



Tourism Development Strategy
2016-2020

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Introduction and Background

The Tourism Development Strategy 2016-2020 (the Strategy) is intended as a framework for the Shire of Dumbleyung to contribute, influence and assist in developing tourism in the shire and the wider region.

The strategy has been developed in close consultation with tourism businesses and the community.

A literature review complemented the consultation including a review of Tourism Planning Guidelines May 2014 and WA Planning Commission Planning bulletin 83/2013 (Planning for Tourism), Tourism Western Australia

The strategy reflects and builds upon the Shire of Dumbleyung's commitment to economic, social and environmental sustainability and has been developed to acknowledge the importance of tourism as a potential economic driver for the shire. It is intended as a working document that sets out the goals, proposed actions to meet those goals and key performance indicators to assist in developing a level and style of tourism that:

- Protects and enhances the natural and built features upon which tourism in the shire is based.
- Is consistent with community values and aspirations both now and over the long-term and contributes to community development and wellbeing
- Increases the contribution of tourism in the local and regional economy and promotes long term economic viability and diversification.

Please note: For demographic information on the Shire of Dumbleyung, readers of this Plan should refer to the Strategic Community Plan 2015-2025 produced by the Shire of Dumbleyung.

Executive Summary

The experiences and sights that locals to the Shire of Dumbleyung and the region tend to take for granted are the things that amaze and excite metropolitan and interstate visitors and travellers alike. From Donald Campbell making world record history at Lake Dumbleyung, the new Bluebird replica & Bluebird Interpretive Centre, historical trails, pubs, cafes, accommodation, farm tours, large tractors, lush green paddocks of wheat and brilliant yellow canola, Christmas trees and the plethora of wildflowers lining the roadside, the full Wheatbelt experience is in the Shire of Dumbleyung.

Tourism has historically not been a focus of the Shire of Dumbleyung however some aspects of tourism have been explored with success by private business. Tourism potential as an economic and community driver is only now starting to be realised.

Tourism is one of the fastest growing industries in Australia and a key factor in driving economic growth throughout regional Western Australia. Visitors do not acknowledge local government boundaries so it is imperative that regional cooperation is foremost when developing tourism initiatives and experiences.

The Shire of Dumbleyung has a commitment to developing a sustainable future for the Shire with improved social and economic outcomes for its residents. The Shire of Dumbleyung Tourism Plan will ensure the sustainable enhancement and conservation of our natural environment and the protection of the shire's residents and attraction of visitors with shared values. It provides a strategic and integrated framework to guide the management, development and marketing of tourism for the Shire of Dumbleyung over the next five years.

Vision: *“To develop tourism in the Shire of Dumbleyung and the region by linking tourism operators, investors, partners, sponsors and projects in an energetic network of growth”.*

Acknowledgements

The Shire of Dumbleyung would like to thank everyone who participated in the discussions and surveys to develop our Tourism Plan. Your support and involvement has created an in-depth plan with practical actions coupled with inspirational visions for the future of our shire. The Shire of Dumbleyung looks forward to working in collaboration with the community to advance tourism over the next five years.

Stakeholders

Shire of Dumbleyung
Dumbleyung Community Resource Centre
Accommodation Providers
Community Members
Tour Providers
Australia's Golden Outback

What is the Shire of Dumbleyung experience?

The Dumbleyung Shire is located 267km south east of Perth in the Wheatbelt region of Western Australia. Dumbleyung is known for its Lake, grain and livestock production, indigenous culture and various biodiversity industries including: cereals, summer crops, oil Mallees, yabbies, emus, poultry and trout. Covering an area of 2551 sq km, the two towns of Dumbleyung and Kukerin service the Dumbleyung Shire which has a population of 605 (2011 statistics). Both towns have all the necessary amenities and facilities to comfortably cater for tourists and visitors.

The first recorded sighting of the lake was in 1843 by explorers, Landor and Lefroy. It is the largest open lake in Western Australia's southwest at 13km in length and 6.5km wide, covering an area of 5200 hectares. Despite the extreme salinity recorded, the lake continues to provide a habitat for many varieties of water birds. Lake Dumbleyung received world recognition when Donald Campbell broke the world water speed record on 31 December 1964 travelling at 276.33 miles per hour (444.71km) in his boat 'Bluebird'. A unique granite memorial to Donald Campbell can be seen at Pussy Cat Hill, a prominent feature and vantage point to view the entire lake area.

Indigenous sites are located in the shire with reference to Dream Time Stories such as the Legend of Mulka. The final resting place of Mulka was in the Shire of Dumbleyung.

A number of businesses hold varying degrees of tourist information and as part of their operations provide information to the visiting public.

