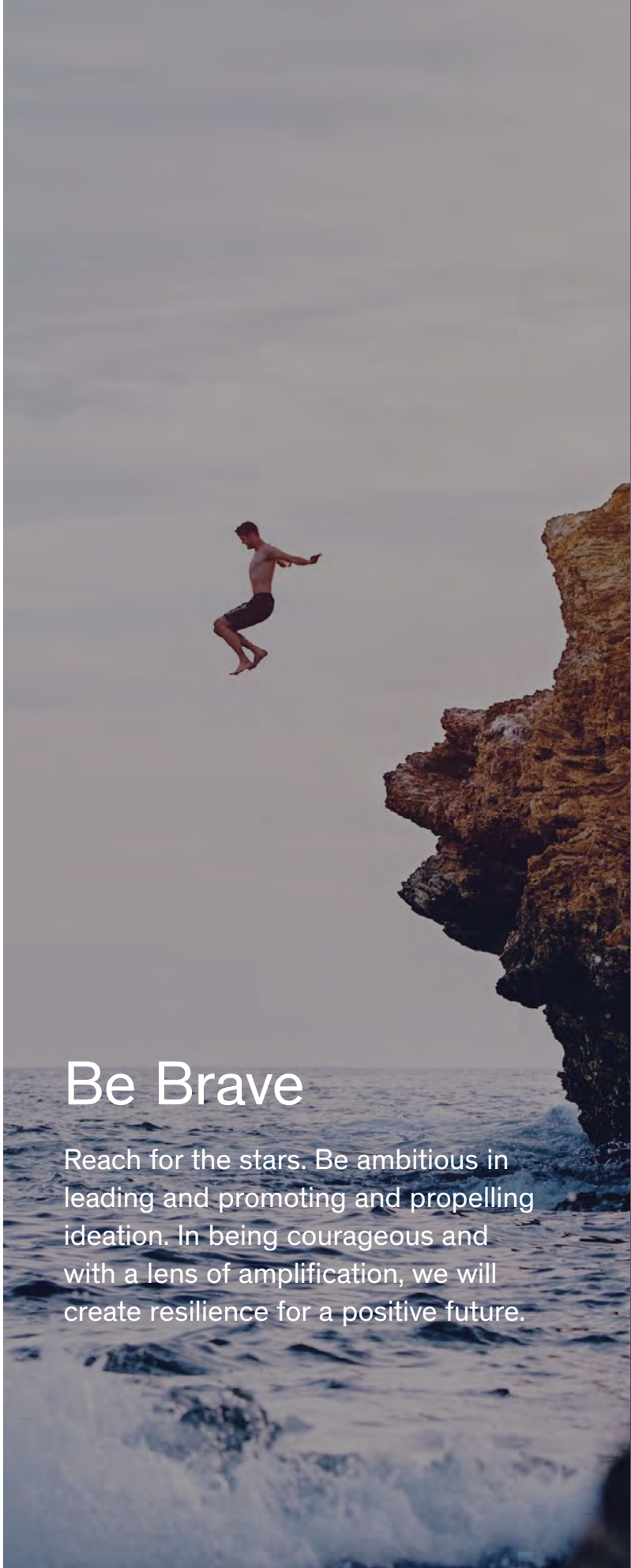
It's **Beauty Reborn.**

47

This is the new **Guiding Principle** for the Harvey Region. Every activity should be a clear and intended celebration of this new tourism narrative. Each opportunity grasped should be discussed and developed with the following six pillars at the core;

The Six Tourism Pillars

Be Brave

Reach for the stars. Be ambitious in leading and promoting and propelling ideation. In being courageous and with a lens of amplification, we will create resilience for a positive future.
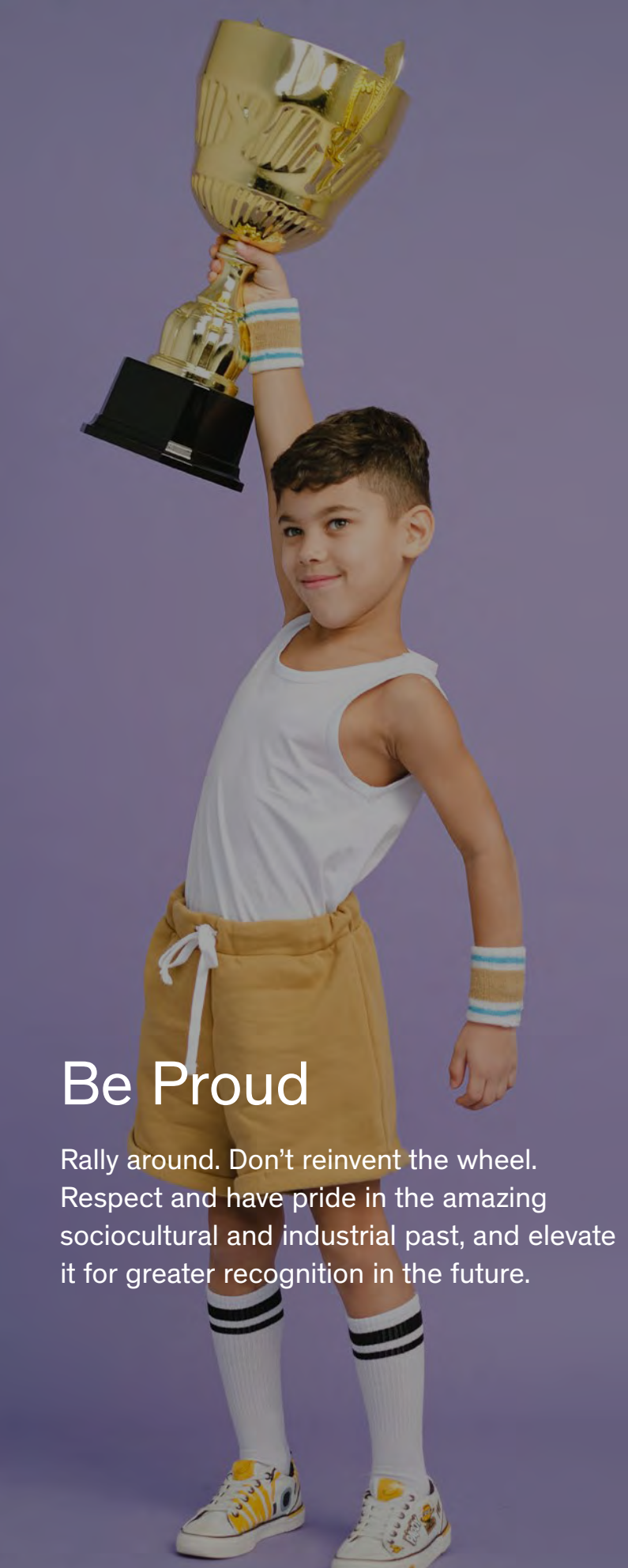
Be Proud

Rally around. Don't reinvent the wheel. Respect and have pride in the amazing sociocultural and industrial past, and elevate it for greater recognition in the future.
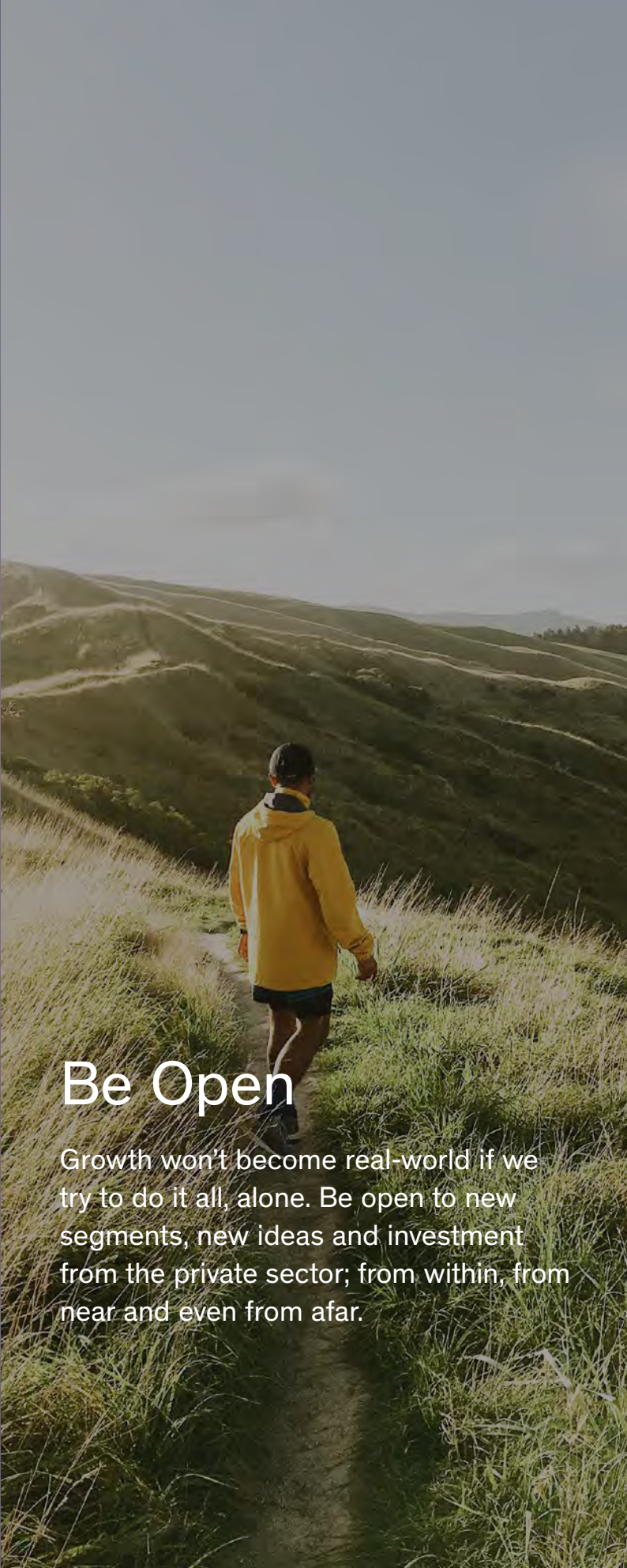
Be Open

Growth won't become real-world if we try to do it all, alone. Be open to new segments, new ideas and investment from the private sector; from within, from near and even from afar.

The Six Tourism Pillars

Be Active

Don't set and forget. Take a leadership role. Drive and foster a sense of purpose in bringing everyone together to create a sustainable and resilient future place economy.

Be Simple

Lets not scatter-gun. Do a small amount of things that can be done well. Focus on quality, not quantity and let these initiatives create the chatter.

Be Connected

With one another, those around us, and those we want to attract. Stagnation does not drive growth - reach out, have a conversation, and also be proud to sing our songbook to the world.

In harnessing opportunity, it's important to simplify the approach to visitor segmentation, targeting those that most desire what the Harvey Region has to offer.

Proposed Visitor Segmentation

Segmenting visitor persona's into a visitor profile is an important strategic tool that helps identify the diversity of visitors and what informs their decision making when selecting a destination for travel.

The following three profiles have been identified as **key growth** visitor segments which will assist in the targeted analysis, communication, design and planning during the implementation of any, or all, recommendations contained within this strategic report.

Further, Best notes there is an immediate post COVID-19 growth corridor within the burgeoning **Visiting Family + Relatives (VFR)** segment. To harness the more imminent benefit to tourism industry development for the Harvey Region, Best recommends the Shire of Harvey work with the community via our suggested Community Engagement Plan in driving advocacy and encouragement underpinned by existing tourism offerings.

Discoverers

– Cultural + heritage experiences
– Connectivity
– Learning, observing, exploring
– Community minded
– Travel frequently (lower cost accommodation)
– Like undiscovered destinations so they can be the first of their peers to visit
– Sightseeing, attractions

Escapers

– Indulgence, relaxation, freedom
– Social activity
– Resorts / boutique accommodation
– Arts + culture
– Food + wine
– Events (e.g. A Day on the Green)
– Higher socio-economic group
– Aspirational destinations + experiences

Adventurers

– New experiences/exploring
– Sports activities + sports events
– Recreational activities (hiking, water sport, fishing, horse riding)
– Attend festivals
– Self-guided
– Tech savvy

The Harvey Region

Social, Cultural + Economic Growth, derived from a revitalised Visitor Economy within the Harvey Region, is going to require significant capital investment over the coming decades.

Destination Brand + Marketing

It is important that the Shire and Harvey Region explicitly understands it's role in gearing up to ensure it appears attractive for the private sector to invest in the region. Existing partnerships have not, and will not continue to provide the level of attention and investment vehicles required to amplify the Harvey Region in the hearts and minds of the visitors we need to attract into the future.

The development of a visitor or place economy does not happen overnight. It is not simply just flicking a switch. The Shire of Harvey must realise that tourism is not a silo concept; it interfaces and touches every aspect of the Shire's operational structure. This needs to be embraced with collaboration at the forefront. Success will be led from within.

Don't seek to own or commission everything. Rather, be an advocate for the Harvey Region and champion a collective mission of creating desire for others to invest.

The quicker tangible development can be created that attracts visitors to play and stay, the quicker the Harvey Region can realise the sustainable social, cultural and economic growth we are seeking.

Tourism Destination Brand + Marketing

Maybe the single most important short term recommendation of this report, the Shire of Harvey needs to adopt an investment approach to tourism destination branding and marketing.

It is time to amplify the destination-place narrative for the Harvey Region and align with our recommended focus on agri + eco tourism for a more prosperous, competitive visitor economy future.

To be visitor-centric is to understand that we need to be simple in communicating and engaging with visitors at any stage of a decision-making journey. In addressing some of the disconnectedness identified through the analysis of this report, it is the recommendation of Best that the Shire of Harvey create a stand alone framework / destination brand that is the 'Harvey Region'.

Destination Brand + Marketing

The Shire brand, communication and marketing strategies and/or activities should remain appropriately targetted towards residents and commercial operators. A visitor doesn't care for this information as it is superfluous and irrelevant in meeting their tourism driven needs.

Further, visitors don't align, nor are they seeking a visitor centre in isolation as the core narrative magnet for tourism destination branding. In 2021, visitors are demanding an emotional connection of place to their perceived and/or identified needs, and most importantly, a solution to what they want.

Using this newly re-energised lens on the Harvey Region as the core tourism destination brand, it is recommended that the Shire of Harvey focus on implementing new signage and wayfinding tools as a short term priority. This will create a proud sense of purpose, place and identity beacons throughout the local government area, and as a signal, will immediately start to bring cohesion and connection back 'to the table' for all stakeholders.

The Harvey Region brand already exists in the context of being an active member of the Bunbury Geographe Tourism Partnership, as well as supported by Australia's South West destination brand. In leveraging these existing partnerships, using the remit and responsibility of the new Tourism Marketing + Engagement Officer role, it is suggested that the Shire of Harvey focus on developing it's destination tourism brand under the following principles:

1

With a firm lens on being visitor-centric, undertake a strategic review of the Harvey Region tourism destination brand architecture (individual) in context of direct marketing against activities and remit of the Bunbury Geographe and Australia's South West tourism brands.

4

Focus on understanding the visitor journey and dedicate a significant amount of time to online planning tools and channels. Leverage the 'I am' notion of consumer marketing and align this with offerings. This is a low cost, time efficient and quick-win area to build awareness of the Harvey Region in the minds of tourists as they plan their journey.

7

Be solution oriented. Make it easy for visitors to emotionally connect with how the Harvey Region, its overarching narrative, and sum of offerings, provides a credible and tangible solution to make deciding to play and stay in the Region an easy choice.

2

Register;
www.theharveyregion.com.au +
www.theharveryregion.com +
www.visitharveyregion.com.au

NB: Best has registered these domains for 5-Years in the interests of securing it at the time of developing this report.

5

As tourism magnets, infrastructure and offerings develop, consider focusing in the short term on the opportunity derived from messaging around 90-Min from Perth, 90-Min from Margaret River.

8

Identify and leverage destination tourism partnerships with existing, recognised agri and eco businesses within the Shire (i.e. Harvey Beef, Harvey Fresh, Harvey Cheese + Brownes Dairy)

3

Create a Harvey Region tourism destination brand narrative which reflects the Guiding Principle recommendation focus on agri + eco tourism. Stand for something. The Harvey Region - The Home of…

6

Investigate newly created opportunities with Google Maps and Google Places to nudge existing technologies in embedding existing points of interests within the Region and use these services to promote interventions in marketing messaging to people researching other areas within Australia's South West geographical remit.

Operational Change

Resource-Up

Having created the Economic Development Officer role in November, it is time for the Shire of Harvey to get serious in structurally resourcing 'up' to effect much of the strategic recommendations contained within this report. Setting, and forgetting, or assuming others will be there to do the heavy lifting is simply not an option.

To realistically implement the strategic recommendations contained within this report over the next five to ten years, Best believes the Shire should consider the following additional roles within a newly created place-economy team. Where this structurally sits within the wider organisation will need to be reviewed by the internal leadership team.

In addition to the Economic Development Officer, Best recommends the following additional roles from part way through FY22 onwards;

– Tourism Marketing + Engagement Officer (FTE)
– Project Officer (CONTRACT)
– Visitor Pod Officers (Transitional)
– (NB: refer further information about this particular on in the Visitor Servicing section)

From a return on investment lens, Best recommends that the Tourism Marketing + Engagement Officer role be a full-time addition to the Shire's structure.

In comparison, Best would suggest that the Shire consider short-term contract employment mechanisms for the Project Officer role that directly link to time and budget for a specific capital and/or operational project. This role recommendation is new and project based; it has no direct relationship or linkage with Visitor Servicing requirements. The Project Officer role would ideally sit as a cost centre within a specific project, and for the purposes of budgeting, Best would recommend a full-time equivalent wage rate of Level 6, Step 4 ($83,587) and Level 8, Step 4 ($95,017) commensurate with experience relating to the specific project requirement.

It is important to understand how this newly proposed place-economy team can be embedded into existing reporting structures. Focus should always be given to staying commercially responsible, in not creating 'new' that risks becoming fiscally cumbersome and unsustainable to the Shire of Harvey in the long-term.

Zoning Implications

The Shire of Harvey needs to review recommended corridors for tourism development and intended use, to understand any implications to existing planning zones and/or restrictions.

This should inform a separate scope of work to determine the process and mechanism to seek change and/or amendment to any or all of the existing planning legislation to facilitate of the full suite of these recommendations.

Development

The Development Application Process

In understanding the importance of private investment as a key contributor to the success of a growing place-economy for the Harvey Region, Best recommends that a specific 'packed-up' Tourism Development Application process be investigated and implemented.

It was evident from community consultations that the development application process can be a key detractor, and negative gateway hurdle, for those intending or entertaining investment opportunities.

In realising this, and interfacing with the outcomes of the zoning implications scope, it is recommended that the Shire send a commitment and partnership signal to the private sector that they are serious about growing the place-economy, ready to

aide and partner with interested private sector parties throughout the process

Whilst not offering applicants any guarantees or fast-track gateways, creating a stand-alone planning package anchored to tourism development will significantly help overcome the key detractor hurdle that was so vocally put forward throughout the community consultation process.

The Shire of Harvey also needs to understand any interfaces and engagements with the Western Australian State Government in the development of any such package prior to launch, and promotion, within the market.

Investment Prospectus

In harnessing the full prowess of private sector investment, the Shire of Harvey needs to send a clear signal that it is 'open for business'.

It is recommended that as a separate piece of work, the Shire prepare an economically and data rich Investment Prospectus document that book-ends a total suite of recommendations to attract and convert private investment within the Harvey Region.

This document will be underpinned by the strategic recommendations and objective narratives of this report, but also needs to include as much quantitative data as practicably possible.

The preparation of an Investment Prospectus should act as the trigger for the Shire of Harvey to take the total suite of recommendations in this report and attach realistic, credible and achievable economic growth targets, and measurability tools to ensure the significant opportunity for private investment becomes abundantly clear.

Accommodation, F+B and Events are recommended to be the key industry audiences of the Investment Prospectus. This is due to capital intensity and the greater ease of potential state and/or national based players in engaging in the processes attached to said developments.

Engagement

Community Engagement

Chatter is powerful. It is recommended that the Shire of Harvey capitalise internally on word-of-mouth through its rich community of residents, businesses, community partnerships and existing tourism operators to create and propel a sense of energy around a revitalised place-economy.

As identified in the Resource-Up section of this report, it is recommended that a specific tourism development Community Engagement Plan is developed within the newly created role of Tourism Marketing + Engagement Officer, working in conjunction with the Shire of Harvey's Community Development Unit.

Similarly to the Investment Prospectus speaking directly to private investment opportunity corridors, the key objectives of this plan should address;

– Selling the social, cultural and economic benefits of a revitalised place-economy to residents

– Take all community members (including business and existing tourism operators) on a journey of being clear, concise, realistic and why things are being implemented, changed, or investigated

– Investigate setting comparative quantitative targets and measurabilities for the place-economy (tourism) and how these can be reported on over the next five years

– Build a Harvey Region narrative and encourage the entire Shire of Harvey community to be proud in talking about the benefits of coming and staying within the Harvey Region

– Focus engagement on the agri + eco tourism objectives of the report's 'Guiding Principle' recommendation

– Specifically seek to engage with existing agri + eco tourism operators and businesses to unearth opportunities for co-collaboration in brand marketing and nudge existing equities in significant WA brands (Harvey Beef, Harvey Fresh, Harvey Cheese).

A single, united, community spirited voice of positivity will go a long way to making tourism development successful for the Shire of Harvey well into the future.

Funding

Funding + Grant Opportunities

In understanding the capital intensity of many of our recommendations, Best has recommended several mechanisms to seek and embrace private sector investment, together with public private partnership models. Best also recommends that the Shire of Harvey leverage opportunities to apply for state and federal tourism grants.

From research as at April 30 2021, Best has identified the following available grants that should be considered by the Shire.

Australian Federal Government - Building Better Regions Fund

In reviewing the types of projects where grants have been funded in Rounds 1-5 (prior), the Shire of Harvey should consider applications for aspects of this report's key recommendations for a proposed Round 6 (FY22). Driven, and expanded, as part of the Australian Government's response to COVID-19, this particular grant anchors towards regional tourism infrastructure. Whilst the applicant for these grants will likely need to be the Shire itself, it is recommended that in reviewing this as a potential capital investment channel, this could also fund up to 50% of any public/private model adopted from this report. It may well act as an accelerator to delivering some of the bigger picture initiatives proposed.

The Shire of Harvey should further interrogate in detail the opportunities provided in the Australian Government's Budget FY22

announced in May 2021 for further regional development anchored grants. It is envisioned that as part of the COVID-19 recovery plan, combined with international borders remaining closed for the foreseeable future, that there will be significant grant opportunities relating to tourism development within Australia.

Western Australia Government

It is recommended that the Shire of Harvey engage with the Western Australian Government, together with Tourism WA, on the full suite of recommendations contained within this report to unearth opportunities for funding partnerships and/or grants for particular aspects.

Best notes that Collie is receiving considerable monetary support in its transition from coal model from the Western Australian Government. Whilst Best does not believe the Shire of Harvey compete in the development of trails (due to loose link with direct economic impact), Best does suggest that the Shire of Harvey engage with Tourism WA on a grants basis with agri-tourism lens, focusing on adjacency to Collie, and instead develop its food, beverage and accommodation tourism offerings in a complementary manner.

Investment

In summary; it is important for the Shire of Harvey to recognise that the future is about not 'going it alone'.

The pursuit of social, cultural and economic growth derived from tourism industry development, existing investment thresholds, models and mechanisms will likely not provide the level of amplification desired.

In contrast to historical spending, there is a fundamental need to invest, invest and invest – strategically. That investment needs to focus on building capability, capacity and above all, be sustainable in the long term.

Best recommends that all funding (and any proposed increases to existing) be in lock-step with quantifiable tourism industry development growth targets across the forward financial year periods.

Growth Opportunities

Economic growth in particular will be achieved by attracting those who want to come to play... and stay. Creating strategic tourism magnets that align with the Harvey Region's Guiding Principle will define its future prosperity.

Key Tourism Growth Zones

Focusing Growth

Aligning tourist growth zones with documented proposed new tourism journeys is an incredibly important tool in driving tourism industry development in a simple, accessible, connected and visitor-centric manner.

With a firm lens on the coming five to ten year period, this diagram does denote that key tourism development should develop in several key townships within the Harvey Region.

This is not to dictate that tourism related or interfaced activities cannot occur outside these proposed zones and within other townships. The positive benefits from any tourism development activities regardless of township location will of course, be on a sliding scale commensurate with alignment to the size
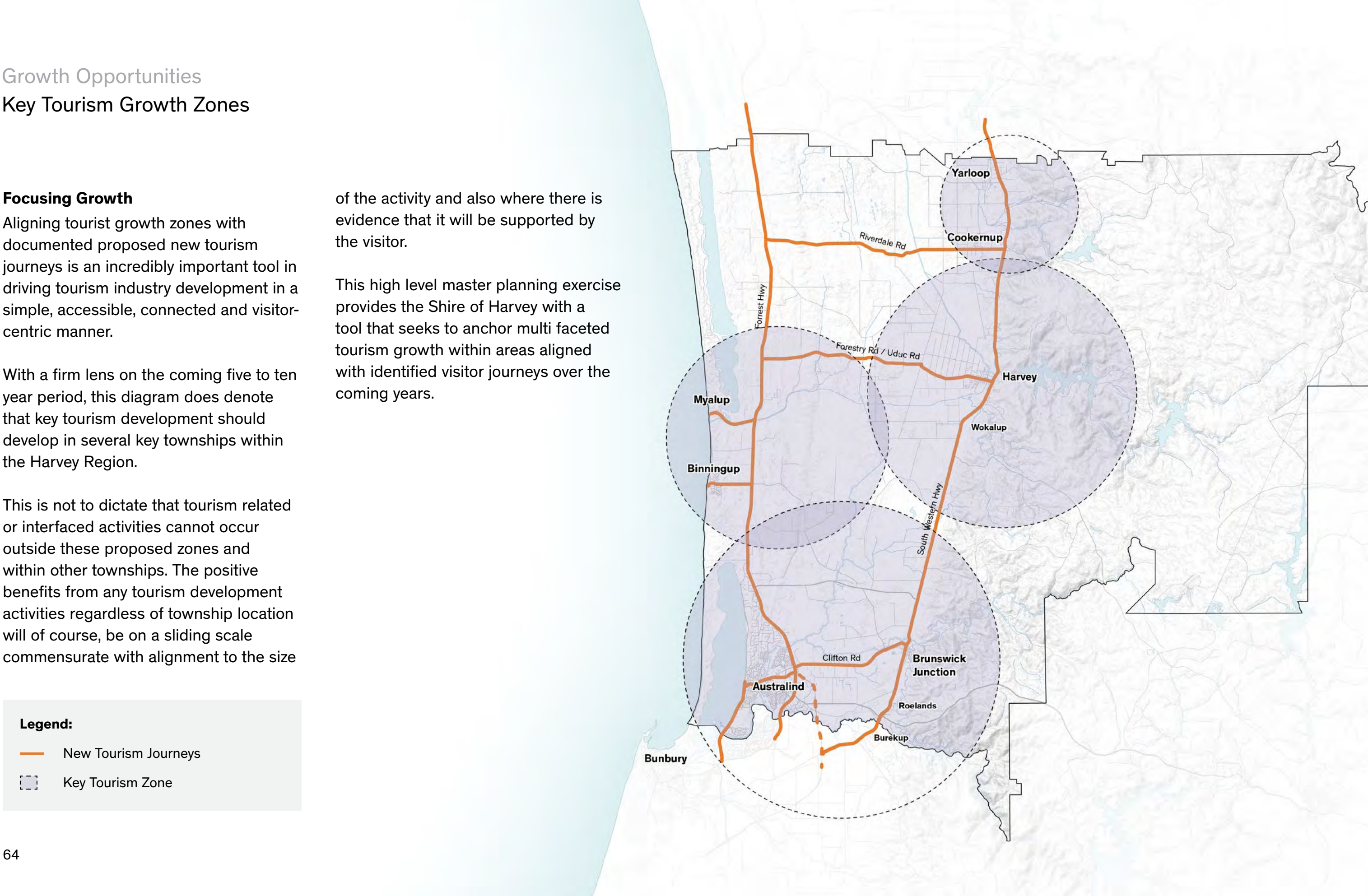
of the activity and also where there is evidence that it will be supported by the visitor.

This high level master planning exercise provides the Shire of Harvey with a tool that seeks to anchor multi faceted tourism growth within areas aligned with identified visitor journeys over the coming years.

Legend:

— New Tourism Journeys

▢ Key Tourism Zone

Growth Opportunities
Accommodation

Visitor growth must be supported by a variety of quality and varied accommodation options. Growth corridors and key development locations are identified to support and diversify the current offerings of the Harvey Region.

Region Wide:
Urban
Boutique
Resort
Heritage Conversion
Farm Stay
Camping
Quality Airbnb

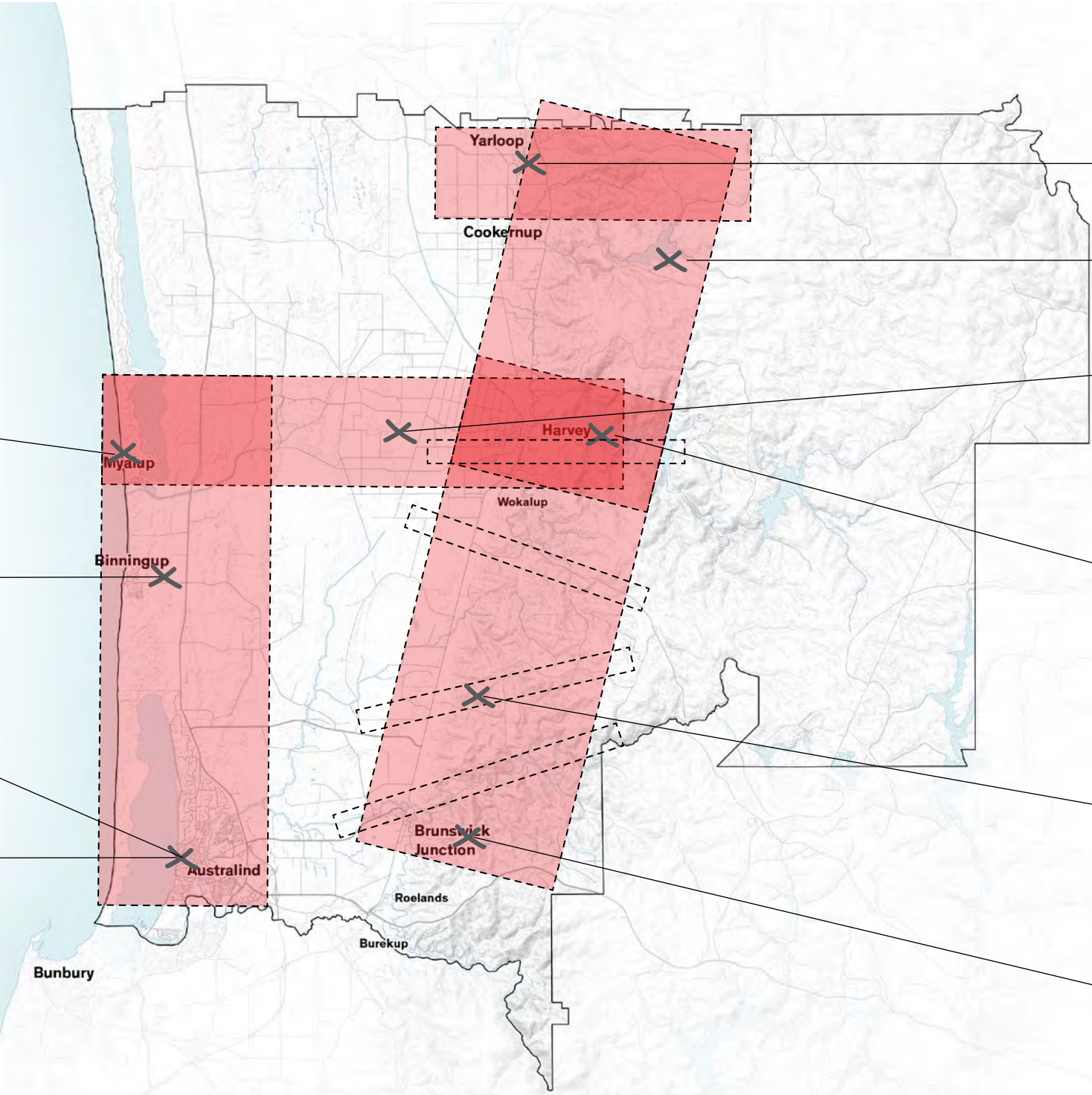**Myalup Eco-Resort**

Golf Course Resort
Redevelop Binningup Youth Camp

Urban Accommodation

Repurpose Existing Office Land

Legend:

Accommodation Corridor

Caravan Park – Planning + Development

Camping

Farm Stays

Harvey Dam Campsite

Rural Retreat

Heritage Conversion(s)

Yarloop
Cookernup
Myalup
Binningup
Wokalup
Harvey
Brunswick Junction
Australind
Roelands
Burekup
Bunbury

Accommodation

Myalup Eco-Resort

Identify an appropriate land parcel and develop a Western Australian renowned, quality eco-tourism resort magnet providing sustainable, boutique accommodation that leverages the stunning coastline at Myalup Beach.

As a future tourism magnet aligned with growing trends, together with the Guiding Principle of this report, the resort will facilitate economic growth and viability of complementary industries such as F+B.

It is envisioned that the Shire of Harvey would investigate a land lease back model for private investment and operational management of the resort on a long term basis.

Location: Myalup Beach
Est. Cost: $$$
Project Ownership: Refer Appendix A
Reference: Coastal Pavilions at Freycinet Lodge, TAS + Reflections Seal Rocks, NSW

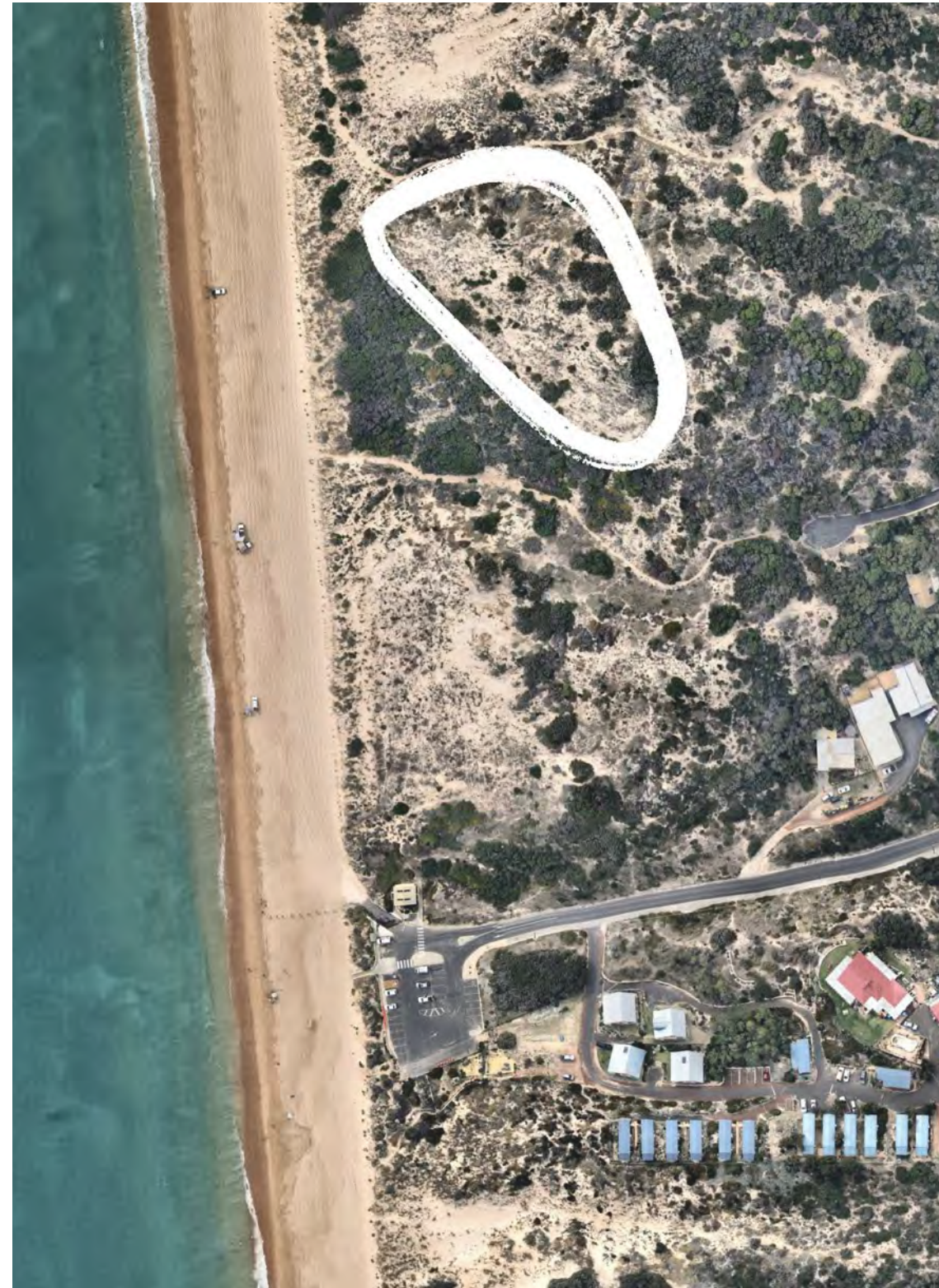## Accommodation

Harvey Dam Campsite

Survey the Harvey Dam area and assess suitable locations for providing intended, controlled and regulated camping opportunities.

This project will link with the Harvey Trails + Adventure Precinct, together with proposed changes to Visitor Servicing.

Location: Harvey
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Ulupna Island, VIC

Farm Stays

Engage with private landowners to actively promote the development of quality, unique accommodation offerings that encourages the re-use of heritage agri-assets (i.e. old dairies).

Incentify landowners through the proposed Tourism DA Application process as identified within this report.

Location: Harvey Region
Est. Cost: $-$$$
Project Ownership: Refer Appendix A
Reference: Ross Farm, VIC

Rural Retreat

Whether it is a private landowner, or the Shire identifying a parcel of land owned, identify and actively pursue an operator like 'Spicers Retreats' to establish a venue on the Darling Scarp.

This type of operator can also provide multi-tiered complimentary tourism interfaced experiences additional to accommodation such as a restaurant, cooking schools, day spa and an events venue/space.

Location: Harvey Region
Est. Cost: $$$
Project Ownership: Refer Appendix A
Reference: Spicers Hidden Vale, QLD

Urban Accommodation

Identify and approach the urban serviced accommodation market for a reuse and repurpose of the existing Australind Shire office site.

This will provide an affordable, contemporary and recognised national brand to the region appropriate for the proposed location. It will also be suited to align with growth in sports tourism due to larger capacity and adjacency to the Leschenault Leisure Centre.

Location: Australind
Est. Cost: $$$
Project Ownership: Refer Appendix A
Reference: Veriu Hotels & Suites, NSW

Food + Beverage

▾ Below

F+B and accommodation go hand in hand when supporting visitor experiences – that is why both visitor servicing segments utilise the same growth corridors, ensuring growth in one area is supported by the other.

Legend:

Food + Beverage Corridor

Yarloop Coffee Roaster

Uduc Road

Future Restaurant

Visitor Servicing - Cafe + Produce Store

Brownes Dairy Grocer

Agri-Business Partnerships

Visitor Servicing - Cafe + Produce Store

Flagship Binningup Restaurant + Event Space

Ridley Place Foreshore – Restaurant
Henton Cottage – Redevelop

Interface with:
– Shopping Centre
– Veriu Development

Map labels: Yarloop, Cookernup, Myalup, Wokalup, Binningup, Australind, Brunswick Junction, Roelands, Burekup, Bunbury

Food + Beverage

Flagship Binningup Restaurant + Event Space

Aligned with the Binningup Beach Development, there is a significant opportunity to use the same parcel of land flagged for the Visitor Information Pod to create a flagship, iconic, and state/nationally recognised restaurant and event space.

Embodying the Guiding Principle of this report, the restaurant would offer a menu that is solely focused on produce from the Harvey Region and hero items from Harvey Beef, Harvey Cheese, Harvey Fresh, etc.

With further connectivity recommended between Myalup, Binningup and Leschenault/Australind - this icon mecca will define the agri-tourism F+B experiences and transform the Harvey Region.

Location: Binningup
Est. Cost: $$$
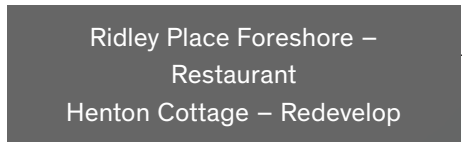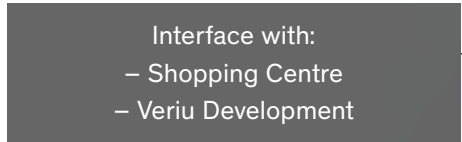**Project Ownership**: Refer Appendix A
Reference: Stokehouse Restaurant, VIC + South Melbourne Lifesaving Club, VIC
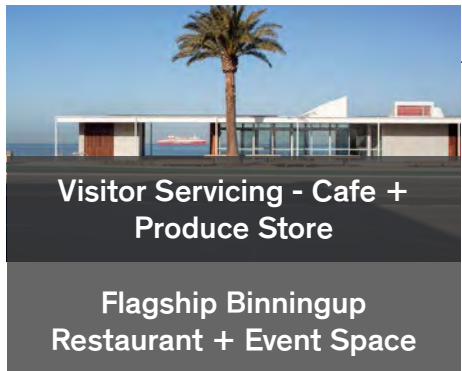
Visitor Servicing – Cafe + Produce Store

Pivot to a multi-dimensional Visitor Servicing offering that offers visitors the local community a reputable and credible 'F+B in the wall' model at specific locations aligned with existing tourism infrastructure.

This should also include a local produce store featuring produce from existing agri-business providers.

Location: Harvey Dam, Binningup Beach
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Daisies Cottesloe, WA

Agri-Business Partnerships

Leverage the equity in existing, successful, and widely recognised Harvey Region agri-businesses with a view to promote visitation under the new tourism Guiding Principle.

Leverage investments made by Harvey Beef, Harvey Fresh, Harvey Cheese etc.

Location: Harvey Region
Est. Cost: $
Project Ownership: Refer Appendix A
Reference: Ross Farm, VIC

Yarloop Coffee Roaster

Encourage established Western Australian coffee roasting brand to open a micro-roaster within the Yarloop Workshops to service the total South West market. This will boost economic activity in the Harvey Region, establish a local supply chain and leverage an existing credible brand.

Facilitate and encourage supply use in F+B locations throughout the Harvey Region.

Location: Yarloop
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Will&Co Roasting Bondi, NSW

Brownes Dairy Grocer

Work constructively with Australia's oldest dairy to convert unused corner building of reopened dairy in Brunswick Junction into a Food Produce Store that leverages a more extensive version of the proposed Visitor Servicing produce offering.

In collaboration with the Shire, this project could be appropriate for Australian Government co-funding.

Location: Brunswick Junction
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Germans Soler Butchery, Spain

Infrastructure

Yarloop to Cookernup Trail
Status: PROPOSED

Munda Biddi Trail Realignment

10th Ligh Horse Trail Development
Status: PROPOSED

Renovate Stirling Cottage
Status: PROPOSED

Coastal Boardwalk

Roundabout + Beautification
Status: PROPOSED

Visitor Information Pod
Status: PROPOSED

Visitor Servicing

Harvey to Myalup/Binningup Trail
Status: PROPOSED

Binningup to Australind Connection

Harvey to Brunswick Junction
Status: BEST RECOMMENDATION

Fix Jetty, Repurpose Discovery Centre
Status: PROPOSED

Ridley Park Foreshore
Status: Pre-Construction
ETA: 2022-2023

Bunbury Outer Ring Road
Status: Commenced 2021
ETA: Completion early-2024

Brunswick Junction to Collie Cycleway

Legend:

Infrastructure Development

Map labels: Yarloop, Cookernup, Myalup, Wokalup, Brunswick Junction, Australind, Roelands, Burekup, Bunbury

Infrastructure

Binningup to Australind Connection

Aligned with the recommendation for better coastline connectivity, investigate the creation of a second access road/route from Binningup to Australind, via Leschenault.

This connection should promote multi-modal movement including vehicle, walking and bike riding.

This will achieve an opportunity for visitors to experience more of the Harvey Region's coastline assets and offerings, without the need to return to Forrest Highway for connection.

Location: Binningup to Leschenault
Est. Cost: $$$
Project Ownership: Refer Appendix A
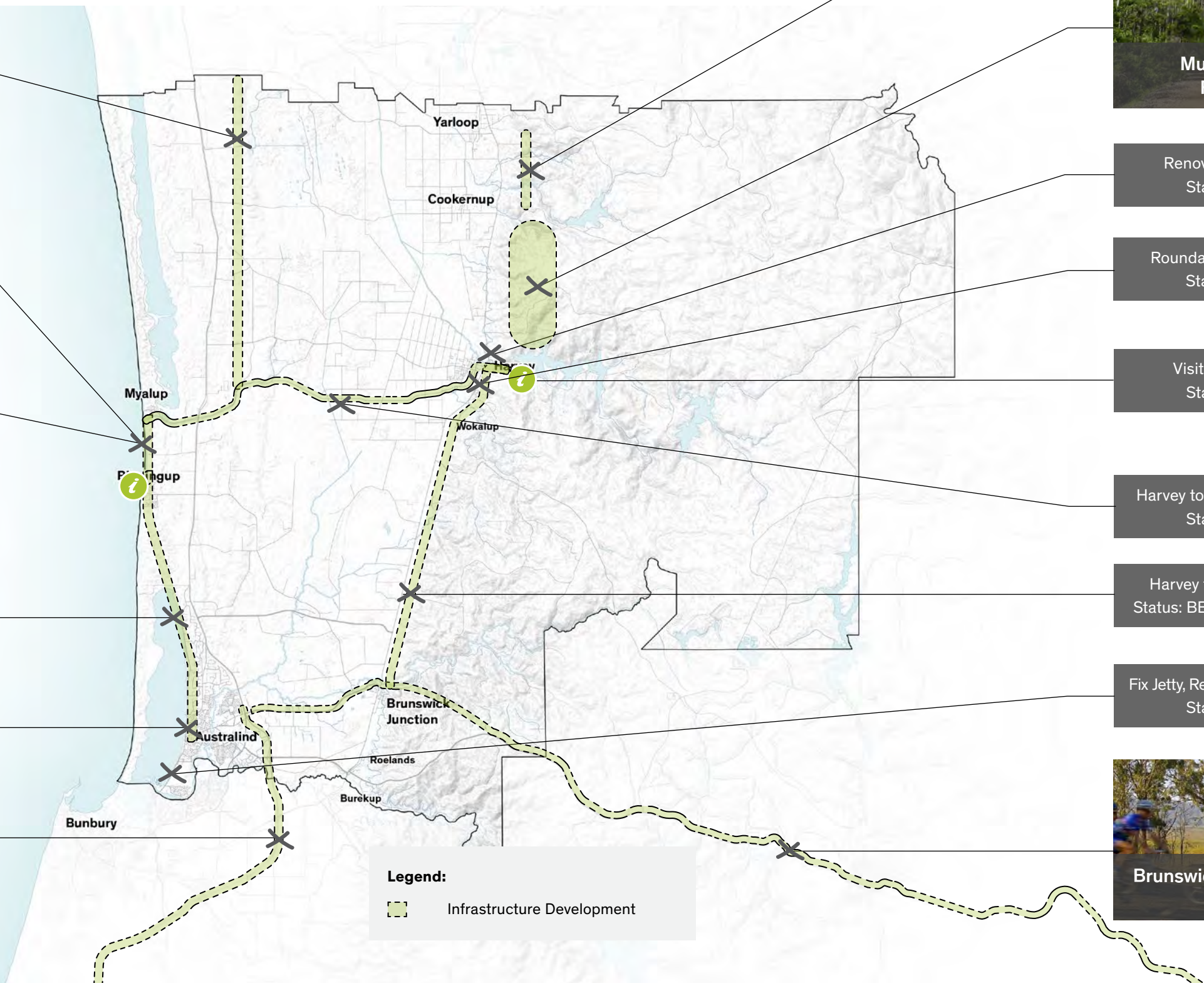
Infrastructure

Visitor Servicing

Decommission and repurpose existing, ageing Visitor Information Centres at both Harvey and Australind.