Current tourism infrastructure

- Dumbleyung Community Resource & Visitors Centre
- Public Art Places
- Dumbleyung Caravan Park
- Kukerin Caravan Park
- RV Free Camping at Stubbs Park
- Chemical Dump Point
- Mary's Farm Cottages
- Dumbleyung Hotel
- Kukerin Hotel
- Taylor Street Bed & Breakfast
- Public Toilets

Current tourism services/experiences

- Blue Bird Display & Interpretive Centre
- Lake Dumbleyung, Pussy Cat Hill
- Cafes and Restaurants
- Historical Sites
- Historical Walks
- Cambinata Yabbies – Tours
- Emu Essence – Tours
- Wuddi Tours
- Bird Hide at Lake Coomelberrup
- Duggan Dam
- Nairibin Rock

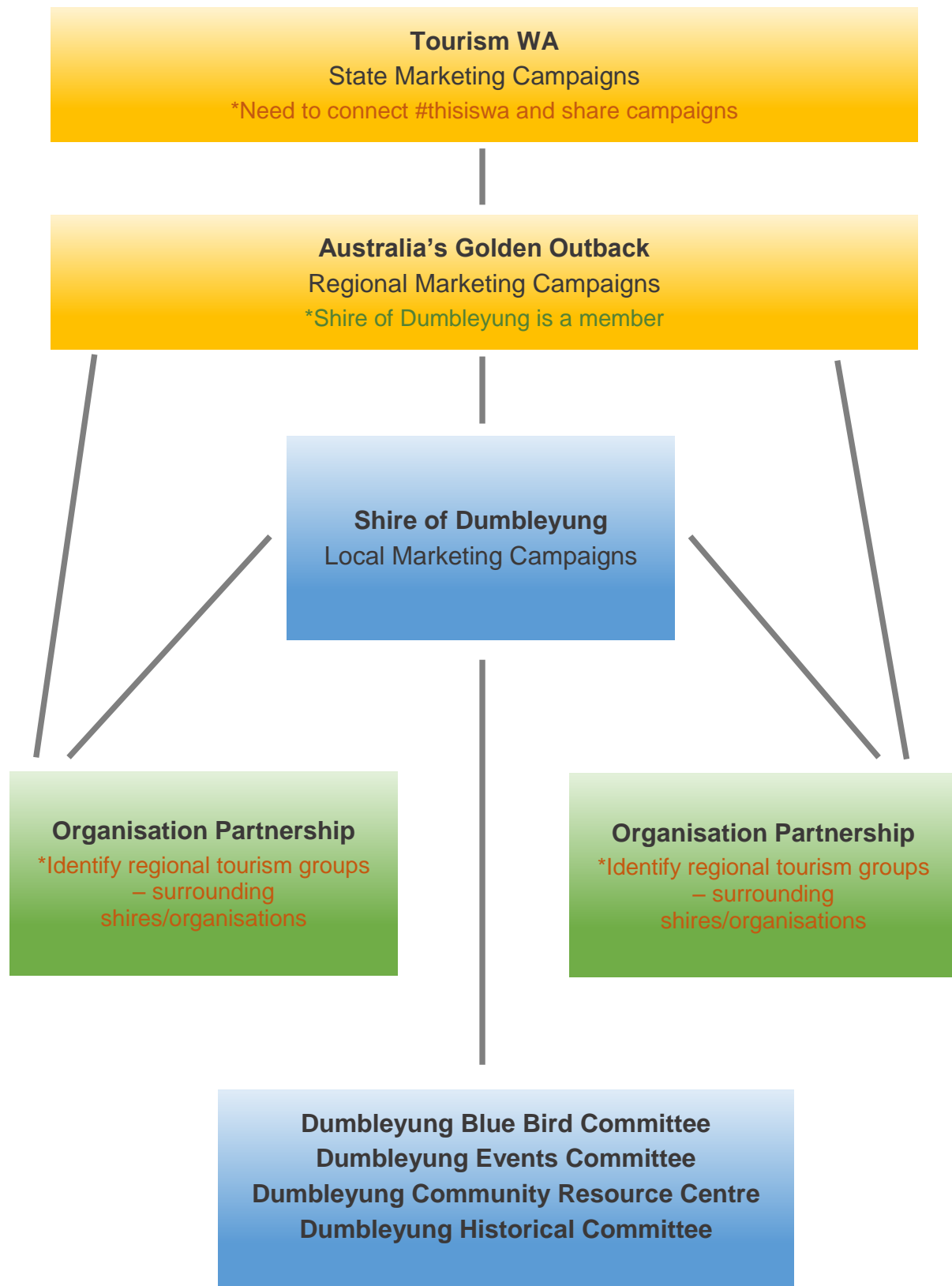
Current tourism revenue & expenditure

Schedule 13 Economic Services 2015/2016 Financial Year Budget

TOURISM & AREA PROMOTION		2015/2016 Budget	
		Revenue	Expenditure
		\$	\$
OPERATING EXPENDITURE			
6620	DEPRECIATION (SCH 13)		17,212.00
6922	DISPLAY ROYAL SHOW		210.00
6932	AREA PROMOTION		5,500.00
6942	DYG CARA/PARK & BLUEBIRD LODGE		30,475.00
6952	KUKERIN CARAVAN PARK		10,332.00
6992	TRAIL DRIVE BROCHURE		0.00
7012	LAKE DUMBLEYUNG		2,492.00
7022	OTHER/BLUEBIRD FESTIVAL		200.00
7032	COMMUNITY ASSISTANCE		13,794.00
7082	CENTENARY		0.00
7102	DYG SHORT TERM ACCOM UNITS		308.00
7106	KUK SHORT TERM ACCOM UNITS		4,000.00
7104	ADMIN ALLOC - TOURISM AND AREA PROMOTION		45,064.00
OPERATING REVENUE			
7013	SUNDRY REIMBURSEMENT / BLUEBIRD FESTIVAL GRANT	0.00	
7023	DYG CARA/PARK & BLUEBIRD LODGE	12,360.00	
7033	KUKERIN CARAVAN PARK	2,060.00	
7063	DYG C/PARK WASH MACHINE	40.00	
7093	DUMBLEYUNG SHORT STORIES BOOK SALES	500.00	
7123	DYG ACCOM UNITS INCOME	500.00	
7126	KUK ACCOM UNITS INCOME	500.00	
SUB-TOTAL		15,960.00	129,587.00
CAPITAL EXPENDITURE			
7144	CARAVAN PARK UPGRADES		27,975.00
CAPITAL REVENUE			
SUB-TOTAL		0.00	27,975.00
TOTAL - TOURISM & AREA PROMOTION		15,960.00	157,562.00

Current tourism partnerships

The Shire of Dumbleyung currently has no working partnerships with other shires and very minimal involvement with external organisations in relation to tourism.



Current tourism marketing

The Shire of Dumbleyung has a tourism brochure which requires updating.

In addition to this other print media includes advertising in Australia's Golden Outback. The Shire of Dumbleyung also markets the shire online through the Shire of Dumbleyung webpage www.dumbleyung.wa.gov.au however this is also very basic and requires attention.