Transition to a new model of Visitor Servicing delivery, that focuses more on contemporary methods of delivering enhanced tourism engagement better aligned with the Guiding Principle of this report.

Location: Harvey, Australind
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Third Wave Kiosk, VIC

Coastal Boardwalk

Investigate and scope a pedestrian and cycle pathway from Yalgorup National Park, through Myalup, Binningup to the Leschenault Peninsula Conservation Park.

In conjunction with other growth recommendations, this will ensure particular segments are encouraged to come, play and stay.

Location: Yalgorup to Australind
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Malabar Headland National Park, NSW

Brunswick Junction to Collie Cycleway

To leverage adjacencies with Western Australian Government trails investment in Collie, investigate route and delivery model for a cycleway between Brunswick Junction and Collie.

Encourage marketing and uptake of this to provide economic benefits to the Harvey Region that are underpinned by this report's Guiding Principle.

Location: Brunswick Junction
Est. Cost: $$$
Project Ownership: Refer Appendix A
Reference: High Country Brewery Trail, VIC

Munda Biddi Trail Realignment

Shire involvement in the proposed realignment of the Munda Biddi Trail Realignment is critical to ensure that any proposed plans maintain positive tourism experiences aligned with natural assets, together with promotion of cohesive connectivity between the proposed increased use of Harvey Dam with existing northern trail corridors. This should also interface with the Harvey Trails + Adventure Precinct planning activities.

Location: Harvey, Cookernup, Yarloop Region
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Munda Biddi Trail, WA

Growth Opportunities
Events + Activations

Major events, such as music festivals and sporting carnivals, bring large visitor numbers to a community. These can only be successful when supported by a strong accommodation, food and beverage industry.

A Day On The Green

Restaurant Pop-Up

Ocean Swim Series

Sports Tourism
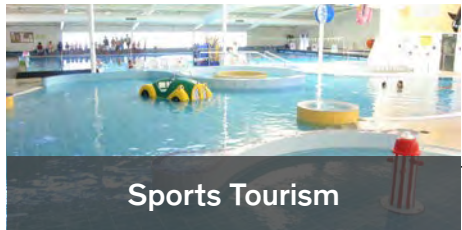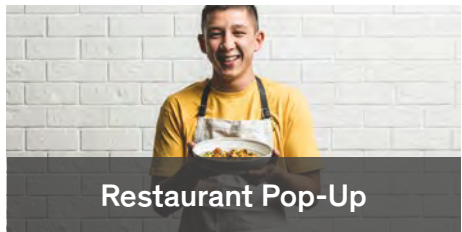
Ridley Place Foreshore – Major Events

Major Food Festival / Event

Stirling Cottage – Weddings

Harvey Dam – Major Events

Trail Events
Linking to Collie's $60M Trail Investment

Legend:

Key Events and Activations

Yarloop
Cookernup
Myalup
Harvey
Binningup
Wokalup
Brunswick Junction
Australind
Roelands
Burekup
Bunbury

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Events + Activations
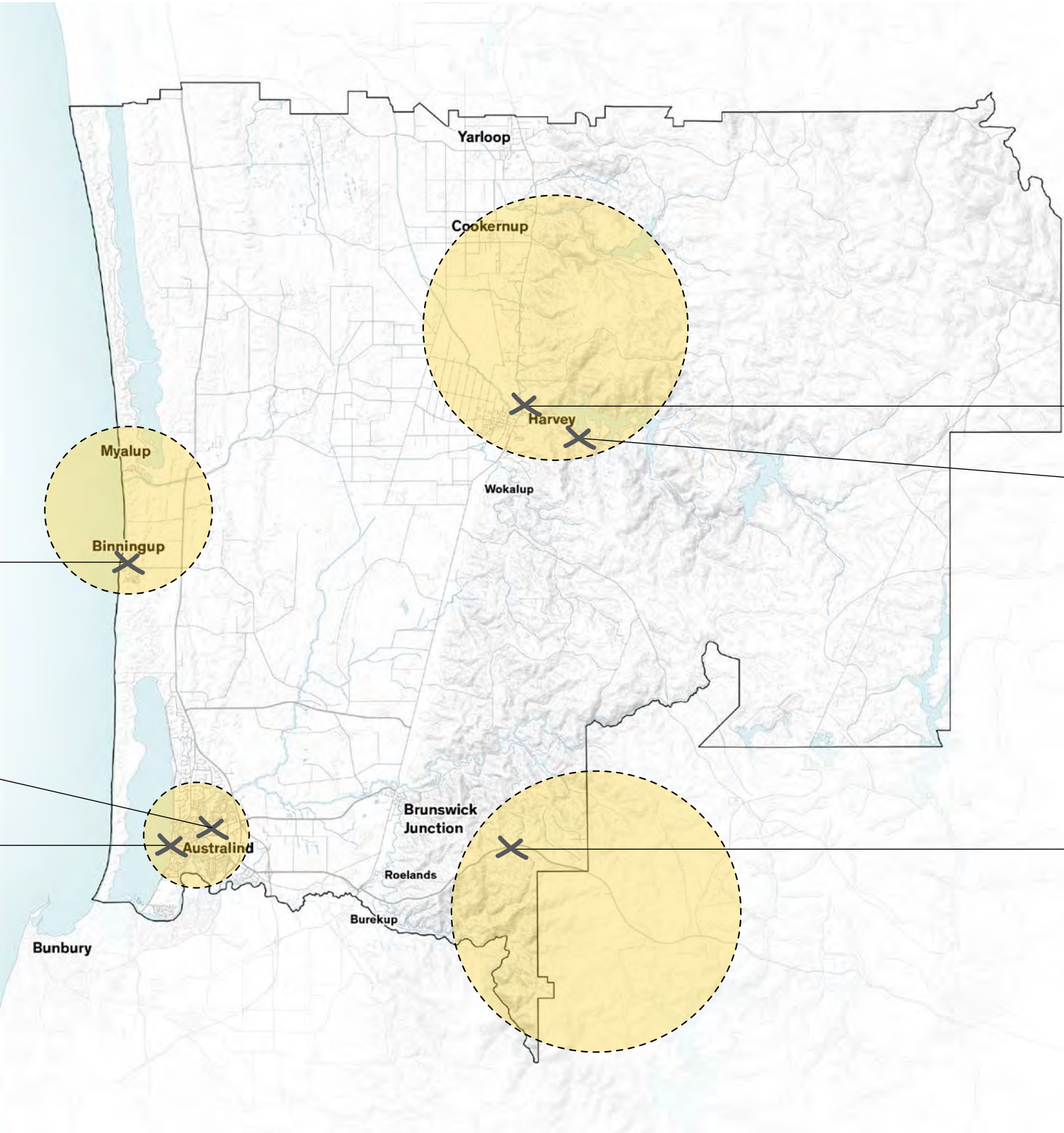
A Day On The Green

The desire to get out and socialise has never been greater in 2021 post COVID-19. Establishing relationships with festival partners like A Day On The Green will inject thousands of people into the Harvey Region.

Combined with the other recommendations in this report, attracting and retaining landmark flagship events like this can very quickly turn the day tripper into a weekender.

Location: Harvey Region
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: A Day On The Green

Events + Activations

Sports Tourism

Leveraging prior investments in active infrastructure (i.e. Leschenault Leisure Centre), the Shire of Harvey should seek to attract and promote sporting events (state-based).

These should be underpinned by a philosophy of increasing economic activity, with competitors staying more than one day.

Location: Harvey, Australind, Harvey Region
Est. Cost: $
Project Ownership: Refer Appendix A
Reference: Leschenault Leisure Centre, WA

Restaurant Pop-Up

Known chefs / restaurants have a wide marketing reach through their digital channels. Focus on local produce. Link pop-up restaurant period with accommodation so people can wine + dine and stay near-by.

Location: Harvey Region
Est. Cost: $
Project Ownership: Refer Appendix A
Reference: Brendan Pang - Masterchef

Major Food Festival / Event

Leveraging the success of Harvey Harvest, work in partnership with existing event organisers to celebrate and span the whole Harvey Region.

Align an annual weekend festival with the Guiding Principle of this report and leverage partnerships with Agri-Business operators within the Harvey Region to ensure it becomes a must-attend, multi-industry and sensorial event for Western Australia.

Location: Harvey Region
Est. Cost: $$
Project Ownership: Refer Appendix A
Reference: Western Australia Gourmet Escape, Margaret River

Ocean Swim Series

With a renewed focus on the coastline connectivity and activation as key recommendations of this report, the Shire of Harvey should focus on creating chatter and hype around an annual Ocean Swim Series in and around the Myalup and Binningup corridor.

Resultant interface with increased economic activity of complementary tourism industry offering over the coming years is a large opportunity.
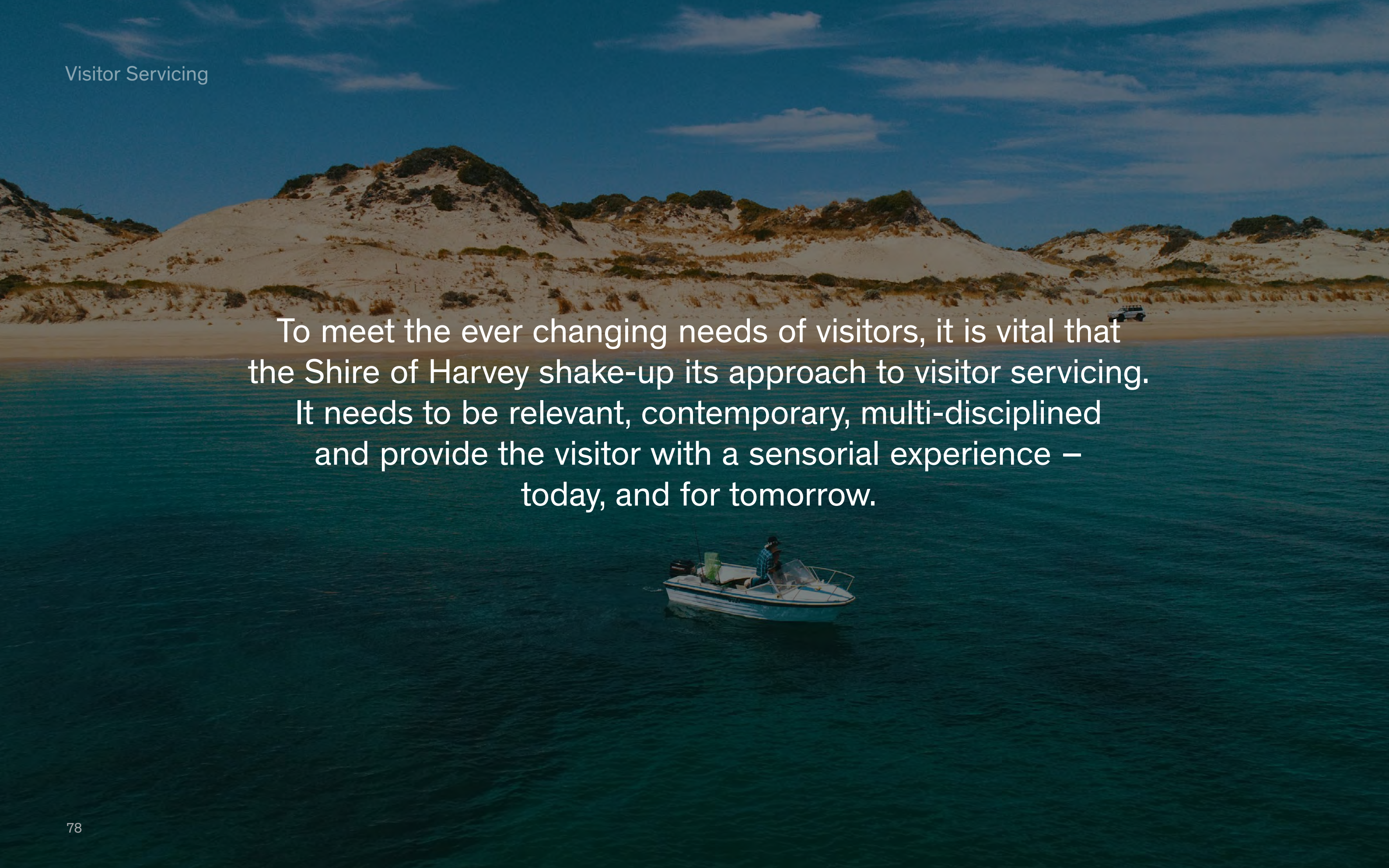
Location: Harvey Dam, Myalup Beach, Binningup Beach
Est. Cost: $
Project Ownership: Refer Appendix A
Reference: Macquarie Big Swim

Visitor Servicing

To meet the ever changing needs of visitors, it is vital that
the Shire of Harvey shake-up its approach to visitor servicing.
It needs to be relevant, contemporary, multi-disciplined
and provide the visitor with a sensorial experience –
today, and for tomorrow.

Multi-Channel Servicing

One channel doesn't trump another – each stage of the visitor journey needs to be viewed as an opportunity to service. Whether it is online, through digital map services, third party booking sites, tourism operator advocacy, placemaking and wayfinding signage... all touchpoints are considered in order to support the visitor's entire journey.

All culminating in the built environment on arrival within the Harvey Region, there is a significant immediate opportunity to contemporise how we communicate the 'Harvey Welcome' experience.
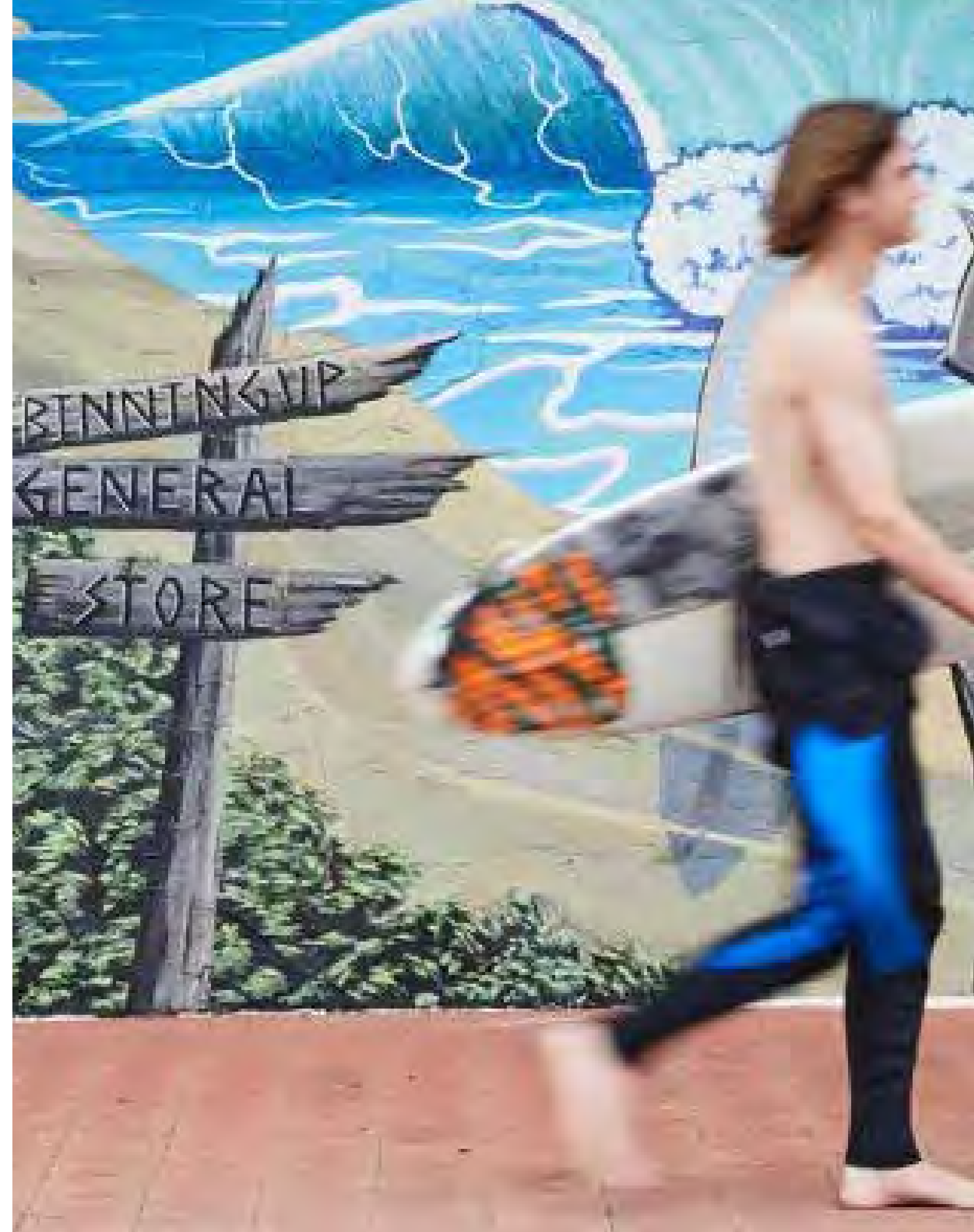
Decision Points – Approach

Informed Decisions

Key decision points are identified to understand where information is required for users to make informed decisions.

Each point is assessed in order to define how this information is delivered at each of these moments.

Legend:

— Journey

○ Harvey Region Entry (Approach)

● Decision Point / Key Intersection
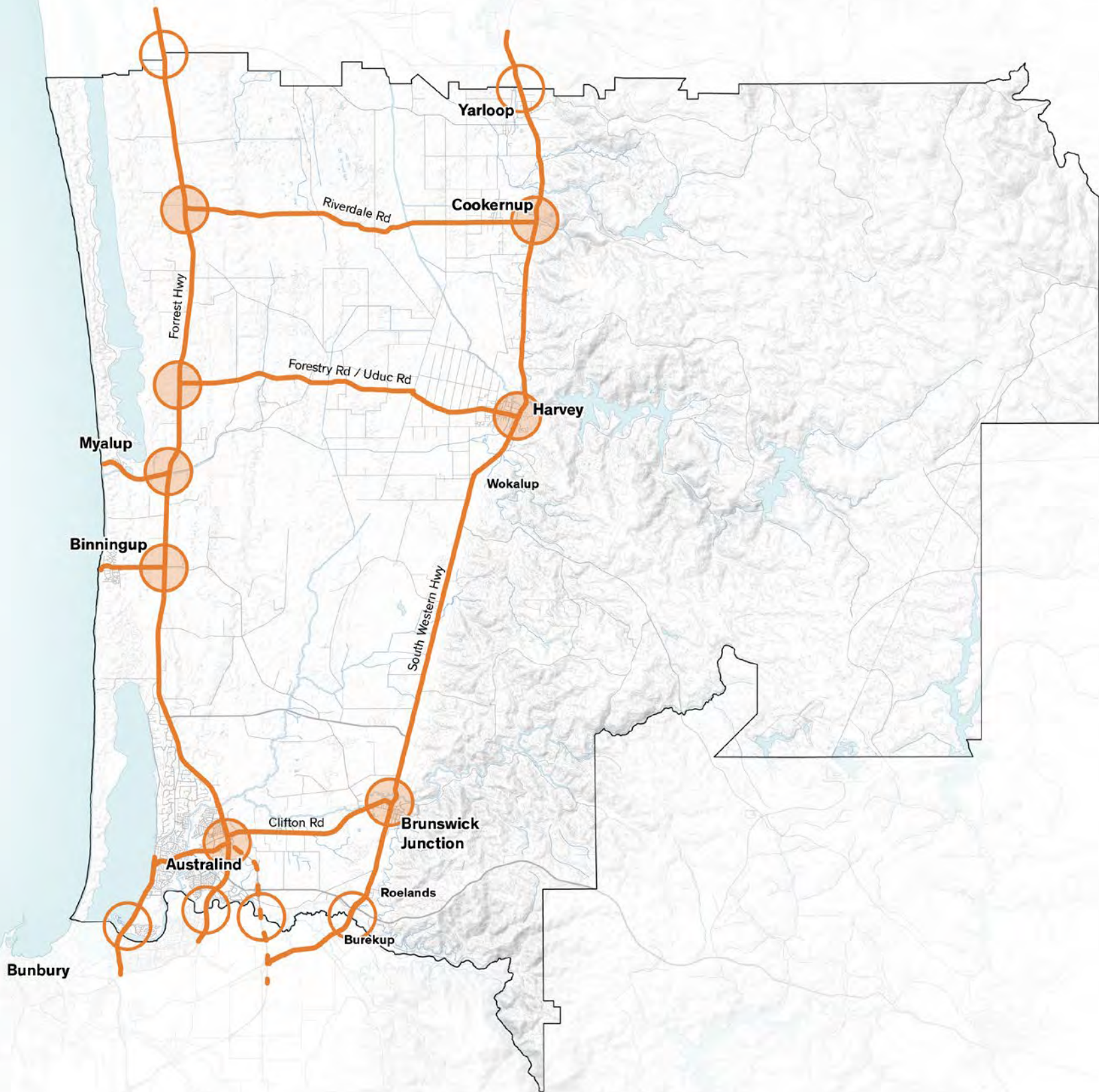
Information Analysis + Tools

▼ Below - Types of Information

Potential information tools are now explored at each stage of the journey, in order to provide the basis for a framework of user experience tools.

	1. Pre-Planning	2. Approach	3. Arrival	4. Circulation	5. Destination	6. Experience	7. Depart	8. Post-Visit
Road Signs		Road Sign (Green)	Services Sign (Blue)	Tourist Attraction Signs (Brown)			As per previous stages	
Static Tools		Primary ID – Harvey Region 'Welcome'	Secondary ID – Township Primary Orient. – Visitor Information Pod Secondary Orient. – Information Bay		POI ID Regulatory	Primary Journey Marker Secondary Journey Marker Interpretive Regulatory	As per previous stages	
Digital / Tertiary Tools	Website Social Media Brochures Word of Mouth	Smart Device Google/Apple Maps, Navigation Printed Maps	Local Knowledge	Smart Device Google/Apple Maps, Navigation Printed Maps		Social Media Cameras	As per previous stages	Social Media Word of Mouth

Visitor Servicing
The Future Visitor Journey

This diagram summarises the points that exist in the user journey and the questions that are being asked at those points. These decision points are identified to understand where information is required for users to make informed decisions.

Pre-Planning:

Where should we go?
Why are we going?
What is there to do?
When do we go?
How do I get there?

Approach:

Is this the right area?
How much further?

Arrival:

Am I here?
Where do I get more information?
Where are the facilities?
Can I purchase food + drinks?

Circulation:

Where is my destination?
Where do I go from here?
How much further?

Destination:

Am I here?
Where can I park?
Where are the facilities?

Experience:

What can I see next?
Can I share this?
How do I do this?
What should I know?

Depart:

What else can I do/see?
Where did I park?

Post-Visit:

What did I enjoy?
Will I return?
Would I recommend?

Legend:

→ Journey

⇢ Multiple Experience Journey

● Decision Point

○ Choice

In responding to the visitor journey analysis, we have developed a new Visitor Servicing tool suite for implementation throughout the Harvey Region.