Methodology

The Tourism Development Strategy 2016-2020 was developed in 2016 by the Shire of Dumbleyung with input and involvement from key stakeholders and individuals from the community. It sets out to provide a framework and a direction for tourism development within the Shire of Dumbleyung.

Tourism industry needs and issues were identified in April 2016 following a public call for tourism ideas including surveys and interviews. Ideas were consolidated and analysed in conjunction with "Planning Bulletin 83-2013 - Planning for Tourism" by the Department of Planning. A group of community members carried out a stringent rating process over a four hour period to systematically rate attractions and activities, existing and potential according to the Planning Bulletin 83 criteria. This process developed data determining strengths and weaknesses along with the priority of positive community impact for each attraction and activity submitted by the community.

The Shire of Dumbleyung's biggest opportunities were identified with Dumbleyung Lakes in the form of developing a year round water ski recreation area along with secondary activities including a walk, mountain bike trail, drive route free lakeside camping and improvements to access and shelter at Pussy Cat Hill lookout. With access limited to individual vehicles a potential also exists for guided bus/walking tours to showcase the features of our community.

Subsequent issues/themes identified during the consultation process for this strategy were the need for Dumbleyung as a community to embrace and market our local attractions and activities both externally and within our own community plus the need to take advantage of our location for travellers on route between Perth and Esperance. Tourism development information packages and workshops need to be developed for local businesses to ensure a consistent approach to tourism development.

A need to update, provide and better manage printed, online and published marketing material was also identified.

Currently marketing material is outdated and scarce. A more cohesive and manageable approach is needed to ensure greater product visibility and effectiveness.

Dumbleyung's biggest threats were seen as a lack of marketing, the competition from other towns in the region and the coastal developments currently being experienced.

Findings

The community consultation process resulted in the creation of a consolidated list of Tourism ideas and focusses which included attractions and activities. These were analysed to identify quality, viability, priority and strengths & weaknesses with full analysis in APPENDIX 1. A summary of the findings are categorised below:

1. Maximum positive community impact

Seven existing and potential attractions and activities were identified in having the maximum positive community impact rating through the potential to encourage travellers to stop and shop local or attract tourists to purposely visit and stay in the shire. These seven included the below:

- Dumbleyung Lakes water recreation development
- Dumbleyung Lake mountain bike and walk trail
- Dumbleyung Lake drive trail
- Dumbleyung Lake free camping area
- Bluebird Display
- Coomelberrup Lake Bird Hide
- Astrology events and photography

2. Moderate positive community impact

Six existing and potential attractions and activities were identified in having the moderate positive community impact rating through the potential to encourage travellers to stop and shop local or attract tourists to purposely visit and stay in the shire. These six included the below:

- Dumbleyung Town Site
- Kukerin Town Site
- Blue Bird Interpretive Centre
- Pussy Cat Hill
- Sculptures by the Night
- Ski/ Wake Park on farm land

3. Secondary Benefit with some community impact

Seven existing and potential attractions and activities were identified in having a secondary (supporting) benefit with some community impact as additional activities to prolong tourists stay within the shire. These seven included the below:

- Duggan Dam
- Nairibin Rock / Gnamma Hole / Night Well
- Waterslide in farm land
- Flora and fauna walk – Dumbleyung railway line
- Kukerin nature walk and mountain bike trail
- Wild flower walks – Nippering Reserve
- Community Garden

Identified Infrastructure needs

MAIN:

- Dumbleyung Lakes water recreation development
- Dumbleyung Lake mountain bike and walk trail
- Dumbleyung Lake drive trail
- Dumbleyung Lake free camping area
- Upgraded tourist access roads to attractions for bus and caravan access
- Signage for attractions and access
- Upgrade of building and shop facias on main street
- Remove sign near wheat bin “Tourist Drive” heading south as people get lost (Katanning-Dumbleyung Road intersection).
- Tent sites at Dumbleyung Caravan Park
- Camp kitchen facilities at caravan parks
- Photography sign to direct tourists from main road to Pussy Cat Hill.
- Coomelberrup lake Bird Hide – better road access for visiting bird watchers

CONSIDERATIONS:

- The size of the Blue Bird interpretive Centre is restrictive could the next door property be purchased in the future for more space or café space reduced and outside area modified for café dining.
- Interactive displays / DVD of past history, flora and fauna etc
- Levelling of the road at railway crossing at Duggan Dam
- If advertising swimming at Duggan Dam does water testing need to be done
- Sculptures by night – Unique drive Series of 20 illuminated sculptures between Dumbleyung and Kukerin. Some on motion sensors so that it is different from each travelling direction so travellers need to return to the town to see the full spectacle 80km round trip. It would also encourage people to stay the night. (Similar concept to the Tin Horse Highway but at night)
- Pussy Cat Hill surface upgrade and shelter
- Expand community garden into caravan park
- Plant fruit trees around town for community and tourists to utilise
- Flora and fauna walk – Dumbleyung railway line plant some more native species and flowers
- Blue Bird Lodge doesn't have ensuite
- Additional accommodation units
- Ski/ Wake Park on farm land
- Nairabin Rock / Gnamma Hole / Night Well – Tourist signs
- Kukerin nature walk and mountain bike trail
- Wild flower walks – Nippering Reserve
- Waterslide in farm land
- Motor X Track at Nairabin

Identified services/experiences needed

MAIN:

- Tourism brochure
- Trails leaflets
- Tourism website
- Promotion of local attractions in media
- Additional community events
- Tourist bus tours for groups starting from two people (Wuddi Tours) especially until road access is improved to attractions.

CONSIDERATIONS:

- Extended business trading hours for example the Blue Bird Interpretive Centre is not open weekends.
- Kukerin is seen as outback as it is set off the highway (Marketing angle)
- Engage private accommodation establishments
- Engage private tourist providers and attractions
- Wuddi Tours - Cultural attractions
- Cambinata Yabbies – Tours
- Emu Essence – Tours
- Bunkin Homestead

Implementation, monitoring and evaluation

The Shire of Dumbleyung will collaborate with key stakeholders in the community to execute the strategy and ensure its communication to the wider community.

The strategy is flexible to allow for changes in society and subsequent review of issues. It includes a mixture of strategies that are short, medium and long term. The Strategy will provide solid building blocks for long-term success and a strong basis for the tourism industry now and into the future.

Potential obstacles in the implementation of the plan may include:

- Planning, infrastructure and implementation capabilities
- Lack of human and financial resources available
- Insurance costs and requirements
- Reliance on private & volunteer workers to manage assets and resources
- Inability to establish working partnerships

Through regular discussions and evaluation of feedback, this plan will further enhance collaboration and partnerships within the Shire of Dumbleyung tourism industry and assist in developing the capacity of the tourism industry within the shire and the surrounding region. The Strategy will be reviewed and evaluated every five years to ensure its relevance to the changing needs of the industry.