Visitor Servicing Tool Suite

Road Sign
(Green)

Primary ID
Harvey Region 'Welcome'

Secondary ID
Township

Services Sign
(Blue)

Primary Orientation
Visitor Information Pod

Secondary Orientation
Information Bay

Tourist Attraction Sign
(Brown)

POI ID
incl. Regulatory

**Primary Journey
Marker**

**Secondary Journey
Marker**

Interpretive

Regulatory
Emergency Information
'No fun' Information
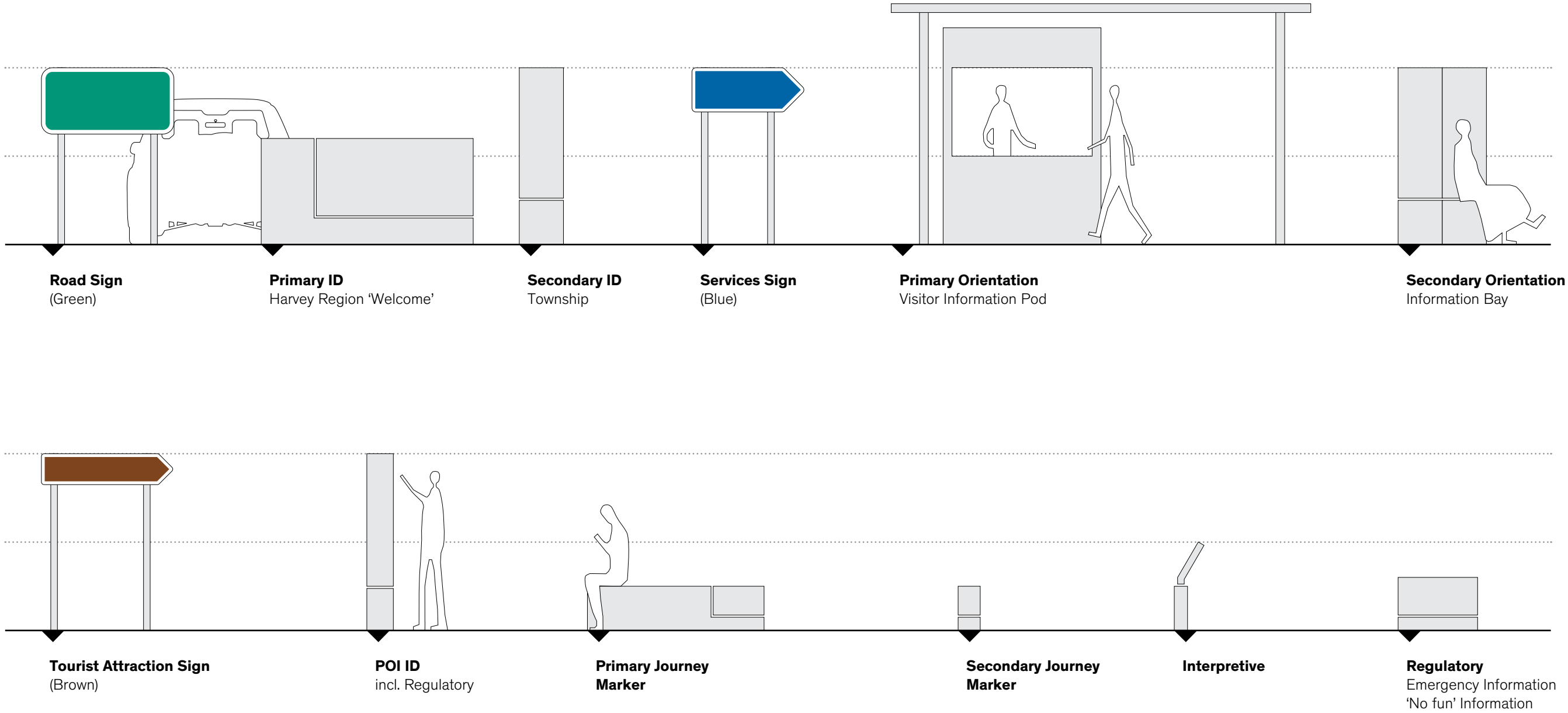
From listening throughout the stakeholder engagement processes, and observing the current visitor centre model in live operation, the Visitor Pod represents a scalable, sustainable model that aligns perfectly with the Guiding Principle concept of a focus on agri + eco tourism.

Visitor Pod

In breaking away from the traditional, the Harvey Region is pivoting to a future-proofed model that addresses multiple visitor jobs-to-be-done, whilst being commercially sensible for the Shire of Harvey.

Having immersed ourselves in and around the Harvey Region throughout this process, our strategic recommendation is to decommission both the current Harvey + Australind visitor centres in their current model, offering and locations.

From an asset perspective, both sites are in need of capital investment in the coming years to bring each of the facilities in line with national building standards and as such, we are using this commercial reality as a trigger to interrogate the location, the offer and the model.

In being visitor-centric, the Shire of Harvey should consider the new Visitor Pod model moving forward. In its determination of this strategic pivot, Best has considered the full remit of the following;

– Location(s) in the context of optimising the intended visitor journey, with a particular focus on locating the Visitor Pod(s) as a strategic tool to promote cross axis experiences. In turn, this should increase the likelihood of economic participation and growth via the tourism economy

– Location(s) that nudge and leverage prior investment in infrastructure and those that have adjacencies to significant Harvey Region tourism destination points of interest

– An offer that is progressive, contemporary and that aligns with the new recommended Guiding Principle narrative; including being for the community, not just tourists. Those that, with appropriate marketing and public relations activities, also pull visitors off main arterials resulting in a longer, more immersive experience and one that has better cross horizontal axis movement than the existing.

It is important to note that in being transformative, this recommendation is also transitional. Upon review, and adopting, the Shire of Harvey will need to understand nuanced commercial relationships, risks and the interface between existing visitor servicing requirements and capital projects. Above all, it is vital that this is executed to a quality level that meets the needs of visitors, as well as the strategic intent of the recommendation from day one.

Visitor Pod - The Location

Both of these locations are anchored to point of interests, are suitable for promoting more fluid cross horizontal axis movement and leverage existing infrastructure investments in car parking, caravan parking, playgrounds, toilet amenities.

Both of these locations represent a reasonable, but not-unacceptable, time investment of visitors off the main arterial roads.

▾ **Binningup Beach**
1× Visitor Pod located at Binningup Beach; focusing on vertical transit of visitors along Forrest Hwy

▾ **Harvey Dam**
1× Visitor Pod located at Harvey Dam; focusing on vertical transit of visitors along South Western Hwy

Visitor Pod - The Offer

In addressing the jobs-to-be-done strategy, the Visitor Pod will be a co-location offering that comprises;

– Visitor Information (30%)
– F+B (60%)
– Local Produce Store (10%)

The F+B offering is recommended to be run by a reputable Western Australian coffee brand where there is significant public relations and brand equity to leverage once launched.

Further, it will be located with close adjacencies to;

– Car parking
– Caravan parking
– Toilets
– Playground

Whilst appearing permanent, the Visitor Pod should be designed so that it can be relocated if needed in the future.

The design should also consider multi-sensory aspects to complement the experiential nature of the total offering and this should include music and lighting.

It would be intended that the Shire of Harvey staffed visitor servicing offering only be staffed for 5-Days (busiest) with the F+B operator working to cover the two quietest days, supplemented by digital and static assets.

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Visitor Pod - The Offer

graphic coloured
canopies

modular concrete
structure

store

service

digital display

screening

service / coffee /
visitor information

produce display
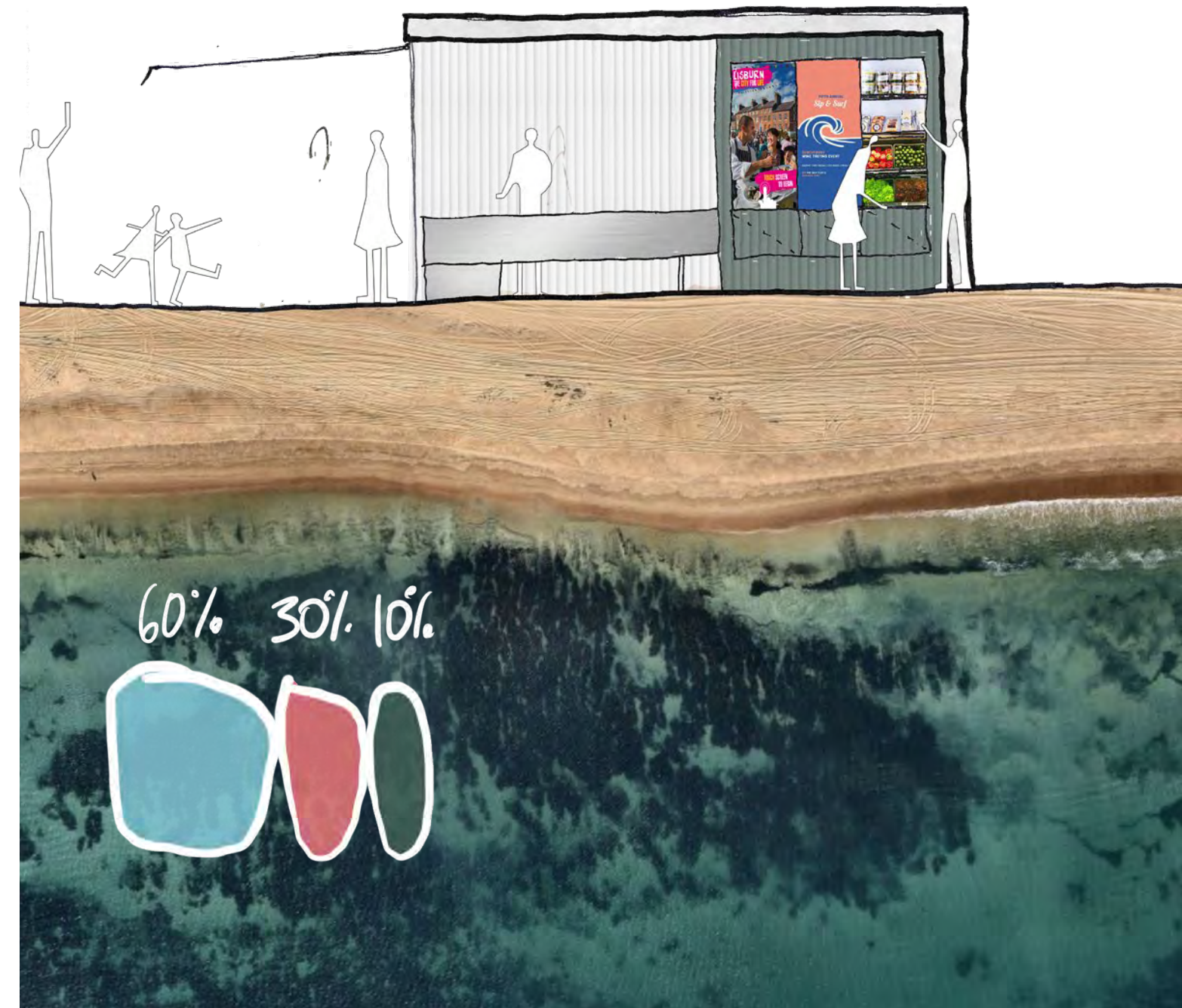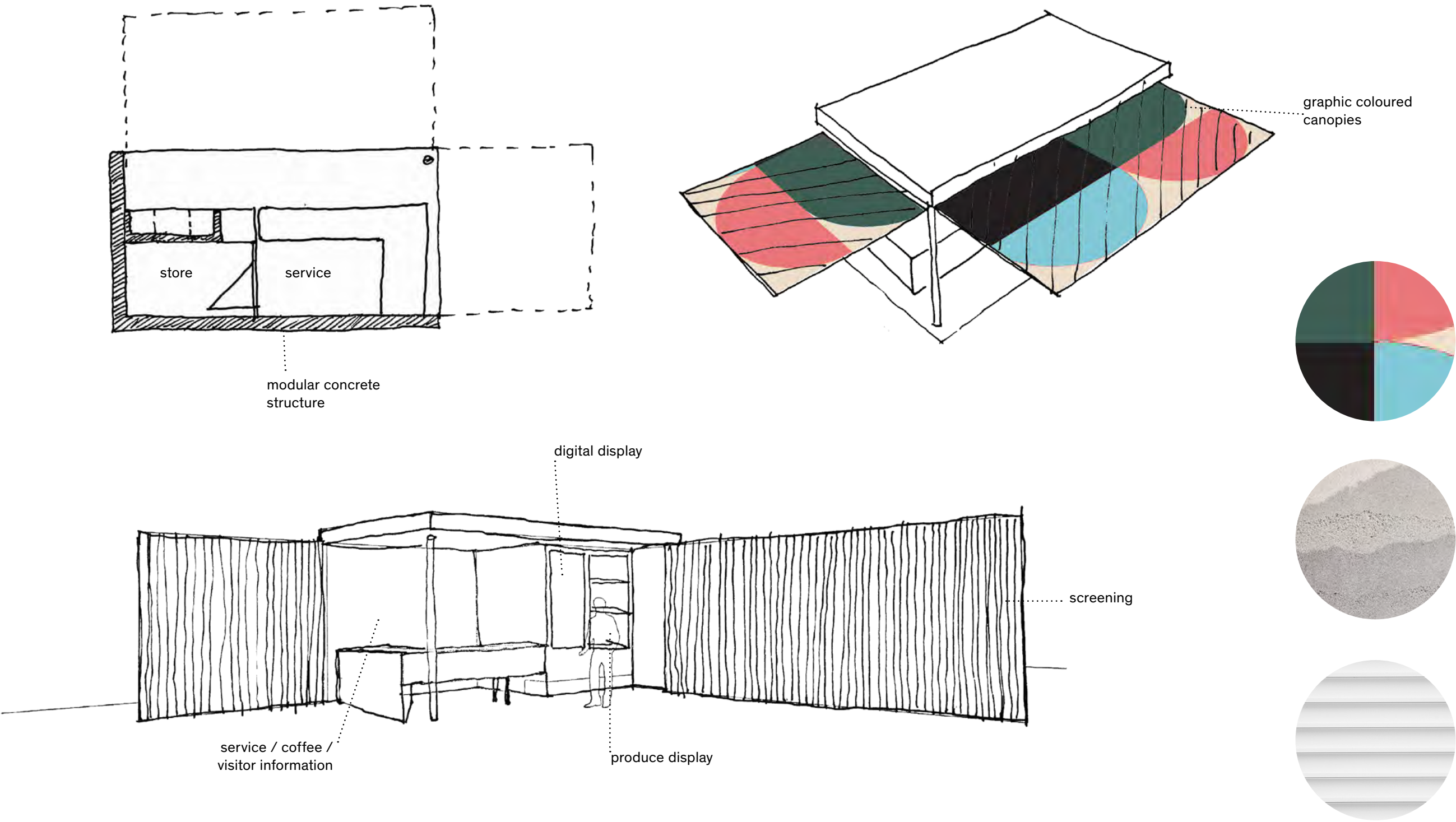
Visitor Pod - The Offer

▼ **Below**
Light but grounded, multi-dimensional
yet simple, bold but not garish

1. Third Wave Kiosk Torquay, VIC
2. Daisies Cottesloe, WA
3. Church Street Butcher, VIC
4. Bouroullec Steel Pavilions, location unknown

5. South Melbourne SLSC, VIC
6. Juanita Nielson Centre, NSW – Graphic Canopy

Visitor Pod - The Model

The proposed model is to take the form of a mini public private partnership. Key items comprising the recommendation include;

– Shire of Harvey to design and build the infrastructure, retaining ownership of the asset

– Shire of Harvey to provide visitor servicing staff on a transitional basis (i.e.: full time at both sites for first 12-months, one staff member roving for second financial year onwards)

– From 2nd year onwards, the visitor servicing model will transition to a heavy reliance on digital assets and 'top up' static information. Shire Tourism + Engagement Officer (new) to manage centralised content for both Information Bays and Visitor Pods

– Shire of Harvey to investigate an appropriate model of approaching the market for a credible and reputable WA F+B operator to become the key operator of both sites.

– Contract with F+B operator to include mandatory requirement to procure goods and manage the food store from local agri-businesses.

– Shire of Harvey to consider a lease free model for the selected operator for upwards of 5-Years.

– The Shire to source an operator that could introduce coffee roasting (micro) for the South West into Yarloop, to re-energise the township.

Enjoy a coffee or a croissant, while having a chat about life, the car trip… and the wonderful Harvey Region.

Visitor Pod - The Model

The financial model for the proposed transition to Visitor Pod, and secondary Information Bays (refer UX Tool Suite) will be dramatically different to that of the current outsourced funding arrangements and operating model.

It is recommended that the current external management of visitor servicing within the Shire of Harvey be brought back in-house for the foreseeable future, with the funding being reallocated as indicated in the proposed structure and model listed below for consideration.

Further, with 20,162 visitors pro-rata expected for the current FY21 period, this quantitative signal to a food and beverage operator becomes an attractive, commercially viable proposition, albeit one that will require growth over the forward years. Combined with lease free and/or and incentive contractual model considered, an operator with brand and public relations equity from Perth will be a contributor to growing on these numbers through collaborative marketing efforts and this aligns with the overall strategy in raising the profile of the Harvey Region as a visitor destination spot by nudging existing, quality, food and beverage operators.

The Harvey District Tourist Bureau currently invests its allocated funds on the following items;

– Employment Costs

– Marketing Collateral + Communications Production

– Rent (Stirling Cottage)

– Visitor Centre Operational Costs

– Internment Shrine Management Costs

By recommending the Shire of Harvey bring Visitor Servicing in-house and by significantly reducing the built-environment footprint of the traditional 'Information Centre' aspect in the new Visitor Information Pod concept, the proposed funding rearrangement modelling balances reallocation of funds primarily against employment costs together with tourism marketing collateral allocations.

What this transitional model does is seek to provide the Shire of Harvey with increased capacity and skill set within the employment structure by adding a dedicated Tourism Marketing + Engagement Officer as a role that should seek to advance tourism industry development, and not just the activities currently undertaken by the Harvey District Tourist Bureau.

Current Funding (Outsourced)	
Harvey District Tourist Bureau FY21	**$180,182.00**
Proposed Visitor Servicing Transition Y1 (FY22)	
Tourism Marketing + Engagement Officer Proposed Level 8, Step 4 incl. super	$95,917.80
Visitor Pod Officer (Full Time) Proposed Level 3, Step 4 incl. super	$66,244.20
Visitor Pod Officer (Full Time) Proposed Level 3, Step 4 incl. super	$66,244.20
Visitor Pod Officer (Part Time, 30.4 hours) Proposed Level 3, Step 4 incl. Super (no loading)	$52,995.36
Destination Brand Reposition + Asset Overhaul (Digital + Static)	$35,000.00
Total	**$316,401.56**
Proposed Visitor Servicing Transition Y2> (FY23>)	
Tourism Marketing + Engagement Officer Proposed Level 8, Step 4 incl. super	$95,917.80
~~Visitor Pod Officer (Full Time)~~ ~~Proposed Level 3, Step 4 incl. super~~	~~$0~~
Visitor Pod Officer (Full Time) Proposed Level 6, Step 4 incl. super	$83,587.90
~~Visitor Pod Officer (Part Time, 30.4 hours)~~ ~~Proposed Level 3, Step 4 incl. Super (no loading)~~	~~$0~~
Destinational Brand Reposition + Asset Overhaul (Digital + Static)	$60,000.00
Total	**$239,505.70**

Visitor Pod - The Model

Further, the intent of this transitional model to in-house management seeks to shift the cost base away from permanent visitor information centre employment costs to a heavier investment in coordination of holistic visitor servicing including marketing and brand materials, event procurement and existing tourism operator engagement to support improving more timely, direct and indirect economic benefits realised from the total tourism sector.

Other key aspects for consideration and deliberation when reviewing this strategic recommendation include;

– Current, and future predicted, in-kind labour credit inputs delivered by volunteer(s)

– Future responsibilities and cost centres for management of tourism assets (ie: Internment Shrine)

– Revenue actualised from current activities of the Visitor Information Centres

It is critically important to note that the transitional funding model does not make account for;

– Costs for decommissioning / repurposing existing Visitor Centre assets

– Operational Expenditure (Utilities, Internet etc)

– Capital building costs of the proposed Visitor Information Pods

Best acknowledges that there is a reasonable increased investment required with this proposed model shift. Transformative by nature, it should not be gleaned as like-for-like; rather a complete overhaul. The new structure should be viewed as an opportunity to better control return on investments by embedding tourism industry development (including contemporised visitor servicing offerings) within the Shire of Harvey's internal structure.

When developing a business case for this model shift, consideration should also be made to the requirements for official Visitor Centre Accreditation by the Tourism Council of Western Australia. Best's strategic recommendation is underpinned by an ability to be able to maintain the usage of the information icon in Main Roads signage.

Should the Shire of Harvey seek to adopt this strategic recommendation in contemporising Visitor Servicing and shift to a more integrated, holistic approach to tourism development across all Shire activities, a more robust and investigative financial model understanding all opportunity costs will need to be developed in conjunction with several stakeholders.
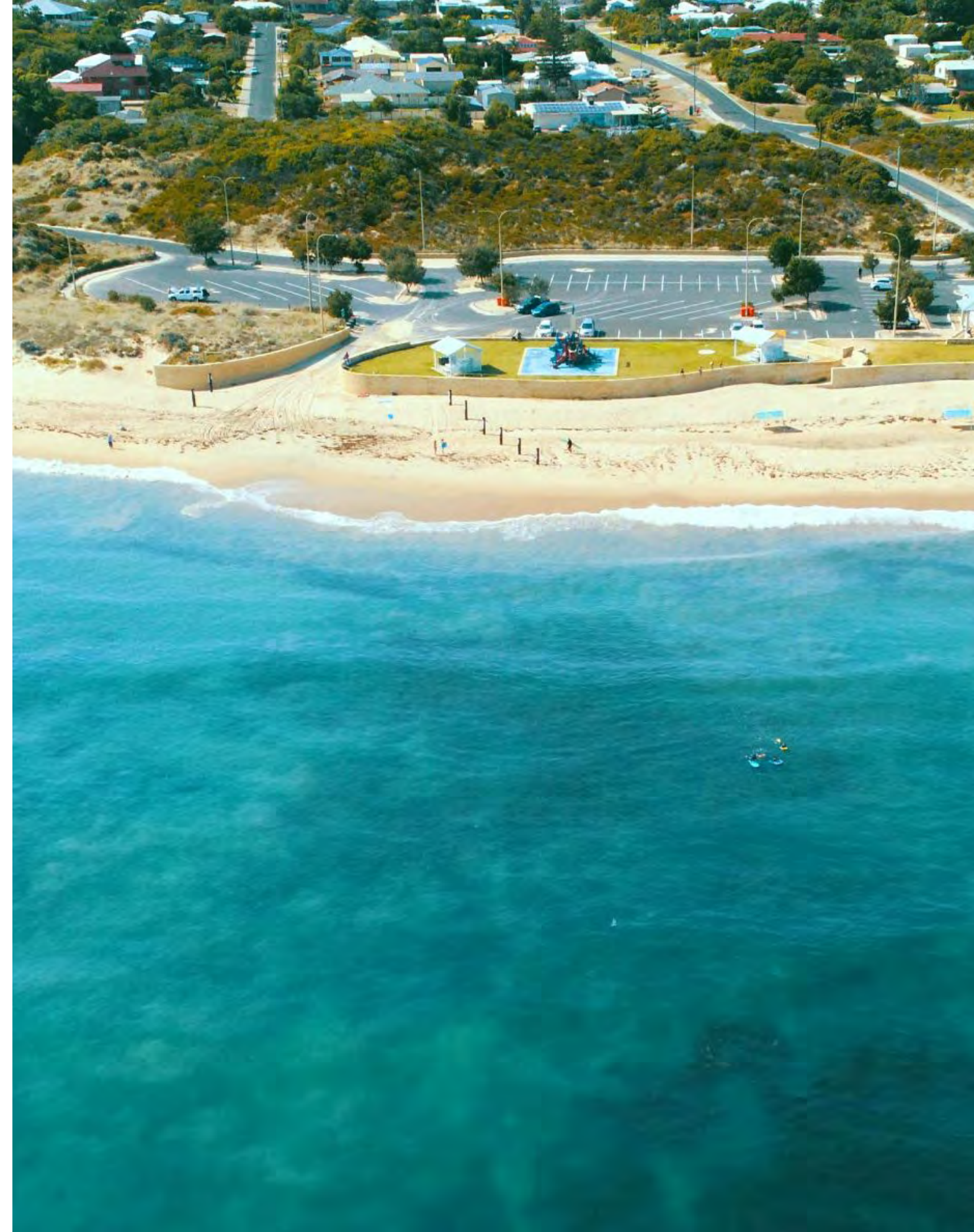
Creating a true sense of place first starts with
being proud to shout from the rooftops.
Let's bring an energised, contemporary functional
appeal to the Harvey Region.