The strategy will be integrated with the Shire of Dumbleyung's Strategic Community Plan and promoted as a living document. The strategy will be made available to the community via various mediums including the shire's administration and website. A copy of the strategy will be provided to each stakeholder.

Tourism Development Action Plan

The implementation of identified goals is subject to external funding and budget approval.

Goal 1: Develop tourism related infrastructure in the Shire of Dumbleyung			
Actions	Responsibility	Priority	Timeframe
Dumbleyung Lakes Development for water sports recreation development - Contract a hydrologist to complete a study on best lake and development strategy Apply for Bain's Estate Funding	Shire of Dumbleyung	Maximum Impact	2017
Dumbleyung Lake Development for: <ul style="list-style-type: none"> • Dumbleyung Lake mountain bike and walk trail • Dumbleyung lake drive trail • Dumbleyung Lake free camping area • Upgraded tourist access roads to attractions for bus and caravan access • Signage for attractions and access 	Shire of Dumbleyung	Maximum Impact	2019
Upgrade of building and shop facias on Dumbleyung main street		Moderate Impact	2016
Tent sites at Dumbleyung Caravan Park	Shire of Dumbleyung	Moderate Impact	2017
Camp kitchen facilities at caravan parks	Shire of Dumbleyung	Moderate Impact	2018
Remove sign at Wheatbin "Tourist Drive" heading south as people get lost	Shire of Dumbleyung	Secondary Benefit	2016
Photography sign to direct tourists from main road to Pussy Cat Hill	Shire of Dumbleyung	Secondary Benefit	2017

Goal 2: Increase quality and quantity of services and experiences in the Shire of Dumbleyung to better cater for tourism industry

Actions	Responsibility	Priority	Timeframe
Additional community events	Shire of Dumbleyung, DEC	Moderate	2017
Tourist bus tours for groups starting from two people (Wuddi Tours) especially until road access is improved to attractions.	Shire of Dumbleyung	Moderate	2016
Extended business trading hours for example the Blue Bird Interpretive Centre is not open weekends.	Shire of Dumbleyung	Moderate	2019
Kukerin is seen as outback as it is set off the highway (Marketing angle)	Shire of Dumbleyung	Low	2016
Engage private accommodation establishments	Shire of Dumbleyung	High	2016
Engage private tourist providers and attractions	Shire of Dumbleyung	High	2016
Wuddi Tours - Cultural attractions	Shire of Dumbleyung	High	2016
Cambinata Yabbies – Tours	Shire of Dumbleyung	High	2016
Emu Essence – Tours	Shire of Dumbleyung	High	2016

Goal 3: Improve internal and external marketing of the Shire of Dumbleyung

Actions	Responsibility	Priority	Timeframe
Tourism Brochure	Shire of Dumbleyung	High	2016
Trails leaflets	Shire of Dumbleyung	High	2018
Tourism website	Shire of Dumbleyung	High	2016
Promotion of local attractions in media	Shire of Dumbleyung	High	2016
Identify regional tourism groups – surrounding shires/organisations	Shire of Dumbleyung	High	2017
Connect with Tourism WA for state marketing campaigns #thisiswa	Shire of Dumbleyung	High	2016
Update advertising in Australia's Golden Outback	Shire of Dumbleyung	High	2016
Enquire regarding inclusion in the "Beautiful South" Travel Guide (www.cookstours.com.au)	Shire of Dumbleyung	High	Later
Australia's South West Holiday Planner (australiassouthwest.com)	Shire of Dumbleyung	High	Later
Pathways to Wave Rock - Can Dumbleyung be incorporated especially with Mulcha story http://www.wheatbelttourism.com/how-to-get-here/self-drive-trails/pathways-to-wave-rock/	Shire of Dumbleyung	High	2016
Tourism Information Pack	Shire of Dumbleyung	High	2016