Signage + Wayfinding

Signage + Wayfinding

Best has identified that a wholesale review and upgrade of signage be an immediate, core focus of the Shire of Harvey.

Based upon the analysis and review already addressed within this report, it is suggested that the Shire of Harvey leverage the proposed internal restructure model (in particular the Project Officer) to lead the signage overhaul process.

With the signage family developed as part of our integrated new User Experience Tool Suite, and with preliminary allocation review completed, Best suggests that pending capital availability in budgets, the Shire should consider a staged approach across 36-Months (three financial year periods). To meet the recommended objectives of immediately creating a more contemporary sense of proud identity, this would ideally be delivered within 24-months.

In relation to signage policy development, Best notes the following process to be used a policy guide when responding to any signage trigger:

– Identify whether the location is needed in the first instance; review new desired user-journey and flows throughout the Harvey Region

– Identify what (if anything) existing needs to be removed or amended to facilitate the newly triggered need

– Understand which sign type from the family is required based upon the new desired user-journey as outlined in this report

– Apply Information Design principles that meet the needs of the visitor in decision making at that particular point

– Direct to other key points-of-interest to promote cross-axis experiences and participation in economic activity (not just sight-seeing).

This report provides the high-level tools, recommendations and signage design(s) for further use and development by the Shire of Harvey.

In the immediate future, it is recommended the following approach be taken to implement the signage upgrade program across the Shire;

– Appoint a Project Officer for the signage upgrade program

– Engage in the first instance with Main Roads WA and use this report as the basis to articulate change management intent, and sell the dream

– Full, holistic review and digital (GIS) signage mapping (existing assets)

– Review and bolster allocations planning

– Develop resultant Scope of Works in conjunction with Design Intent for individual signs contained within this report

– RFP process with the private market

– Review costs and determine staged approach in conjunction with available Shire capital across financial year periods.

Wherever Main Roads or National Tourism Signage sign can facilitate the requirement, it is recommended that this approach be taken. Geographically, the Harvey Region ecompasses many key arterials, and the intent of the new user journey and resultant signage family is to let the universal roads language direct to Townships, Key Points of Interest, Information etc and then the Harvey Region family takes over from there. This is, of course, excluding the Primary ID tools of 'Harvey Region Welcome' sign types.

Above all; don't complicate things, and don't over sign. This will be a waste of valuable capital resources within the Shire's capacity, and may risk resulting in the same scattergun approach we currently witness – just with a new look and feel.

Additional Signage Policy considerations have been listed on Page 21 of Appendix B.

In high-level commercial terms, Best recommends that the capital funding requirement for the signage upgrade to be between $500,000 and $1M. This will depend on the final scope as referenced above as part of the process moving forward after the adoption of the signage upgrade project as a key recommendation of this report.

Appendix A:
Key Recommendations

					12-36 Months
					36-60 Months
					60 Months +

Industry	Project	Recommendation	Owners + Partners	Priority + Timings	Location	Est. Budget	Tag
Accommodation	Australind Visitor Accommodation and Mixed Use Precinct	Attract a national high-end, boutique urban accommodation option to Australind. Rezone land of current Shire offices in Australind and attract an urbanised accommodation provider to develop and/or lease back. Ensure accommodation is suitable for sports tourism activation F + B element Leverage off a recognised brand Reference: The Veriu Group Hotels & Suites	Shire, Private	Red	Australind	$$$	Best
Accommodation	Binningup Golf Course	Encourage private owner of the Binningup Golf Course to develop a resort style accommodation offering in redevelopment Investigate option for a 9 or 18-hole Par 3 golf course Attract an appropriate residential land developer and maintain the environmental considerations of the site	Shire, Private	Orange	Binningup	$$$	Best
Accommodation	Binningup Youth Camp	Identify and scope relocation and/or upgrade of the Binningup Youth Camp Consider the Binningup Golf Course in the master-planning process.	Shire	Orange	Binningup	$$$	Best
Accommodation	Brunswick Heritage Accommodation, plus F + B	Identify + scope a heritage conversion accommodation, F+B development in Brunswick Junction See Arts, Culture + Heritage	Shire, Private	Red	Brunswick Junction	$$$	Best
Accommodation	Harvey Dam Camping and Eco Tents – Harvey Adventure + Trails Precinct	Work with DPAW and Water Corp to identify and scope formalized and regulated camping and potentially eco tents at Harvey Dam Also see Major Projects Harvey Adventure + Trail Precinct	Shire, DPAW, Water Corp, Alcoa	Green	Harvey	$$	Best
Accommodation	Myalup Beach Eco Retreat	Identify and scope an eco-resort at Myalup Beach on Shire of Harvey land Reference: Coastal Pavilions Freycinet Lodge, TAS + Reflections, Seal Rocks, NSW	Shire, Private	Red	Myalup	$$$	Best
Accommodation	Farmstays + Heritage Conversions	Use proposed accommodation zoning areas to attract private land owners to develop Farm Stay conversions into quality, unique + boutique accommodation Reference: Ross Farm, Gippsland, Victoria; Tommerup's Dairy, Scenic Rim, QLD + Eden Farm Escape, Blue Mountains, NSW	Shire, Private	Orange	Harvey Region	$-$$$	Best
Accommodation	Rural Retreat	Identify and attract a private land owner within the newly proposed accommodation zoning areas to develop Rural Retreat Reference: Spicers Group, Hidden Vale	Shire, Private	Orange	Harvey Region	$$$	Best
Accommodation	Home-based + Airbnb	Shire to further support home-based accommodation offerings with the Harvey Region, focusing on attractivity and quality benchmarking to compete with the highly competitive South West offering	Shire, Private	Green	Harvey Region	$	Shire
Accommodation	Yarloop Caravan Park + Camping	Encourage the development of a caravan park and camping facilities at Yarloop	Shire, Private	Orange	Yarloop	$$	Best
Accommodation	Brunswick Heritage Accommodation, plus F + B	Identify and scope a heritage conversion accommodation and F + B development in the Brunswick Junction area	Shire, Private	Orange	Brunswick	$$	Shire
Arts, Culture + Heritage	Henton Cottage	Encourage the restoration and upgrade of Henton Cottage for a contemporary museum location or bougie/boutique, heritage conversion of a live bakery or butcher	Private, Shire	Orange	Australind	$$	Best
Events + Weddings	Sports Tourism	Focus on attracting and securing state-based sports competitions using both the Harvey Recreation + Cultural Centre and the Leschenault Leisure Centre as key activity nodes. Also include nature-based assets in the Strategy	Shire, Private	Green	Harvey, Australind, Harvey Region	$	Best
Events + Weddings	Large Scale Music, F + B Events	Identify Shire owned or private land ownership within proposed development corridors and develop appropriately for large scale music, wine, food and beverage events Reference: A Day on the Green at Kings Park, WA + Bimbagden, Hunter Valley, NSW	Shire, Private	Orange	Harvey Region	$$	Best
Events + Weddings	Wedding + Group Event Development	Identify Shire or private land ownership within the recommended development corridors for wedding-related and group events	Shire, Private	Green	Harvey Region	$$	Best

Category	Project	Description	Stakeholders	Priority	Location	Cost	Lead
Events + Weddings	Equestrian	Facilitate Equestrian events utilising existing infrastructure and clubs	Private, Shire, Equestrian Clubs	🟩	Harvey	$	Shire
Events + Weddings	Trail Running	Scope areas and develop facilities for trail running events Attract and promote a significant trail race event that highlights the best trails throughout the Harvey Region	Other	🟧	Harvey Region	$	Shire
Events + Weddings	Swimming	Maintain the Ocean Swim Series at Harvey Dam Foster the establishment of an Ocean Swim Series or similar event at Binningup or between Binningup and Myalup	Other	🟩	Harvey Dam, Myalup Beach, Binningup Beach	$	Shire
Events + Weddings	Keith Leece + Stirling Cottage Precinct	Redevelop the Keith Leece + Stirling Cottage Precinct to enable further wedding + event activation Decommission the current Visitor Centre building Rearrange the landscape/urban portal entry, including parking	Shire, Private	🟩	Harvey	$$	Shire
F+B Agri-Tourism	Ridley Place Foreshore	Re-evaluate the Ridley Place Foreshore Masterplan; Restaurant/Function + Kiosk Model in context of new signage + aesthetic recommendations, together with proposed operting model of the Visitor Pod **Shire Major Project**	Shire	🟩	Australind	$$	Best
F+B Agri-Tourism	Australind Visitor Accommodation and Mixed Use Precinct	Ensure that food and beverage offering is contained within Development Brief for repurposed Australind Shire Offices site	Shire	🟥	Australind	$	Best
F+B Agri-Tourism	Binningup Beach Foreshore Precinct	Investigate and scope a landmark agri-tourism magnet restaurant + events space at Binningup Beach, adjacent to the new Visitor Pod and overlooking the ocean that heroes the local food bowl produce and nationally recognised brands	Shire, Private	🟥	Binningup	$$$	Best
F+B Agri-Tourism	Brownes Dairy Grocer/Produce Store/Milk Bar	Work with Brownes Dairy to create a produce store within the heritage corner site of Brunswick Junction Creamery, and align concept with Visitor Pods produce element. Investigate Australian Government Regional Development Funding (Tourism) FY22	Shire, Private	🟩	Brunswick Junction	$$	Best
F+B Agri-Tourism	Restaurant/Food Pop-Ups	Identify Shire-owned land /areas within development corridors to organise, facilitate and promote food pop-up events with credible, reputable WA-based chefs	Shire, Private	🟩	Harvey Region	$	Best
F+B Agri-Tourism	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 Reference: Black List Coffee Roasters, Welshpool + Subiaco, WA Investigate Australian Government Regional Development Funding (Tourism) FY22 Reference: Will&Co Coffee Roasting, Bondi NSW	Shire, Private	🟧	Yarloop	$$	Best
F+B Agri-Tourism	Coffee Hole in the Wall + Produce Store at Binningup Beach + Harvey Dam	See Visitor Servicing	Shire, Private	🟩	Binningup Beach, Harvey Dam	$$	Shire
F+B Agri-Tourism	Agri-Tourism Development	Focus on the development of credible agri-tourism within the Harvey Region Investigate innovative ways to support local agri-tourism development, such as a Shire grant program to facilitate contemporary upgrades to venues including Harvey Cheese	Shire	🟩	Harvey Region	$$	Shire
F+B Agri-Tourism	Trails	Create Bike and Drive trails based around F + B options, such as breweries, dairy/cheese, Italian produce, etc Reference: High Country Brewery Trail	Shire	🟩	Harvey Region	$	Shire
Infrastructure, Other	Lighting	Review lighting at all key points of interest and key precincts with the Harvey Region and analyse for consistency in lighting levels and approach aesthetic ambience	Shire	🟧	Harvey Region	$$	Best
Infrastructure, Other	Wi-Fi + Telecommunications	Identify and lobby for the improvement of telecommunication services in key tourism areas Encourage the private sector to facilitate improvement.	Shire, Private, State Government	🟩	Harvey Region, Benger, Myalup and Mornington		Best
Infrastructure, Other	Wi-Fi + Telecommunications	Implement free Wi-Fi points within key tourism precinct areas, including: Snell Park, Harvey Binningup Beach Foreshore, Binningup	Shire	🟧	Harvey Region	$$	Best
Infrastructure, Roads + Scenic Drives	Lakes Parade to Buffalo Road	Develop multi-modal connectivity along the Harvey Region's coastline, connecting Binningup to Australind, by connecting Lakes Parade to Buffalo Road. Work with private land owners to create access whilst protecting the Swan Coastal wetlands Reference: Lancelin to Cervantes Coastal Road, WA	Shire, Private, State Government	🟧	Binningup to Leschenault	$$$	Best
Infrastructure, Roads + Scenic Drives	Uduc Road, Weir Road + South Western Highway Roundabout + Beautification	Implement a roundabout and beautification works at corner of Uduc Road, Weir Road + South Western Highway to promote a safer transition from Harvey Dam to the Harvey Town Centre, create an appealing entry precinct and drive traffic flow.	Shire, Main Roads WA	🟩	Harvey	$$	Best
Nature, Adventure + Sports Tourism	Yalgorup to Australind	Identify + scope proposed bike-trail link from Collie to Brunswick Junction Consider a connection via/near Beela Road	Shire, DPAW, Shire of Collie	🟥	Brunswick Junction	$$$	Best
Nature, Adventure + Sports Tourism	Binningup to Harvey Bike Link	Identify and scope a connected bike-trail link from Harvey Dam (new Visitor Pod) to Binningup Beach (Visitor POD)	Shire	🟧	Harvey, Binningup	$$	Best
Nature, Adventure + Sports Tourism	Harvey to Brunswick Junction Bike Link	Identify and scope a connected bike-trail link from Harvey Dam (new Visitor Pod) to Brunswick Junction	Shire	🟧	Harvey, Brunswick Junction	$$	Best

Category	Project	Description	Stakeholders	Priority	Location	Cost	Lead
Nature, Adventure + Sports Tourism	Leschenault Waterways Discovery Centre + Jetty Walk, Leschenault Estuary Foreshore	Decommission existing Leschenault Waterways Discovery Centre on the Leschenault Estuary foreshore to open the area up and capitalise on views Identify new leisure opportunities for tourism attraction, including a rotunda, BBQs, etc Upgrade the Leschenault Jetty Walk and reopen, safely and introduce lighting to become a 24/7 feature.	Shire	🟧	Australind	$$	Best
Nature, Adventure + Sports Tourism	Leschenault Estuary Waterways + Foreshore	Create a Leschenault Estuary Waterways + Foreshore Master Plan to activate the area, focusing on sports + leisure use, and waterways and tourism interface *Note: Best does not recommend the Shire take ownership of entirety*	Shire, DOT, DSR, Leschenault Catchment Council	🟧	Leschenault	$	Best
Nature, Adventure + Sports Tourism	10th Light Horse Trail	Encourage further development of the 10th Light Horse Trail and horse riding club participation and management. Encourage the development of stables at key tourism sites, such as Myalup Pines and Vineyard 28. Encourage the completion of the proposed signage implementation project Encourage and support marketing activities, including itinerary development with tourism elements. Encourage a tour operator(s) to run events + tours along the trail.	Shire, DPAW, Local equestrian groups, Private	🟧	Myalup Region	$$	Best
Nature, Adventure + Sports Tourism	Yalgorup to Leschenault Peninsula Epic Trail	Develop multi-modal connectivity along the Harvey Region's coastline, connecting Yalgorup National Park, Myalup and Binningup to the Leschenault Peninsula Conservation Park, the Leschenault Estuary and Australind, via an epic Bike + Hiking Trail, including boardwalks and crushed-limestone paths 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	Shire, DPAW, DOT	🟥	Yalgorup to Australind	$$	Shire
Nature, Adventure + Sports Tourism	Munda Biddi Realignment/Spur – Harvey Adventure + Trails Precinct	Within the Munda Biddi realignment/sur and the Harvey Trail + Adventure Precinct, identify and scope a proposed bike-trail link from Yarloop to Logue Brook Dam Shire Major Project	Shire, Private	🟧	Harvey, Cookernup, Yarloop Region	$$	Shire
Operational	Tourism Investment Prospectus	Develop + publish a Tourism Investment Prospectus	Shire	🟩	Harvey Region	$	Best
Operational	Tourism DA Package	Identify + develop a Tourism DA package process	Shire, State Government	🟩	Harvey Region	$	Best
Operational	Tourism Development Strategy	Implement the Tourism Development Strategy Council to agree on quantifiable tourism development economic indicators Review the Strategy every two years Establish annual reporting to Council on tourism developments and trends	Shire	🟩	Harvey Region	-	Shire
Operational	New Planning Scheme	Within the new Shire Local Panning Scheme, align master planning / zoning to allow F + B development zones with accommodation Review proposed development corridors and engage with WA State Government on rezoning where necessary	Shire, State Government	🟧	Harvey Region	-	Shire
Operational	Opportunity Costs	Review existing Shire funding commitments and understand the opportunity-cost in relation to the outcomes of this report.	Shire	🟩	Harvey Region	-	Shire
Signage, Wayfinding + Interpretation	Harvey Region Signage + Wayfinding Strategy	Implement the Harvey Region Signage + Wayfinding Strategy Undertake detailed project scoping, RFP and staged implementation across the Harvey Region in alignment with recommendations, user journeys and principles Conduct an audit of existing signage and implement a review process Undertake a detailed Interpretive Project within the signage scope (or separate) with a particular focus on heritage and First Nations messaging	Shire	🟩	Harvey Region	$$	Best
Signage, Wayfinding + Interpretation	Harvey Region Signage + Wayfinding Strategy	Review the Shire's signage policies and practices: Create a Signage Policy for private advertising based on State and National Guidelines, which aligns the purpose and principles outlined in the Strategy Ensure the policies are easily understood and implemented Include a program of regular inspection and maintenance, including a bi-annual audit Communicate with businesses and operators to clarify the purpose of the signage and alternative methods that are effective in helping visitors become aware and how to find their business.	Shire	🟩	Harvey Region	-	Best
Signage, Wayfinding + Interpretation	Entry Statements	Create Entry Statements at region and townsite entry points as identified in the Tourism Signage + Wayfinding Strategy, including: Harvey: South Western Highway, north + south Yarloop: South Western Highway, north + south Yarloop: Consider Johnston Road Myalup: Myalup Beach Road/Forrest Highway Binningup: Binningup Road/Forrest Highway Treendale: Grand Entrance/Forrest Highway Treendale: Paris Road/Forrest Highway Brunswick Junction: note, existing entry statements in place. Consider for Clifton Road Roelands: South Western Highway, north + south Wokalup: Consider small version, South Western Highway, north + south Cookernup: Consider small version, South Western Highway, north + south. **Staged Rollout	Shire	🟩	Harvey Region	$$	Best

Signage, Wayfinding + Interpretation	Interpretive Strategy	Undertake a detailed Interpretive Project within the signage scope (or separate) with a particular focus on Heritage + First Nations messaging	Shire		Harvey Region	$	Best
Visitor Servicing	Visitor Pods	Undertake detailed design and construction of new Visitor Pods at Harvey Dam + Binningup Beach Attract and engage a highly reputable WA food operator to run the new Visitor POD alongside a coffee 'hole in the wall" and produce store	Shire		Harvey Dam, Binningup Beach	$$	Best
Visitor Servicing	Visitor Centres	Decommission existing Visitor Centres in Harvey + Australind	Shire		Harvey, Australind	$	Best
Visitor Servicing	Visitor Servicing, Tourism Development + Marketing Management	Complete a strategic overhaul of Destination Brand + Marketing Review architecture of participation within the Bunbury Geographe Tourism Partnership and Australia's South West Focus on nudging and partnerships with agri-business food-bowl operators	Shire		Harvey Region	$	Best
Visitor Servicing	Visitor Servicing, Tourism Development + Marketing Management	Restructure to bring Visitor Servicing, Tourism Development and Marketing management in-house. Implement a structure and budget that appropriately resources these activities.	Shire		Harvey Region	$	Shire
Visitor Servicing	Visitor Servicing, Tourism Development + Marketing Management	Develop a 5-year 'Tourism Industry Community Engagement Plan' in alignment with the internal restructuring	Shire		Harvey Region	$	Shire

Appendix B:
Signage + Wayfinding
Design Framework

Contents

Signage + Wayfinding

Nestled and welcoming, the user experience (UX) tool suite for the Harvey Region wants to embody its position as the Northern Star of the South West.

Design Pillars

Robust, reflective and sited are design pillars that speak to the stylistic approach made across the sign family. Robust in materiality, reflective in its response to the user and sited in its environment.
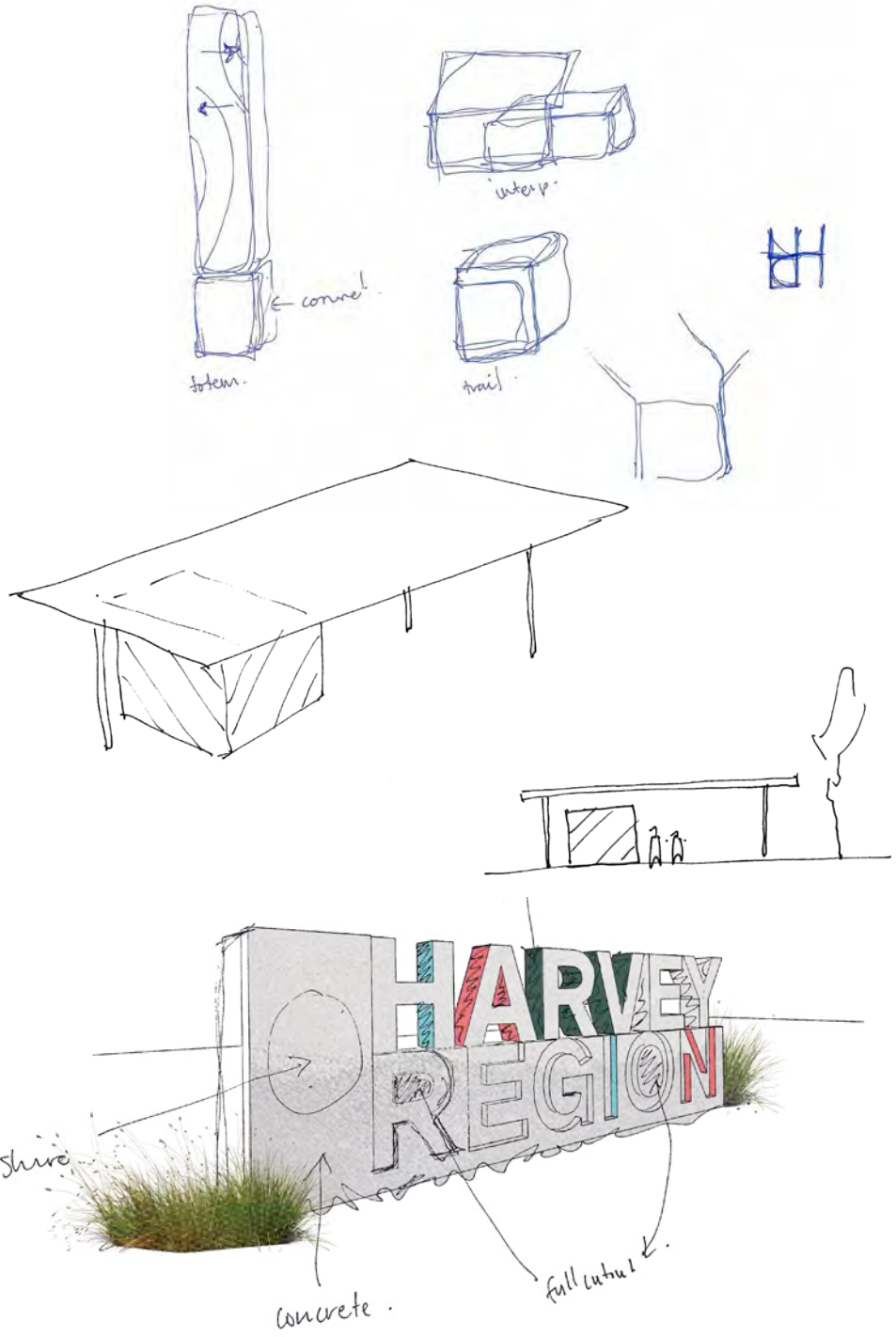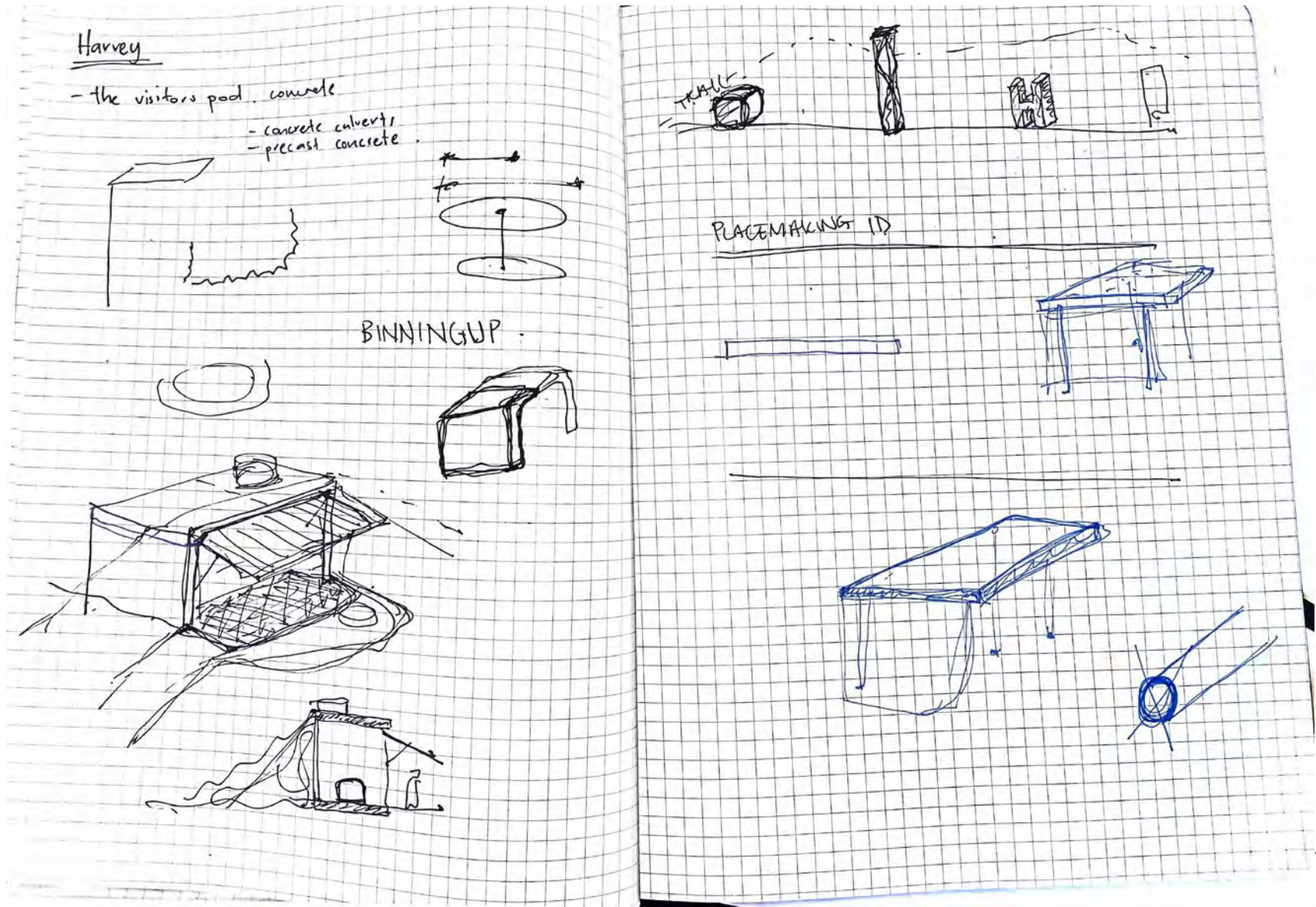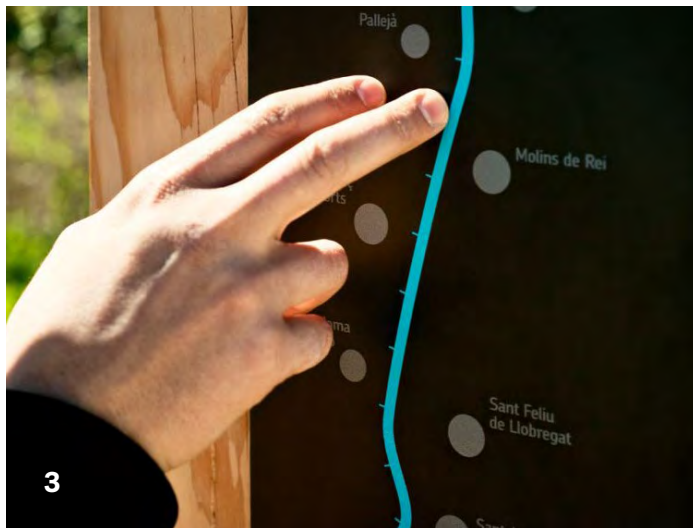
Robust

Reflective

Sited

Concept Sketches

Moodboard

1. Urban Outfitters, UK
2. Rottnest Island, WA – Wayfinding
3. Riu Park, ES
4. Bunbury Geographe – Styleguide Colours
5. Adelaide Foreshore, SA
6. Unique Textures
7. Carved Concrete

Typography

The Calibre typeface features refined, legible and unique letterforms. It is a typeface familiar to the region through it's use in the Bunbury Geographe styleguide.

Calibre Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibre Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibre Black

abcdefghijklmnopqrstuvwxyz
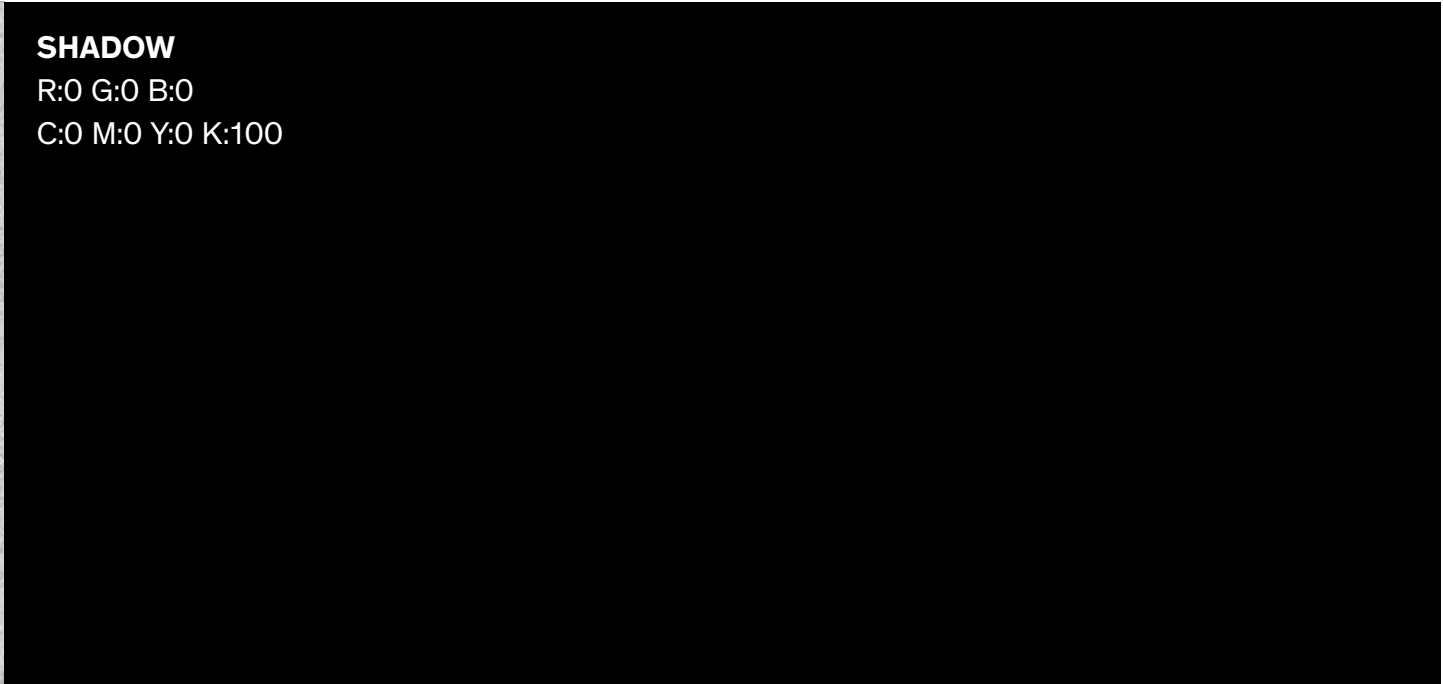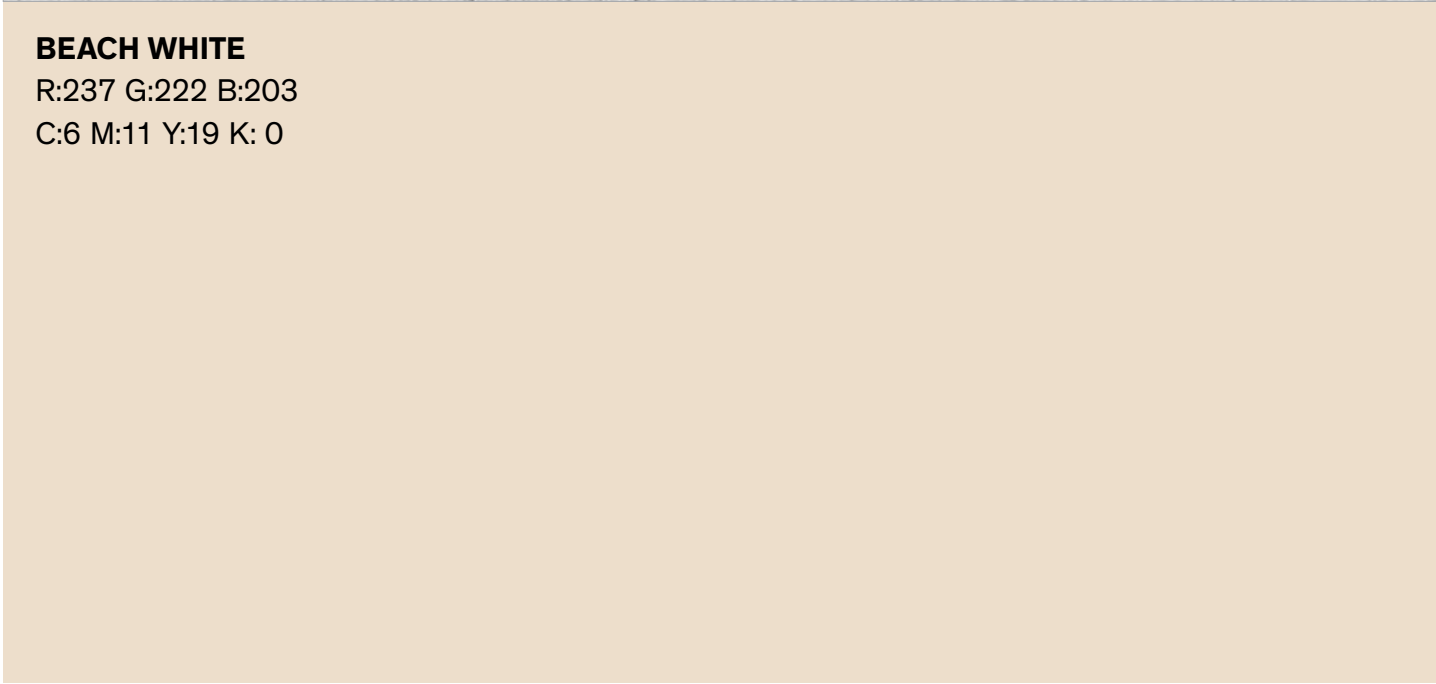**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
1234567890

Aa

Colour + Materials

Utilising the existing Bunbury Geographe primary colour palette, combined with robust materials and a warm neutral foundation.

CONCRETE

SHADOW
R:0 G:0 B:0
C:0 M:0 Y:0 K:100

BEACH WHITE
R:237 G:222 B:203
C:6 M:11 Y:19 K: 0

COAST
R:105 G:202 B:215
C:54 M:0 Y:16 K:0

SUNSET
R:234 G:119 B:122
C:0 M:65 Y:39 K:3

MOSS
R:53 G:95 B:83
C:71 M:32 Y:57 K:42

Iconography

A bespoke set of pictograms have been designed to compliment the design language of the Harvey Region sign types.

An iconography suite that is simple, legible and universal.

Note:
Iconography on road and tourism signage must follow the national standards outlined within the following guidelines:

– National Tourist Signing Guidelines (NTSRG)

– Policy and Application Guidelines Tourist and Service Signs in Western Australia (MRWA)

Information icon to be used in conjunction with local/national guidelines.

Amenities	Accessible	Information	Parking	Accessible Parking	Bus Parking
	* requires DDA approval				

Bus Stop	Food + Drink	BBQ Facility	Path	Elevated Path	Shared Path

Mountain Bike Path	Bike Path	Lookout	Maps
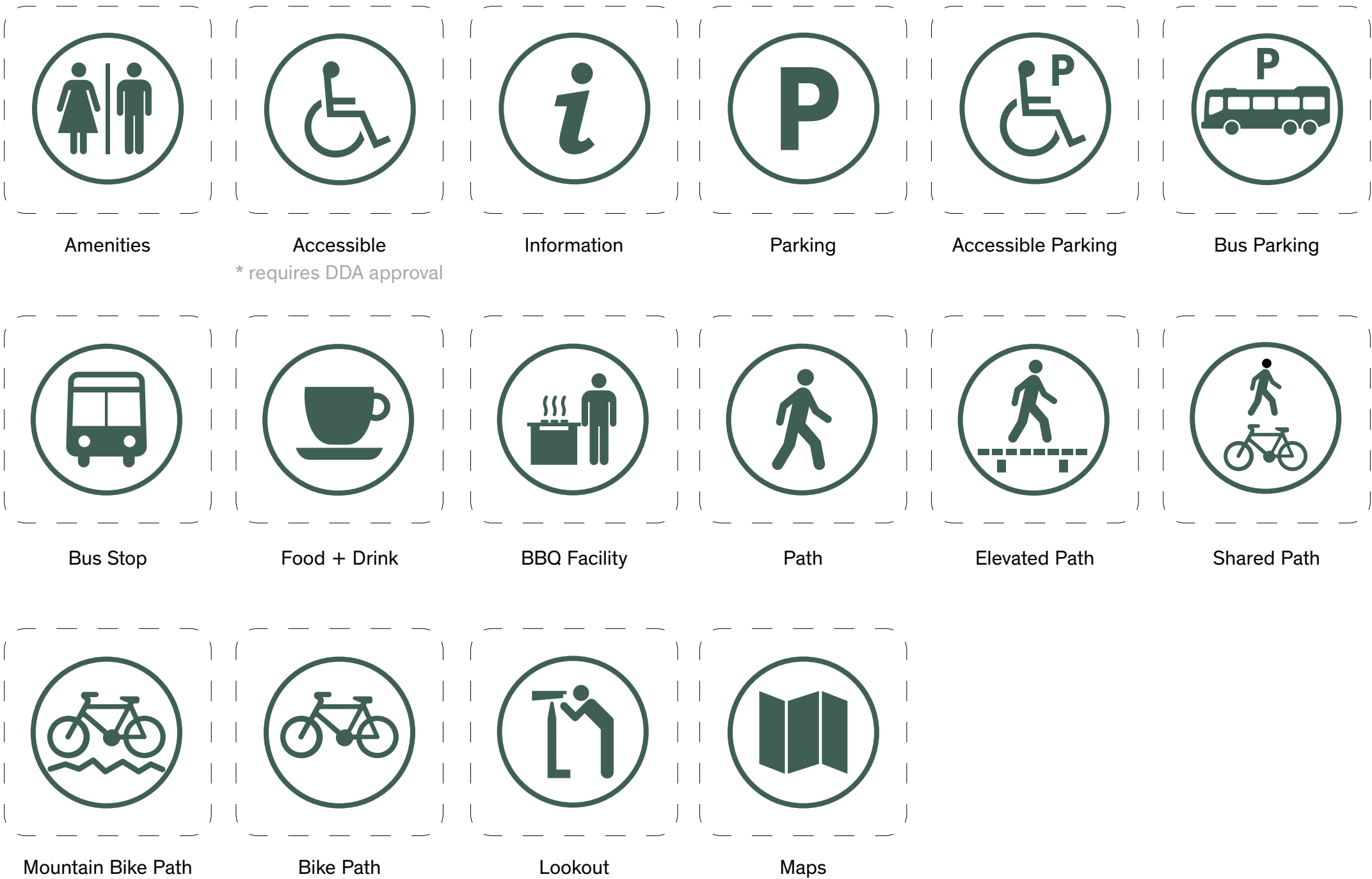
User Experience Tool Suite

The framework combines proposed tools with existing state signage. The application of each tool should be appropriately applied based on the site's built environment, and the ability to facilitate an efficient and informative wayfinding journey into the site.

2000						
1000						
400						
FFL						

Road Sign
(Green)

Primary ID
Harvey Region 'Welcome'

Secondary ID
Township

Services Sign
(Blue)

Primary Orientation
Visitor Information Pod

Secondary Orientation
Information Bay

Tourist Attraction Sign
(Brown)

POI ID
incl. Regulatory

Primary Journey Marker

Secondary Journey Marker

Interpretive
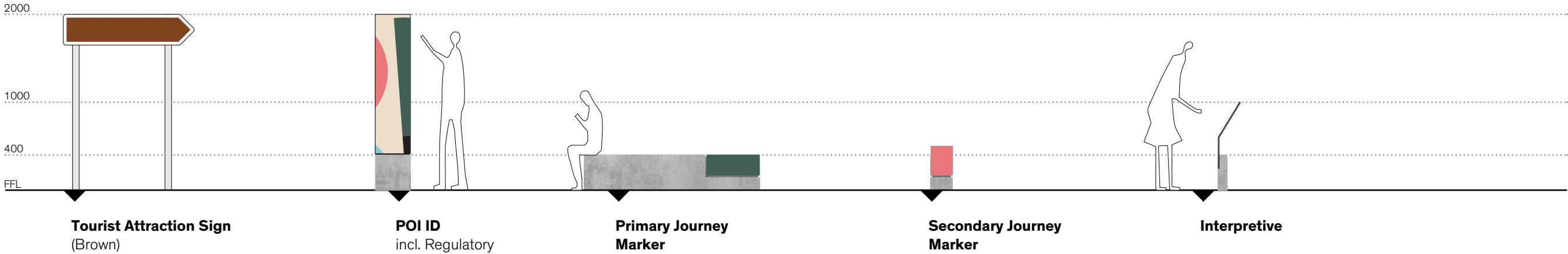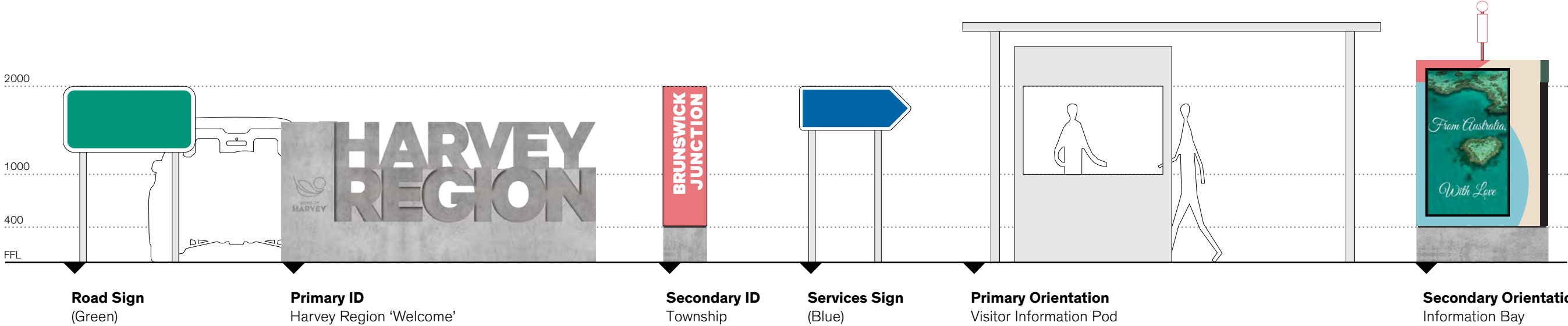
Information Hierarchy

↑

○○○○○

Township / Precinct
XXXm   X mins   X mins

Destination
XXXm   X mins   X mins

Destination
XXXm   X mins   X mins

←

○○○○○

Township / Precinct
XXXm   X mins   X mins
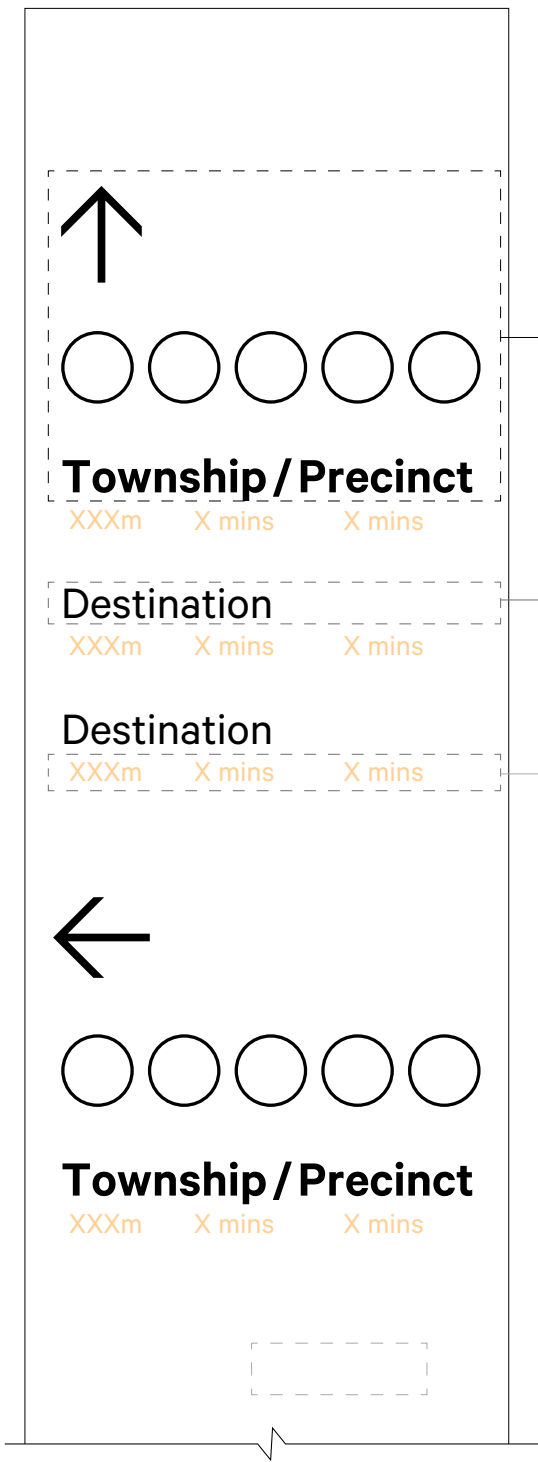
Primary

This level of information is considered priority, assisting the users with their primary journey and will usually be seen/read first.