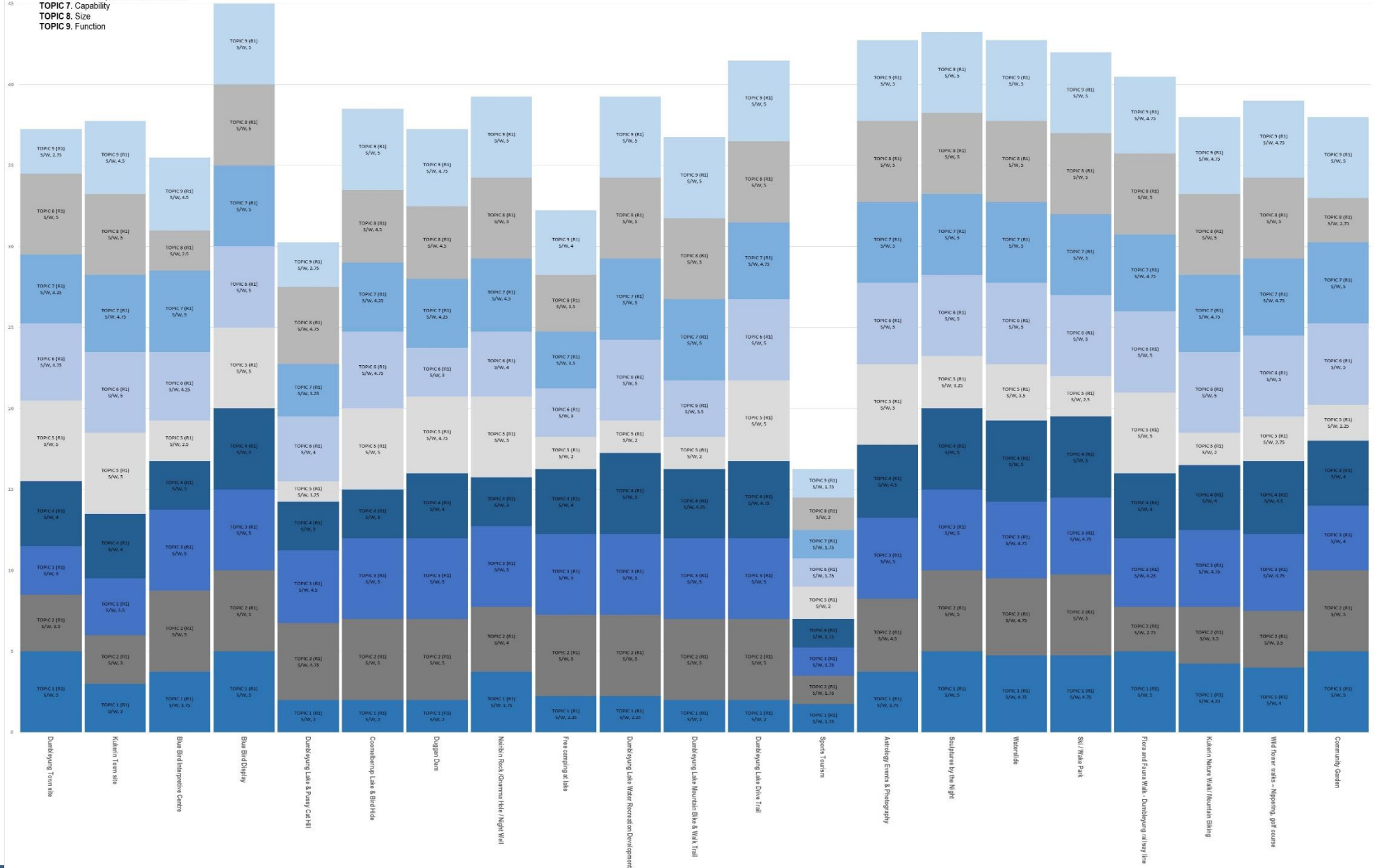
Analysis | Tourism Attractions | Activities by STRENGTHS & WEAKNESS

QUALITY OF ATTRACTION /ACTIVITY

- TOPIC 1. Accessibility
- TOPIC 2. Uniqueness
- TOPIC 3. Setting
- TOPIC 4. Tourism activities and amenities

VIABILITY

- TOPIC 5. Supply of land
- TOPIC 6. Suitability on a land use context
- TOPIC 7. Capability
- TOPIC 8. Size
- TOPIC 9. Function