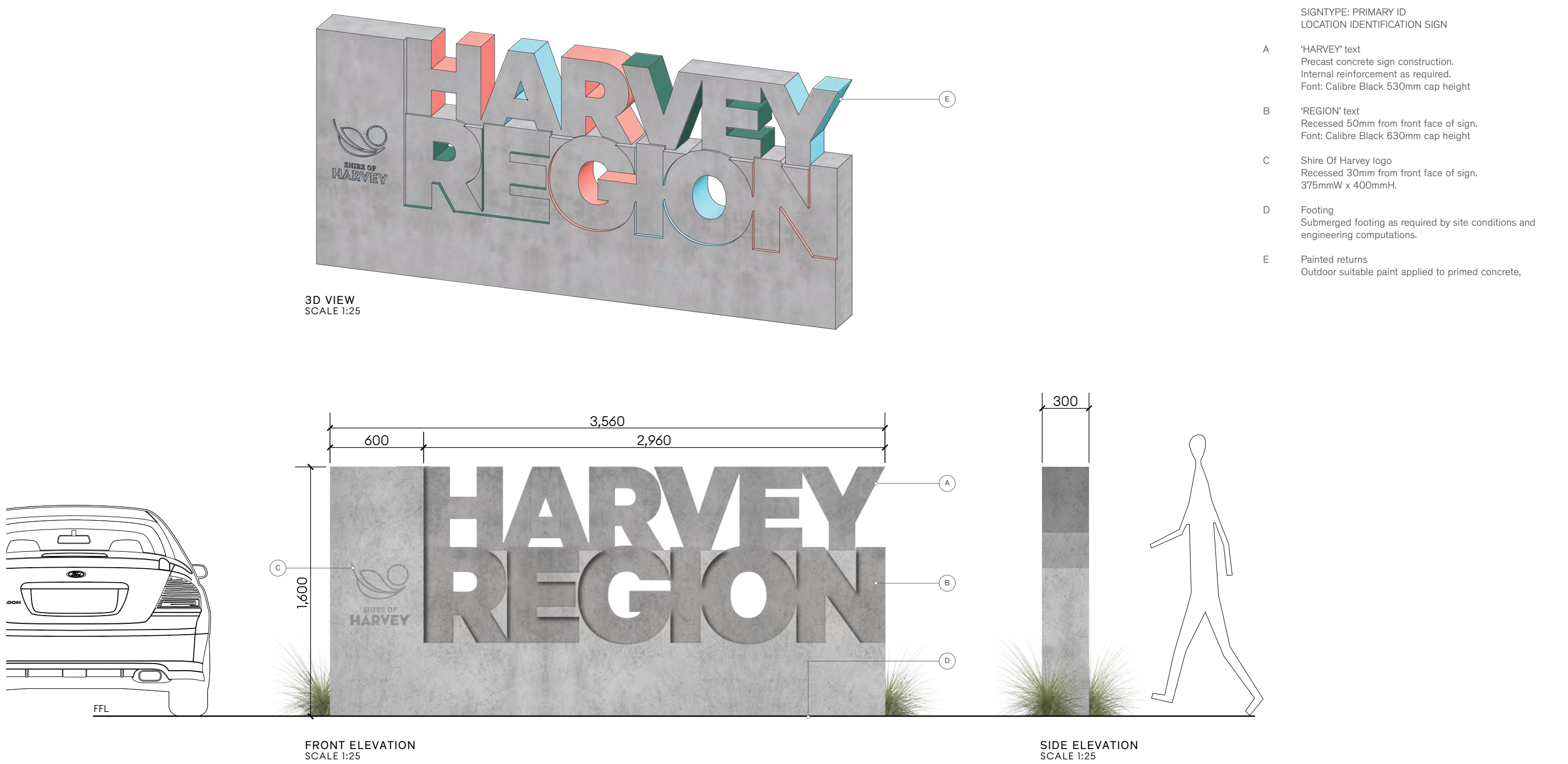## Secondary

This level of information should be used sequentially by distance in orientating users through their journey.

Tertiary

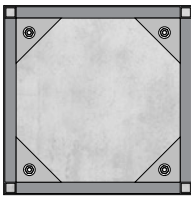This level of information supports the experience journey and informs users about journey length.

3D VIEW
SCALE 1:25

3,560
600
2,960
1,600
300

FRONT ELEVATION
SCALE 1:25

FFL

SIDE ELEVATION
SCALE 1:25

LEGEND:

AD	ALUMINIUM DOOR	**OF**	GUTTER OVERFLOW
CONC	CONCRETE	**PB**	PLASTERBOARD
CPT	CARPET	**RM**	RENDERED MASONRY
CT	CERAMIC TILE	**SBL**	STEEL BALUSTRADE
DP	DOWNPIPE	**SK**	SKYLIGHT
FCS	FIBRE CEMENT SHEET	**TBL**	TIMBER BALUSTRADE
EXT	EXISTING	**TDK**	TIMBER DECK
EXH	EXHAUST	**TF**	TIMBER FLOORING
FBW	FACE BLOCKWORK	**TL**	TIMBER LINING BOARDS
FG	FIXED GLASS	**TW**	TIMBER WINDOW
GRD	GRATED DRAIN	**WB**	WIRE BALUSTRADE
JU	JOINERY UNIT		

DRAWING HISTORY

Revision:	Date:	Notes:
A	5/05/21	DD Styleguide For Approval

SHEET TITLE: REVISION:
Shire Welcome   A

ISSUED: 5/05/2021   DRAWN: SL
SIZE: A3   SCALE: 1:25   REVIEWED: CE

Project: **SoH Tourism Development**   Phase:
Client: **Shire of Harvey**   DD

Signage + Wayfinding
Secondary ID

PLAN VIEW
SCALE 1:20

500

SECTION A
SCALE 1:20

500

2,000

1,585

15

400

FFL

BRUNSWICK JUNCTION

A

B

C

A
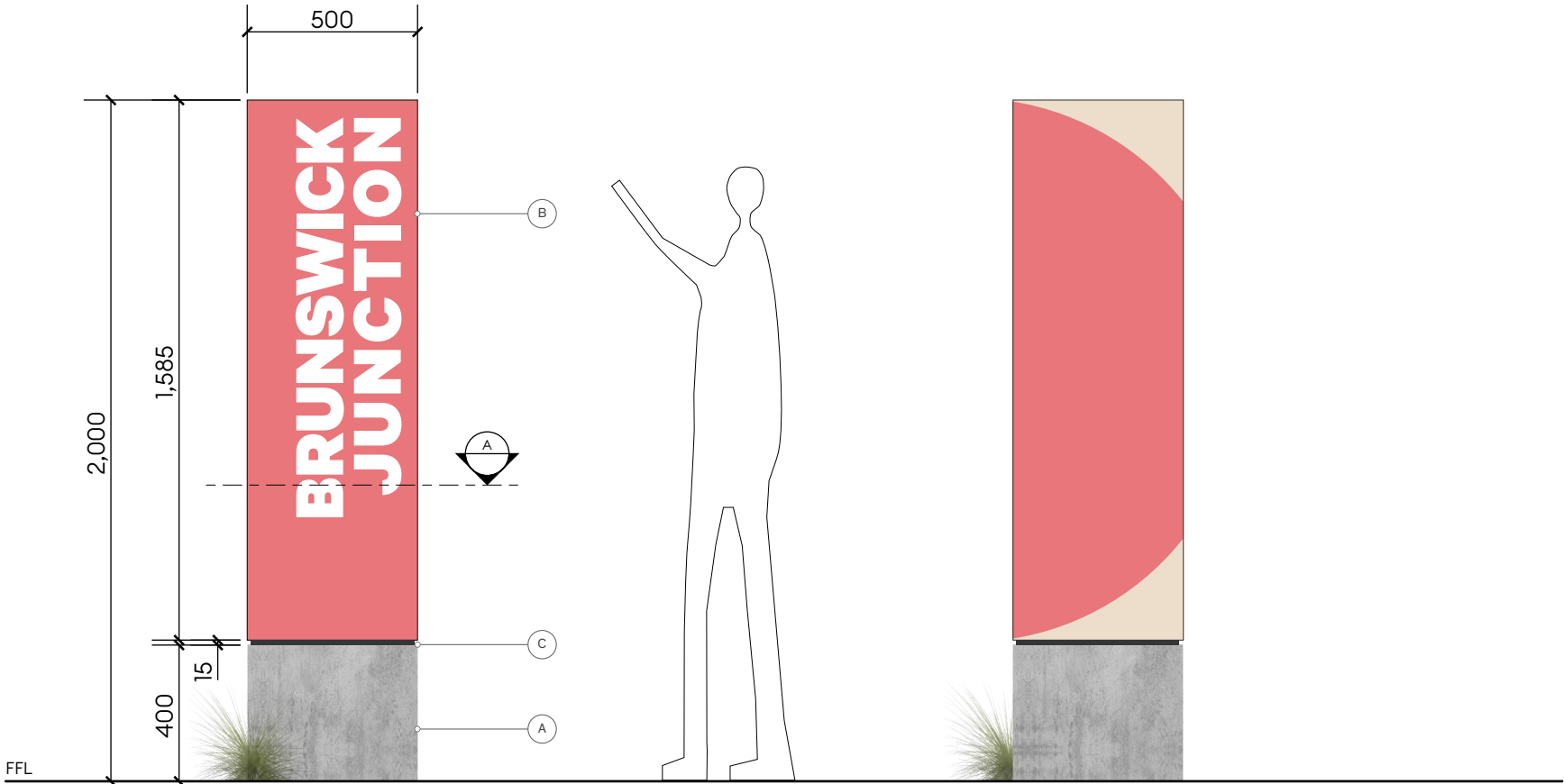
FRONT ELEVATION
SCALE 1:20

SIDE ELEVATION
SCALE 1:20

NOTES:

Check all dimensions and site conditions prior to the commencement of any work, the purchase or ordering of any materials, shop drawings and/or the fabrication of any components. Do not scale drawings, refer to figured dimensions only. Any discrepancies shall immediately be referred to BEST. for clarification. All drawings may be reproduced or distributed without prior permission from BEST. Structural stability and integrity of all components relating to all work is solely the responsibility of the builder or engineer. These drawings relay design intent information only and should not be used as clarification of other. All dimensions noted are to be confirmed on site prior to commencement of work.

DRAWING HISTORY

Revision:	Date:	Notes:
A	5/05/21	DD Styleguide For Approval

SHEET TITLE:
Township

REVISION:
A

ISSUED: 5/05/2021   DRAWN: SL
SIZE: A3   SCALE: 1:20   REVIEWED: CE

Project: **SoH Tourism Development**   Phase:
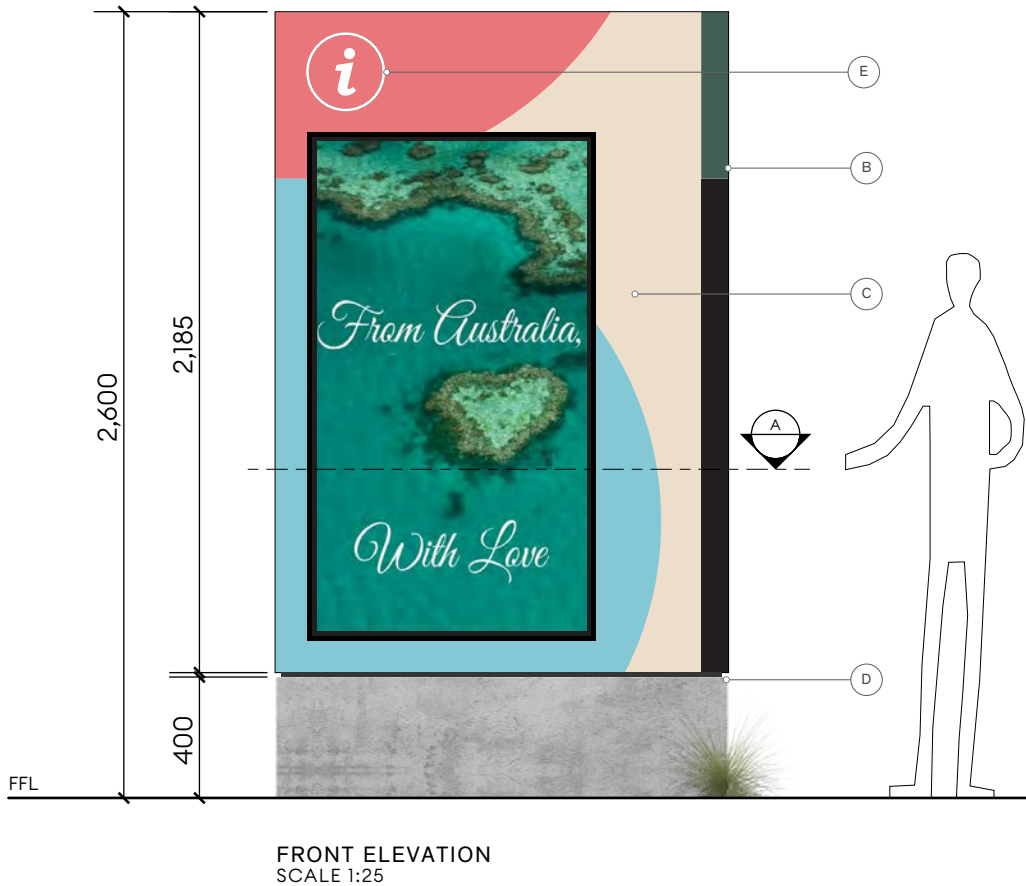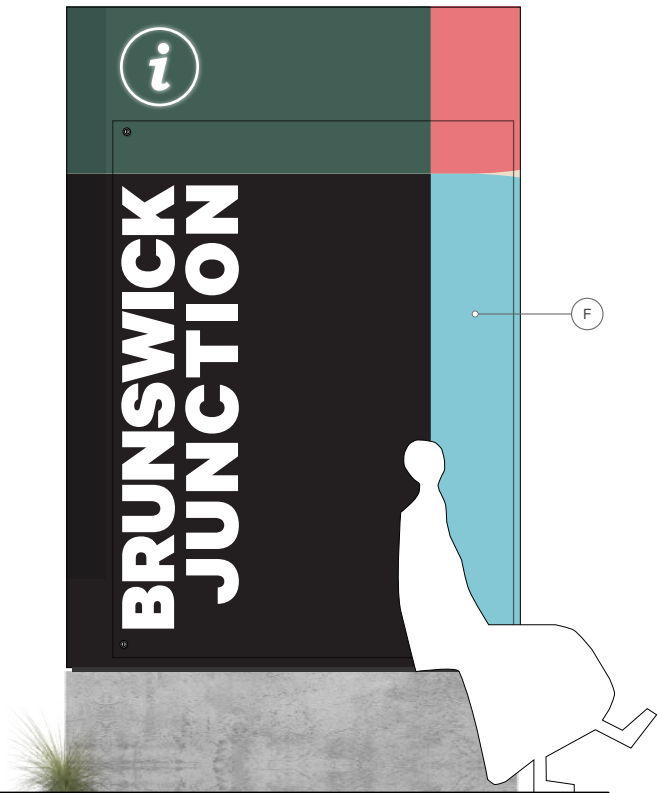Client: **Shire of Harvey**   DD

PLAN VIEW
SCALE 1:25

1,500

SECTION A
SCALE 1:25

SIGNTYPE: SECONDARY ORIENTATION
INFORMATION BAY

A   Concrete plinth
Precast concrete with internal reinforcement and concealed
footing detail as required by site conditions.
Exposed area on top side to function as seating.

B   Cladding
Cut, folded and painted 3mm aluminium sheet to clad
structural frame. Integrated lockable service access door
and ventilation as required by nominated digital display.

C   Digital touch display
Outdoor suitable 75" digital media touch display. Mounted to
internal structural frame. Power and date feed to run
through concealed conduit in concrete plinth.

D   Shadow gap
15mm high 10mm deep shadow gap to visually separate
concrete plinth from clad sign structure.

E   Illuminated Information 'i'
Push-fit router cut opal acrylic icon. To finish flush with face
of cladding. Cool white outdoor suitable LEDs installed
to rear. Applied to all sides of cladding.

F   Promotional poster space
Poster display cabinet intergrated into sign cladding on
non-screen sides of sign.

From Australia, With Love

BRUNSWICK JUNCTION

2,600
2,185
400
FFL

FRONT ELEVATION
SCALE 1:25

SIDE ELEVATION
SCALE 1:25

LEGEND:

AD	ALUMINIUM DOOR	**OF**	GUTTER OVERFLOW
CONC	CONCRETE	**PB**	PLASTERBOARD
CPT	CARPET	**RM**	RENDERED MASONRY
CT	CERAMIC TILE	**SBL**	STEEL BALUSTRADE
DP	DOWNPIPE	**SK**	SKYLIGHT
FCS	FIBRE CEMENT SHEET	**TBL**	TIMBER BALUSTRADE
EXT	EXISTING	**TDK**	TIMBER DECK
EXH	EXHAUST	**TF**	TIMBER FLOORING
FBW	FACE BLOCKWORK	**TL**	TIMBER LINING BOARDS
FG	FIXED GLASS	**TW**	TIMBER WINDOW
GRD	GRATED DRAIN	**WB**	WIRE BALUSTRADE
JU	JOINERY UNIT		

SHEET TITLE:
Information Bay

REVISION:
A

ISSUED: 5/05/2021   DRAWN: SL
SIZE: A3   SCALE: 1:20   REVIEWED: CE

Project: **SoH Tourism Development**   Phase:

Client: **Shire of Harvey**   DD

SIDE C

SIDE D

SIDE B

SIDE A

PLAN VIEW
SCALE 1:20

SECTION A
SCALE 1:20

400

2,000

1,585

15

400

FFL

B

C

A

SIDE A
SCALE 1:20

↑

◯◯◯◯◯

Township / Precinct
XXXm ⚡ X mins 🚲 X mins

Destination
XXXm ⚡ X mins 🚲 X mins

Destination
XXXm ⚡ X mins 🚲 X mins

←

◯◯◯◯◯

Township / Precinct
XXXm ⚡ X mins 🚲 X mins

SHIRE OF
HARVEY

SIDE B
SCALE 1:20

Harvey Dam

SHIRE OF
HARVEY

SIDE C
SCALE 1:20

↑

◯◯◯◯◯

Township / Precinct
XXXm ⚡ X mins 🚲 X mins

Destination
XXXm ⚡ X mins 🚲 X mins

Destination
XXXm ⚡ X mins 🚲 X mins

→

◯◯◯◯◯

Township / Precinct
XXXm ⚡ X mins 🚲 X mins

SHIRE OF
HARVEY

SIDE D
SCALE 1:20

NOTES:

Check all dimensions and site conditions prior to the commencement of any work,
the purchase or ordering of any materials, shop drawings and/or the fabrication of any
components. Do not scale drawings, refer to figured dimensions only. Any discrepan-
cies shall immediately be referred to BEST. for clarification. All drawings may not be
reproduced or distributed without prior permission from BEST. Structural stability and
integrity of all components relating to all work is solely the responsibility of the builder
or engineer. These drawings relay design intent information only and should not be
used as clarification of other. All dimensions noted are to be confirmed on site prior to
commencement of work.

LEGEND:

AD	ALUMINIUM DOOR	**OF**	GUTTER OVERFLOW
CONC	CONCRETE	**PB**	PLASTERBOARD
CPT	CARPET	**RM**	RENDERED MASONRY
CT	CERAMIC TILE	**SBL**	STEEL BALUSTRADE
DP	DOWNPIPE	**SK**	SKYLIGHT
FCS	FIBRE CEMENT SHEET	**TBL**	TIMBER BALUSTRADE
EXT	EXISTING	**TDK**	TIMBER DECK
EXH	EXHAUST	**TF**	TIMBER FLOORING
FBW	FACE BLOCKWORK	**TL**	TIMBER LINING BOARDS
FG	FIXED GLASS	**TW**	TIMBER WINDOW
GRD	GRATED DRAIN	**WB**	WIRE BALUSTRADE
JU	JOINERY UNIT		

DRAWING HISTORY

Revision:	Date:	Notes:
A	5/05/21	DD Styleguide For Approval

SHEET TITLE: REVISION:
POI ID   **A**

ISSUED: 5/05/2021   DRAWN: SL
SIZE: A3   SCALE: 1:20   REVIEWED: CE

Project: **SoH Tourism Development**   Phase:

Client: **Shire of Harvey**   **DD**

Primary Journey Marker

SIGNTYPE: POINT OF INTEREST ID
INCLUDING REGULATORY

A   Concrete plinth
Precast concrete with internal reinforcement and concealed footing detail as required by site conditions.

B   Cladding
Cut, folded and painted 3mm aluminium sheet to clad concrete plinth. Affixed with construction adhesive.
To return into shadow gap on all visible returns.

C   Shadow gap
15mm high, 15mm deep shadow gap to visually separate concrete from clad area. Achieved by recess in concrete.

2,000

600

400

PLAN VIEW
SCALE 1:20

15   600

235

15   150

400

FFL

FRONT ELEVATION
SCALE 1:20

B
C
A

SIDE ELEVATION
SCALE 1:20

LEGEND:

AD	ALUMINIUM DOOR	**OF**	GUTTER OVERFLOW
CONC	CONCRETE	**PB**	PLASTERBOARD
CPT	CARPET	**RM**	RENDERED MASONRY
CT	CERAMIC TILE	**SBL**	STEEL BALUSTRADE
DP	DOWNPIPE	**SK**	SKYLIGHT
FCS	FIBRE CEMENT SHEET	**TBL**	TIMBER BALUSTRADE
EXT	EXISTING	**TDK**	TIMBER DECK
EXH	EXHAUST	**TF**	TIMBER FLOORING
FBW	FACE BLOCKWORK	**TL**	TIMBER LINING BOARDS
FG	FIXED GLASS	**TW**	TIMBER WINDOW
GRD	GRATED DRAIN	**WB**	WIRE BALUSTRADE
JU	JOINERY UNIT		

DRAWING HISTORY

Revision:	Date:	Notes:
A	5/05/21	DD Styleguide For Approval

SHEET TITLE:
Primary Journey Marker

REVISION:
A

ISSUED: 5/05/2021   DRAWN: SL
SIZE: A3   SCALE: 1:20   REVIEWED: CE

Project: **SoH Tourism Development**   Phase:

Client: **Shire of Harvey**   DD

Interpretive +
Secondary Journey Marker

SIGNTYPE: INTERPRETIVE

A   Concrete plinth
Precast concrete with internal reinforcement and concealed footing detail as required by site conditions.

B   Sign panel
Folded 10mm aluminium plate conceal fixed to concrete plinth. Paint finish and messaged applied as required. Outdoor suitable protective UV coat to finish.

SIGNTYPE: SECONDARY JOURNEY MARKER

C   Concrete plinth
Precast concrete with internal reinforcement and concealed footing detail as required by site conditions.

D   Cladding
Cut, folded and painted 3mm aluminium sheet to clad concrete plinth. Affixed with construction adhesive.

E   Shadow gap
15mm high, 15mm deep shadow gap to visually separate concrete from clad area. Achieved by recess in concrete.

INTERPRETIVE
FRONT ELEVATION
SCALE 1:20

INTERPRETIVE
SIDE ELEVATION
SCALE 1:20

PLAN VIEW
SCALE 1:20

SECONDARY JOURNEY MARKER
FRONT ELEVATION
SCALE 1:20

SECONDARY JOURNEY MARKER
SIDE ELEVATION
SCALE 1:20

NOTES:

Check all dimensions and site conditions prior to the commencement of any work, the purchase or ordering of any materials, shop drawings and/or the fabrication of any components. Do not scale drawings, refer to figured dimensions only. Any discrepancies shall immediately be referred to BEST. for clarification. All drawings may not be reproduced or distributed without prior permission from BEST. Structural stability and integrity of all components relating to all work is solely the responsibility of the builder or engineer. These drawings relay design intent information only and should not be used as clarification of other. All dimensions noted are to be confirmed on site prior to commencement of work.