APPENDIX 2

IDEAS LIST | TOURISM PLANNING SHIRE OF DUMBLEYUNG

ATTRACTIONS/ ACTIVITIES	Existing/ Potential	Observations
Dumbleyung Town site	E	Nice picnic areas in town
Kukerin Town site	E	
Blue Bird Interpretive Centre	E	Trinkets so people remember Dumbleyung in their Travels, Improve on the Donald Campbell Display
Blue Bird Display	E	
Dumbleyung Lake	E	Nice picnic areas
Coomelberrup Lake	E	Formed Road into Coomelberrup Lake, signage
Bird Hide - Coomelberrup Lake	E	Formed Road into Coomelberrup Lake, signage
Duggan Dam	E	Levelling of railway crossing at Duggan Dam for bus access.
War Memorial	E	
Pussy Cat Hill	E	Build a Gazebo dedicated to the Bain Brothers
Nairibin Rock	E	
Dumbleyung Historical Walk	E	
Free camping at lake	P	
Dumbleyung Lake Water Recreation Development	P	
Dumbleyung Lake Mountain Bike Trail	P	
Dumbleyung Lake Walk Trail	P	Meinmuggins – Pussy Cat Hill. 4MB Ski Club
Dumbleyung Lake Drive Trail		
Indigenous cultural sites	P	
Indigenous art	P	
Bunkin Homestead	P	Self guided with motion voice activation and install lockable glass doors for viewing from hallway.
Sports Tourism	P	Telling the stories of our sporting history
Astrology Events	P	
Trout Farm	P	Is this still operating?
John & Kaye Cook Vintage Cars Kukerin / Moulyinning	P	
Cambinata Yabbies	P	Tours
Emu Essence	P	Tours?
Wuddi Tours / Museum	P	Tours/ Walks/ Sites
Police holding cell	P	Self-guided observation on the town historical walk
Basement at the Dumbleyung Hotel	P	Does it still exist??
Sculptures by the Night	P	Series of 20 illuminated sculptures between Dumbleyung and Kukerin. Some on motion sensors so that it is different from each travelling direction so travellers need to return to the town to see the full spectacle 80km round trip. It would also encourage people to stay the night. (Similar concept to the tin Horse HWY but at night)
Bain Brothers Memorial	P	
Waterslide	P	Built on land site
Ski / Wake Park	P	Built on land site
Kukerin wildflower walk	P	
Dumbleyung Push Bike Trail/ Walk	P	Longer trail to Nairibin
Eco Tour	P	Self-guided starting with an informative video at the CRC
Lake History Short Video	P	Can watch at CRC
Flora and Fauna Walk - Dumbleyung railway line	P	With information plaques identifying native flora species and information on local fauna.
Kukerin Nature Walk/ Mountain Biking	P	Out Lake Grace Rd W side of water catchment area, back on Peterson Rd. Along railway line, could include mountain bike. South side of Absolon Street
Tourist drives around district	P	Historical localities, plus could include interactive sites eg Bunkin, Could the Moulyinning School be dressed for viewing?
Wild flower walks – Nippering, golf course	P	

IDEAS LIST | TOURISM PLANNING SHIRE OF DUMBLEYUNG

FACILITIES		
Blue Bird Lodge	E	No ensuite
Dumbleyung Caravan Park	E	Need tent sites where pegs can be put into the ground BBQs/ camp kitchen
Free camping at lake	P	
Free Camping facilities Stubbs Park – Toilets & Shelter	P	Can these be made available with clean up after yourself signs?
Caravan Park Voucher System	P	
Dumbleyung B & B	E	
Mary's Farm Cottages	E	
Kukerin Hotel	E	
Grande Olde Dumbleyung Inn	E	
Dumbleyung Caravan Park	E	
Kukerin Caravan Park	E	
Photo sign on road to attract photographers to Pussy Cat Hill	P	
Fruit trees town	P	Plant fruit trees for people to help themselves

10.1.15 TOURISM DEVELOPMENT STRATEGY

LOCATION/ADDRESS:	N/A
NAME OF APPLICANT:	N/A
FILE REFERENCE:	N/A
AUTHOR:	Nicole Taylor – Community Development Officer
DISCLOSURE OF INTEREST:	Nil
DATE:	10 May 2016
ATTACHMENT:	Shire of Dumbleyung Tourism Development Strategy 2016 - 2020
CONSULTATION:	Matthew Gilfellon – Chief Executive Officer Shire of Dumbleyung Staff Community - via shire email, posters and online social media Local Businesses - via letter email Alison Peters – Dumbleyung CRC Beth Bartram, Helen Gooding, Rob McDougall, Mary Nenske
STATUTORY ENVIRONMENT:	Nil
POLICY IMPLICATIONS:	Nil
FINANCIAL IMPLICATIONS:	Nil
STRATEGIC IMPLICATIONS:	RSC-01 Community Facilities – Promote Community Facilities for community groups which are functional, adequate and meet the current and forecast demands of local groups. RSC-02 Parks & Ovals - Development of a Recreation master plan for parks, ovals etc & facilities linked to them. RSC-03 Sport Provide assistance for the provision of sport to community groups/clubs. RSC-04 Bike Trails & Walk Trails - To provide support for the provision of a particular recreation activity. RSC – 81 Community Wellbeing - Encourage more openness & sharing by providing a meeting place. RSC-91 Volunteers Encourage a strong Community Contribution & Volunteer ethic in an attempt to maintain & increase numbers. RSC-92 Arts and Culture - Encourage cultural and artistic activities. ECON-04 Diversification Attempt to develop a diversified local economy. ECON-06 Facilitation of Partnerships & Alliances - Attempt to Assist Businesses by helping to facilitate partnerships & alliances. ECON – 08 Access to Electronic Information Assist businesses in having easy access to information so as to help current businesses remain up to date & assist new businesses to establish. ECON-09 Electronic Tourism Information - Assist potential visitors to the area to access up to date & pertinent information on Shire. ECON-10 Local History Promote History of the area as an attraction. ECON-11 Caravan Parks – Improvements - Promote improvements to Caravan parks in Dumbleyung & Kukerin. ECON-12 Events Support - Increase tourism by helping promote events in the Shire.
VOTING REQUIREMENT:	Simple Majority

OFFICER RECOMMENDATION/COUNCIL DECISION:

Motion 2016/079

That Council:

1. **Adopt the Tourism Plan 2016 with amendments indicated.**
2. **Incorporate the Tourism Plan 2016 "Actions" into the Council's Corporate Business Plan.**
3. **Approve the investigation of viability on five ideas.**
4. **Approve the investigation of identified needs for infrastructure, services and experiences.**

Moved Cr Watkins

Seconded Cr Hasleby

Carried 9/0

BACKGROUND

Tourism industry needs and issues were identified in April 2016 following a public call for tourism ideas including surveys and interviews. Ideas were consolidated and analysed in conjunction with "Planning Bulletin 83-2013 - Planning for Tourism" by the Department of Planning. A group of community members carried out a stringent rating process over a four hour period to systematically rate attractions and activities, existing and potential according to the Planning Bulletin 83 criteria. This process developed data determining strengths and weaknesses along with the priority of positive community impact for each attraction and activity submitted by the community.

COMMENT

COMMUNITY CONSULTATION – FIVE IDEAS | Attractions & Activities

The ideas submitted for the Shire of Dumbleyung's tourism plan were analysed by determining if attractions and activities had potential to:

- Attract tourists to purposely visit and stay in the shire
- Encourage travellers to stop and shop local
- Have a secondary (supporting) benefit with some community impact as additional activities to prolong tourists stay within the shire.

These were then split into three categories of community impact – "Maximum", "Moderate" and "Secondary".

The best tourism activities and attractions determination would traditionally sit within the "maximum community impact" category however as all ideas in this category related to the same subject of Dumbleyung Lakes development, a selection of five ideas was made across all categories to ensure further tourism research is diverse.

See Tourism Development Strategy 2016-2020 for full ideas analysis

The following ideas were chosen for further investigation.

1	<p>Dumbleyung Lakes water recreation development Area for skiing, boating and swimming with multiple advantages to community and tourism</p>	<p>Source funding for a hydrologist to assess most viable water recreation area.</p>
2	<p>Dumbleyung Lake free camping area Very unique and attracts a younger tourism demographic – outdoor/ adventure</p>	<p>Research possible areas and process for free lakeside camping.</p>
3	<p>Dumbleyung Lake drive trail</p>	<p>Map out existing points of interest on a map for tourism use.</p>
4	<p>Sculptures by Night – Kukerin to Dumbleyung Unique drive Series of 20 illuminated sculptures between Dumbleyung and Kukerin. Some on motion sensors so that it is different from each travelling direction so travellers need to return to the town to see the full spectacle 80km round trip. It would also encourage people to stay the night. (Similar concept to the Tin Horse Highway but at night)</p>	<ul style="list-style-type: none"> • Gauge interest from roadside property owners along Dumbleyung-Lake Grace Road • Research the most unique and cost effective sculpture ideas and solar lighting options • Consultation with local artists to create a development plan and budget to apply for funding through Department of Culture and the Arts.
5	<p>Flora and fauna walk – Dumbleyung railway line</p>	<p>Consultation with townscapes to map and create walk along Dumbleyung railway line.</p>

IDENTIFIED NEEDS – Infrastructure, Tourism Services & Experiences

Infrastructure

- Upgraded tourist access roads to attractions for bus and caravan access
- Signage for attractions and access
- Upgrade of building and shop facias on main street
- Remove sign near wheat bin “Tourist Drive” heading south as people get lost (Katanning-Dumbleyung Road intersection).
- Tent sites at Dumbleyung Caravan Park
- Camp kitchen facilities at caravan parks
- Photography sign to direct tourists from main road to Pussy Cat Hill
- Coomelberrup lake Bird Hide – better road access for visiting bird watchers

Tourism Services & Experiences

- Tourism brochure
- Trails leaflets
- Tourism website
- Promotion of local attractions in media
- Additional community events
- Tourist bus tours for groups starting from two people (Wuddi Tours) especially until road access is improved to attractions.

See Tourism Development Strategy 2016-2020 for additional infrastructure, service and experience considerations