LEGEND:

AD	ALUMINIUM DOOR	**OF**	GUTTER OVERFLOW
CONC	CONCRETE	**PB**	PLASTERBOARD
CPT	CARPET	**RM**	RENDERED MASONRY
CT	CERAMIC TILE	**SBL**	STEEL BALUSTRADE
DP	DOWNPIPE	**SK**	SKYLIGHT
FCS	FIBRE CEMENT SHEET	**TBL**	TIMBER BALUSTRADE
EXT	EXISTING	**TDK**	TIMBER DECK
EXH	EXHAUST	**TF**	TIMBER FLOORING
FBW	FACE BLOCKWORK	**TL**	TIMBER LINING BOARDS
FG	FIXED GLASS	**TW**	TIMBER WINDOW
GRD	GRATED DRAIN	**WB**	WIRE BALUSTRADE
JU	JOINERY UNIT		

SHEET TITLE:
Secondary Journey Marker

REVISION:
A

ISSUED: 5/05/2021   DRAWN: SL
SIZE: A3   SCALE: 1:10   REVIEWED: CE

Project: **SoH Tourism Development**   Phase:

Client: **Shire of Harvey**   **DD**

Specifications

Specifications
Signage Policy Considerations

Tourism Signage	Event Signage	Private Signage	Communication Design

Tourism Signage

Tourist and service signs are governed by the Main Roads WA (MRWA) signage policy and guidelines, in compliance with national and international standards.

Approval and installation of tourist signage on all State roads is the responsibility of MRWA.

In support of all tourism related entities and attractions, the Shire of Harvey should:

– Comply with established state and national policies in support of a statewide standard for tourism and service signage

– Extend use of these standards to the implementation of tourist signage on non-State roads managed by the Shire of Harvey

– Establish a database list of all tourism attractions in accordance with MRWA criteria

– Develop + endorse naming conventions (including private tourist businesses) that strategically align with other tourism marketing communications, Harvey Region wayfinding, printed and electronic maps

– Develop and manage an asset register for all tourism signage within the Harvey Region

– Implement a maximum of 3 × tourist signs per install location to minimise visual clutter

– Consider 'Secondary Orientation (Information Bays)' where there is a concentration of tourist attractions or service facilities at a particular turn-off.

– Develop a holistic, documented 'whole of region' application approach to discuss with MRWA including removal, retention and new requests with the Tourism Strategy Development Plan as supporting evidence.

References:
Policy and Application Guidelines Tourist and Service Signs in Western Australia (MRWA)

Event Signage

Advertising for the purposes of events and other short-term applications should be managed and implemented in accordance with the temporary nature of these activities.

The following should apply to all event advertising material:

– Information primarily located on digital assets within the Secondary Orientation Information Bay and through other digital applications

– No freeway digital billboards

– Deploy temporary road sign signage for events and directions in line with MRWA policies and guidelines that promote safe traffic management and driver safety

– Use existing static billboard options for event promotion in areas along visitor journey routes prior to Harvey Region arrival

– Limit printed poster application to designated noticeboards and areas designated for this purpose within urban areas

– Promote sustainability principles for all printed advertising applications.

Private Signage

In support of local operators, the Shire of Harvey should implement the following:

– Develop a simplified 'exemption' policy to the development application process that reflects similar principles to the Victorian Government 'VicSmart' process (i.e. maximum 10m2 of signage per property, no illumination)

– Permit private signage facing main roads, however always ideally within their title boundary

– The Shire should further develop sizing consistency frameworks for this signage type

– Signage should be not illuminated unless in exceptional circumstances

– Signage layouts and designs should be approved by centralised Shire of Harvey tourism development team

– Signage should also reflect the Harvey Region branding where there is a tourist interface.

Communication Design

The following information items are to be considered when developing artwork and messaging for the Harvey Region signage + wayfinding tools:

Universal language:

– Shire of Harvey wayfinding signage assets to include the proposed iconography aesthetic

– Complete a holistic review of all destination types within the region and expand the iconography suite where necessary

– Tourism signage iconography to always follow national and international standards

Dual language (international), First Nations (i.e. Noonga) and Acknowledgment of Country:

– Primarily delivered through digital signage assets with an associated narrative piece

– Also delivered through Interpretive + Journey Marker sign types, with First Nations as priority

Naming Conventions:

– Develop + endorse naming conventions (including private tourist businesses and First Nations) that strategically align with other tourism marketing communications, tourist signage, printed and electronic maps

Disability Discrimination Act + Legibility:

– Freestanding signage and wayfinding (excl. vehicle and tourism signage) should be installed with unimpeded access to all information for users

– Ground surfaces and wheelchair accessibility requirements should be considered in accordance with national DDA guidelines and standards

– Text heights used should be appropriate for the intended viewing distance.

Specifications
Example Allocations – Binningup
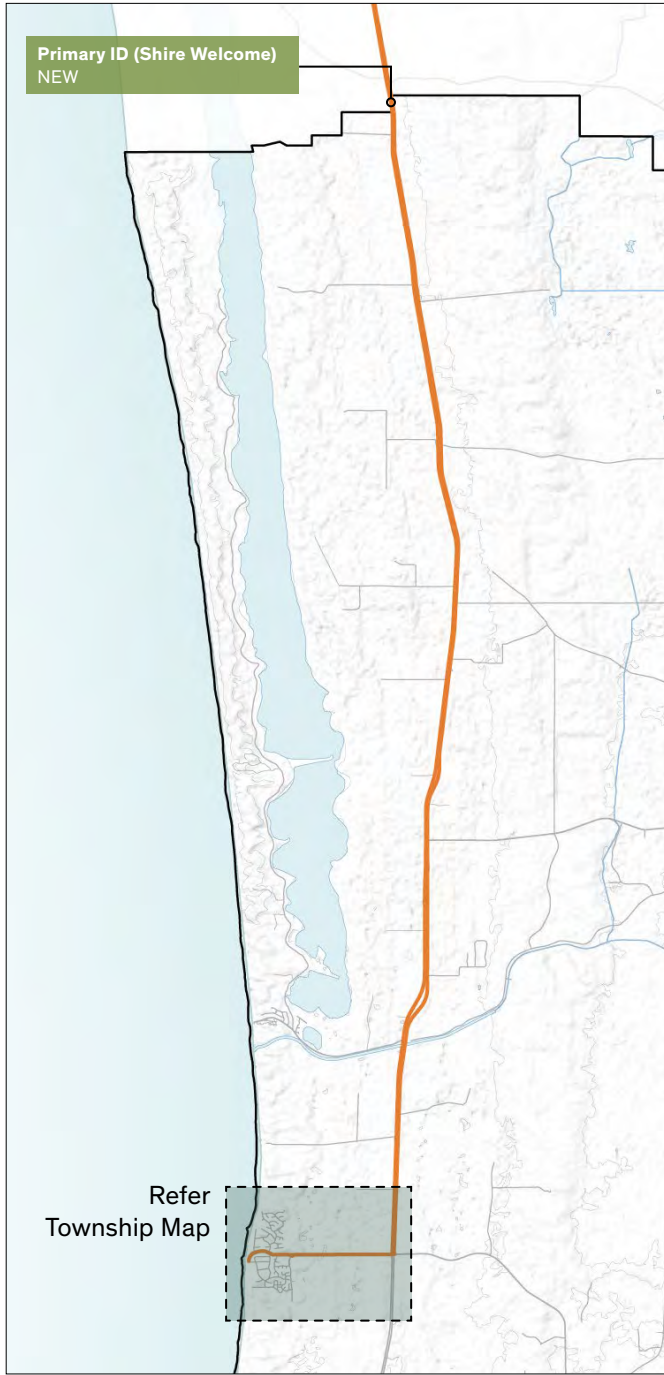
Extensive strategy and planning is required for assessing signage requirements within the Harvey Region. An implementation plan should be developed accordingly, with priorities determined in line with available funding.

Journey Overview

Primary ID (Shire Welcome)
NEW

Refer Township Map

Township Map

Services Sign (Blue)
NEW

Road Sign (Green)
Retain Existing Sign

Services Sign (Blue)
NEW

Road Sign (Green)
Retain Existing Sign

Services Sign (Blue)
Remove Existing Sign

Services Sign (Blue)
Remove Existing Sign

Road Sign (Green)
NEW

Services Sign (Blue)
NEW

Services Sign (Blue)
NEW

Services Sign (Blue)
NEW

Primary Orientation (Visitor Information Pod)
NEW

Secondary ID (Township)
NEW

Legend:

New Sign   Existing Sign – Retain   Existing Sign – Remove

General Specification

1.0 GENERAL

1.1 Scope

The work in this section comprises the provision of all safety, supervision, labour, materials, plant and equipment necessary to complete the supply and installation of SoH fit-out signage,
and associated work (the Works) including related items as indicated on the drawings and specification.

1.2 Compliance

The works are to comply with statutory provisions, Australian Standards as nominated herein and industry codes of practice applicable to the conduct, supply, manufacture and installation
of the works.

1.3 Document Relationship

The following clauses shall be read in conjunction with the drawings, specifications and all relevant clauses shall be applicable. The subcontractor is to ensure that referencing to the drawings is carried out prior to all works throughout the duration of the project.

1.4 Knowledge of the Site

Subcontractors who are not familiar with the site or its conditions are required to visit the site prior to manufacture/installation.

2.0 APPLICABLE DOCUMENTS

2.1 Standards

All work and materials shall comply with the applicable Australian Standards, those of which are specifically defined throughout this document.

2.2 Technical Drawings and Specifications

The schedules and specifications set out herein is to describe nominal dimensions, materials and finishes of the items consistent with the design. Details may be refined or modified provided that such refinement or modification is consistent with the operating, interface, ownership, support, and operating environment requirements specified. All modifications require SoH approval. In all cases the subcontractor shall be responsible for ensuring that the finished product is structurally and aesthetically compliant with the contents of this document and of a quality which would be reasonably expected. This shall include engineering certification on all signs.

3.0 REQUIREMENTS

3.1 Copyright

Copyright of all work, including, but not limited to, design and shop drawings will be SoH.

3.2 Publicity

During and after completion of the project, the subcontractor, or any of its sub-contractors, shall not advertise or issue any information, publication, document or article concerning the project or any matter associated therewith in any media without the prior written consent of SoH. The subcontractor shall refer to SoH any enquiries concerning the project or any of the aforementioned matters from the media.

3.3 Mandatory Requirements

The provided information is mandatory with respect to the following:
• Text and graphic layout
• Colours
• Graphic application
• Overall size of each sign
• Materials and nominated finishes of each sign
• Use of alternative materials
• Prior to commencement of installation and before any items are brought to site for installation a "Safe Work Method Statement" is to be provided.

General Specification

4.0 PROJECT MANAGEMENT

4.1 Work Programme

The subcontractor will coordinate with SoH to provide a works programme, clearly showing the commencement and completion of all activities, including engineering, prototyping, shop drawings and required approvals, before commencement of the project.

4.2 Samples and Prototypes

Samples and prototypes shall be provided by the subcontractor to SoH for all materials associated with this project (including proprietary items).

All samples shall be submitted in sufficient time to permit proper evaluation (minimum of 5 working days) and where necessary, resubmission, in order to allow production to proceed in accordance with the programme.

Samples and prototypes are to show material, finish, colour and workmanship. Approved samples and prototypes shall become the standard against which work will be matched. Rejection of samples and prototypes will not be used to argue a change of programme.

4.3 Applicable Permits

It is the responsibility of the subcontractor to coordinate any required permits that would be applicable to the project unless otherwise stated by SoH. Including, but not limited to:
• Structural Engineering Certification
• Building Permit
• Planning Permit
• Closures to public spaces i.e. roads, car parks, footpaths etc

Any signage on external walls may require development approval (DA) or be complying development requiring a (CDC) or exempt development the contractor is to seek appropriate approvals either from council or a private certifying authority (PCA) prior to commencement of work.

4.4 Statutory Signage Compliance

It is the responsibility of the subcontractor to ensure all statutory signage comply with the legislative requirements pending the state that work is completed within.

4.5 WH&S Compliance

It is the responsibility of the contractor to ensure that all manufacturing and site installation works are undertaken in/and comply with Work and Safety Act and Regulations as at time of commencement on the works or any separable portion of the works and ensure the safety of personnel representing/ working for SoH at all times.

This will include (and is not limited to) all required paperwork and documentation to successfully complete the Scope of Works in accordance with the before mentioned.

General Specification

5.0 ARTWORK

5.1 Digital files supplied by SoH
Digital files in Adobe Illustrator PDF or EPS format, showing graphic applications only will be supplied to subcontractor for unique items only. Make provisions for some modification in the design, detail and graphic application of signs within each sign type and the redistribution of sign quantities accordingly.

Modification to the graphic set out and format of information will not constitute a variation to the scope of work.

Contractor is responsible for all production artwork. You shall include for:
• All artwork production and for the enlargement as required of this material.
• Preparation of full size graphic layouts for each unique item for approval only.
• Production of films and production files.

5.2 Typefaces
Submit one sample of the reproduction of the typeface(s) used in production for approval on each material application. Samples should include typical point sizes to be used and the minimum point sizes used in each typeface and weight.

5.3 Site Measurements
Whilst all care has been taken in the preparation of this work, it is the responsibility of the contractor/ subcontractor to ensure that all information is correct. Contractors/ subcontractors are to verify dimensions prior to commencement of work. Written dimensions take precedence over scale. Refer all discrepancies back to SoH before commencing.

6.0 MATERIALS AND MANUFACTURING METHODS

6.1 Alternative Materials
It is a mandatory requirement that alternative materials are brought to the attention of SoH, advantages of use identified and are only to be used after written acceptance by SoH.

6.2 Proprietary Products
Where proprietary products are used, the manufacturer's instructions and specifications shall be strictly adhered to.

6.3 Finishes Generally
Edges and surfaces should be clean, neat and free from burrs and indentations. All sharp edges to be rounded off to prevent cutting, without excessive radial edges. All visible joints in materials shall be even. All visible joints are to be dimensioned and shown on shop drawings and specifically approved.

6.4 Joints
Visible joints of materials are to be dimensioned and shown on shop drawings. No joints shall appear in end products that were not recorded in shop drawings.

6.5 Welding
All welding shall be carried out in accordance with:
• AS/NZS 1554.1:2011 Welding of steel structures.
• AS/NZS 1554.6:2012 Welding stainless steels for structural purposes.
• AS/NZS 1554.7:2006 Welding of sheet steel structures.
• AS/NZS1665 Welding of aluminium structures.

There shall be no buckling or visible surface colour variations in exposed material metal finishes. Welded, brazed or soldered joints on exposed surfaces shall be ground, buffed or polished as applicable to the material and specified finish.

6.6 Steel
Mild Steel: All mild steel is to be hot dipped galvanised after manufacturer in compliance with AS/ NZS 4680:2006. All joins, drill holes and cut-throughs to be sealed.
Stainless Steel: Minimum stainless steel grade to be 316. All stainless steel shall be fabricated in clean shops, isolated from contamination from other ferrous alloys. Tools used for fabrication shall be either used exclusively on the fabrication of stainless steel, or fully cleaned prior to use.

General Specification

6.7 Aluminium

Aluminium to be Marine Grade 5000 or 6000 series depending on use. All aluminium shall be fabricated in clean shops, isolated from contamination from other non-ferrous alloys. Tools used for fabrication shall be either used exclusively on the fabrication of aluminium, or fully cleaned prior to use. Where aluminium sheet is specified, appropriate pre-finished sandwich panel (Alucobond or approved similar) may be used. Any alternative material requires approval by SoH before production commences.

6.8 Fastenings

Fastenings, including anchors, lugs, screws, rivets, double sided tape and the like shall be appropriate to the work, capable of transmitting the loads and stresses imposed, and sufficient to ensure the rigidity of the assembly. The supplier is responsible for the engineering functional requirements of all fixings. No fixings shall appear in end product that were not recorded in shop drawings.

6.9 Double Sided Tape

3M double sided tape (or similar approved) to be used. Apply tapes according to the manufacturer's instructions, using the specified tools and materials. Subcontractor to provide certification of the tapes and application systems used.

6.10 Paint Finishes

Paints to be 'Dulux' 'Sikkens' or 'Glasurit' or similar approved. Apply paint finishes according to the paint manufacturer's instructions, using the specified tools and materials. Subcontractor to provide certification of the paints and application systems used.

6.11 Screen Printing

Screen printed graphics and text shall be applied using appropriate inks and screen sizes for the material to be printed, the environment the item is to be used in and the expected quality level of the item.

6.12 Digital Printing

Digitally printed graphics shall be applied using appropriate inks, printing methods printed medium and laminates for the environment the item is to be used in and the expected quality level of the item. Contractor to provide certification of the materials and printing systems used.

6.13 Vinyl Lettering

Only Avery, Arlon Calon II or 3M 7725, 7125, 180, 3200, 3870, 3980, 3930, 3990, 1170, 5525, 3630, 3635, 3640 series films shall be used for vinyl lettering. Contractor to provide certification of the materials used.

6.14 Laser/Water Jet/Router

All corners and edges of cut items shall be sharp and true to the selected typeface or artwork with accurate, even curves and serifs where applicable.

Finished items will not show overheating or surface inconsistency.

6.15 Braille and Tactile

Current revision of the National Construction Code (NCC) Volume 1 D3.6 and AS 1428.1 should form the basis for designing, manufacturing and installing Raised Tactile Signs as required by this standard.

6.16 Acrylic

Manufacture of acrylic should always be carried out by an experienced manufacturer. Care should be taken to ensure that any mounting arrangement, threading of acrylic or screw fixing does not pose a potential point of crack propagation. A sharp drill bit must always be used when drilling into cast acrylic.

Generally, fixing of acrylic should always be done with an oversized drill hole compared to the fixing screw/bolt with a neoprene seal-washer, allowing the acrylic to expand/contract. Advise should be sought from acrylic sheet manufacturers as to best practice when using their products. Many materials are broadly referred to as "acrylic" and specific approaches may vary from product to product.

6.17 Fire Performance of External Walls and Cladding

If proposed signage is deemed non-combustible (as per NCC definition) they can be attached to the non-combustible external wall linings and as required by Spec C1.1 Cl 2.4 the method of attaching / installing the sign to a building element must not reduce the fire-resistance of that element to below that required.

However if the proposed sign is combustible, NCC C1.14(h) allows signs (such as building identification signs, vehicle carpark entry signs, and advertisements), that may contain combustible materials, to be fixed, installed or attached to an external wall required to be noncombustible where the sign:
  • achieves a group number of 1 or 2; and
  • does not extend beyond one storey; and
  • does not extend beyond a single fire compartment; and
  • is separated from other combustible signs by at least two storeys in the vertical direction.

For a combustible sign to be fixed, installed or attached to an external wall required to be non-combustible, every condition listed under C1.14(h) must be satisfied and also as required by Spec C1.1 Cl 2.4 the method of attaching / installing the sign to a building element must not reduce the fire-resistance of that element to below that required.

Please refer to 'The Fire Performance of External Walls and Cladding Advisory Note ©' as released by the Australian Building Codes Board (ABCB) for full requirements.

General Specification

7.0 IMPLEMENTATION

7.1 Protection of Works

The subcontractor shall be responsible for protection of all materials and workmanship that are part of the contract against damages until such time as the work is accepted by SoH. Adjacent work and materials in areas where work is progressing or through which materials are brought shall be protected from damage by the subcontractor during the erection of this work.

The supplier should also undertake a site dilapidation report and record visual evidence prior to commencement of works.

7.2 Protection of Live Working Environments

Where the works will be occurring within a live workplace environment, it is the responsibility of the subcontractor to demonstrate sensitivities in the following areas:
• Screening of the work area to prevent impact of installation dust and debris on tenants floor surfaces and other equipment. Where necessary, it may be an alternate requirement to use a dust extraction tool.
• Minimise the impact of work 'noise' on the immediate surrounding area(s)
• Arrange with the SoH appropriate site works zone access times and comply with any particular facilities regulations for works of a particular nature.

7.3 Protection of Other Trades

Adjacent work shall be protected from damage during the installation of this work. The cost to rectify the make good of any damages to other trades / work will be at the liability of the contractor.

7.4 Other Trades

Co-ordination of all trades as necessary for the production or implementation of the Works is the responsibility of the subcontractor.

7.5 Subcontractors

The subcontractor is responsible for the organisation of its own subcontractors and other subcontractors on site. Subcontractor is fully responsible for the quality of their subcontractors work, and associated workplace requirements including appropriate Work and Safety measures.

7.6 Cleaning Up

Contractor will keep the site clean of material associated with the Works and their installation and the area will be cleaned on completion.

7.7 Storage on Site

Contractor is responsible for storage. Storage may be available on site at the discretion of SoH. SoH may charge subcontractor for this storage space.

7.8 Installation Locations

Installation locations for each item will be shown on supplied floor plans. Generic installation instructions will be supplied to subcontractor. In the event of conflict between the text of the plans or instructions and the situation on site, the subcontractor is to contact SoH for instructions. No part of the documentation supersedes applicable laws and regulations unless a specific exemption has been obtained.

General Specification

8.0 VERIFICATION

8.1 Quality Management

All items are required to be provided to a quality standard deemed appropriate by SoH (or its nominated representative) and will be reviewed once total site works have been completed.

8.2 SoH's Quality Assurance

SoH reserves the right to execute its own quality assurance methods to any materials, manufacturing methods and processes, supply and installation in the project.

8.3 Warranties

The subcontractor shall ensure, and be responsible, for the manufacture and implementation of signage assets that have a minimum 7-year lifespan.

At the completion of the project, the subcontractor shall provide written warranty statements for all products and services delivered.

8.4 Inspections

All material and work is subject to inspection. This includes scheduled and unscheduled inspection during manufacturing.

Subcontractor is to provide reasonable access to the items being manufactured upon request by SoH. Inspection of works in the shop or on site does not relieve the subcontractor of its responsibility to carry out the work in accordance with the drawings and the specifications.

Supplier should submit Inspection and Test Plans (ITP's) of all work stages prior to commencement of works including hold points where acceptance is required (i.e. section 3.4 requirements).

8.5 Non-Performance

If items are not rectified to SoH's satisfaction within an agreed time period, SoH reserves the right to have items rectified by others. Any cost associated with third party rectification will be charged to the subcontractor.

SoH reserves the right to claim damages from the Subcontractor if quality, performance, deliverables or time frames are not met. Damages may include, and are not limited to, project management time, administration cost and fees for other subcontractors to rectify non-performance.

8.6 Certification

Upon completion of the installation, the subcontractor is to certify that all items meet the standards outlined in the document.

8.7 Rectification

The Subcontractor is responsible for the rectification of damaged works, the removal of all protection, and a final trade clean (to the satisfaction of SoH on a return visit, at a time to be nominated by SoH.)

8.8 As Built Documentation

The Subcontractor shall provide SoH with a revised copy of the specification detailing the final installation. All relevant shop drawings, plans and corresponding schedules are to be provided as two sets hard copy and 2 CD's with all drawings in their original format as well as in PDF format.

The Subcontractor must also provide certification for individual manufactured elements as part of their As Built Documentation

9.0 SIGNAGE ILLUMINATION

9.1 Compliance

All illumination is to comply with AS 3000, LED illumination and a lux level be specified noting for external signage State Environmental Planning Policy No. 64 – Advertising and Signage.

9.2 Building Identification Signage

Signage is to be illuminated by PE cell between 7am to 11pm, with analogue time clock ability to turn off if set hours are required. *Subject to council restrictions and approval.

9.3 Ground Mounted Identification Signage

Signage is to be illuminated by PE cell between 7am to 11pm, with analogue time clock ability to turn off if set hours are required. *Subject to council restrictions and approval.

9.4 Under Awning or Cantilever Signage

Signage is to be illuminated by PE cell between 7am to 11pm, with analogue time clock ability to turn off if set hours are required. *Subject to council restrictions and approval.

Best

Studio 1
249-251 Chapel Street,
Prahran VIC 3181

Melbourne +613 7003 5279
Sydney +612 7201 8282
Brisbane +617 3608 5569

www.wearebest.com.au