



SHORT STAY TOURISM ACCOMMODATION PLAN

Shires of Wagin, West
Arthur, Dumbleyung &
Lake Grace

August 2022

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EXECUTIVE SUMMARY

The Shires of Wagin, West Arthur, Dumbleyung and Lake Grace (WWDL) wanted to investigate tourist accommodation options within each Shire. Desktop research, consultation and analysis was undertaken in preparing a *Short Stay Tourism Accommodation Plan*. The study was to report on:

- Existing tourism accommodation facilities in each Shire (i.e. supply).
- The quality of existing tourism accommodation facilities benchmarked against industry standards.
- Gaps in quality and/or quantity within short stay tourism accommodation.
- The potential overnight market if increased and/or improved quality accommodation facilities were established in each Shire (i.e. demand).
- The potential economic impacts (benefits), and
- The estimated cost to establish new or expanded short stay tourism accommodation (SSTA) in each Shire.

Tourism across WWDL is an industry sector offering potential growth, economic benefit, and opportunity for communities and businesses. However, the quality and capacity of the region's *existing* SSTA is limiting growth. Further, some areas of WWDL are vulnerable to market failure, for example, where private investment is uncommercial or not supported by financial institutions. In these instances creative approaches are required such as community enterprise, public private partnerships and grants to grow SSTA. This report provides recommendations and an action plan to assist the Shires to advocate for investment and development of improved SSTA to grow tourism and the economy.

Key Findings

Supply

- The four shires have a combined SSTA supply of 202 rooms and 349+ sites / bays, accommodating around 1105 visitors nightly.
- Of the SSTA bed capacity, Lake Grace has 40% (443), Wagin has 33% (369), Dumbleyung has 15% (161) and West Arthur has 12% (132).
- Around 66% of the bed capacity is within caravan parks & campgrounds, 25% within hotel-motels, and 9% within B&B / Lodges.
- Refurbishment and additions are *currently planned* to hotel-motel, caravan park and hosted accommodation.

Quality

- Majority of SSTA within the four shires is 2-star rated. Exception being 2-3 newer facilities closer to 3-star. By virtue of age and small size most Caravan / RV parks and older hotel-motel facilities are 2-star. Planned upgrades are expected to add 3-star quality and capacity.

Gaps in Supply & Quality

- The gaps in SSTA supply are in hotel-motel, park cabins, RV parks, B&B's, rental homes and campgrounds. Three-star SSTA facilities are in *acute* short supply. New and upgraded 3-star facilities would *significantly* improve quality standards, visitor choice and the visitor experience.
- To upgrade SSTA it is assumed the Shires will take responsibility to expand-upgrade caravan / RV parks, cabins and campgrounds, and private investors will upgrade hotels, motels & designer pods-tiny homes.

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- The community enterprise model has proven to be an effective and innovative approach to build capacity in some rural towns and could be pivotal within the WWDL region given constraints on finance.
- SSTA gaps in Wagin Shire include park cabins in the caravan park, activating unused / vacant homes, refurbishing old hotel-motels, and activating unused 'habitable' buildings (e.g. shops, banks, churches, sheds, etc). Shire investment: \$2.3M to add 114 bed spaces (i.e. in CV/RV parks, cabins & campgrounds). Private Investment: \$4.98M
- SSTA gaps in Dumbleyung Shire include 25-50 room motel-hotel, campsites or eco-tents at Lake Dumbleyung, activating unused / vacant homes, and park cabins at the caravan park or close-by. Shire investment: \$1.7M to add 84 bed spaces. Private Investment: \$2.89M
- SSTA gaps in West Arthur Shire include 15-25 room motel-hotel and/or upgrade of the Darkan Hotel, activating under-utilised & vacant homes, new RV / caravan park at the former Pony Club site, park cabins at the Darkan Caravan Park, activation of halls / sheds / dormitory style facilities, and additional B&B's. Shire investment: \$1.36M to add 72 bed spaces. Private Investment: \$6.49M
- SSTA gaps in Lake Grace Shire include 20-25 room motel, 15-25 site caravan park in Lake Grace, one or more RV parks (Varley Chicken Ranch style), one or more Jam Patch type campgrounds, and a hospitality facility with accommodation adjacent (e.g. motel-hotel, park cabins or tiny homes next to a micro-brewery). Shire investment: \$1.90M to add 99 bed spaces. Private Investment: \$3.49M
- Collectively, proposed investment by the four shires in SSTA amounts to 369 new bed spaces, a 33% increase on the existing capacity, at an estimated cost of \$7.3M. Proposed additions are expected to match forecasted growth in visitors during 2023-2032.

Demand & Growth

Forecasted growth in WA's visitor market suggests the four shires require 35 new bed spaces annually or supply constraints may emerge. The SSTA plan proposes the addition of 20-40 new bed spaces annually during 2023-2032 funded by LGA programs, grants and innovative approaches. A mix of RV / caravan park, cabins and campground capacity is proposed for each Shire. It is recommended the Shires also adopt initiatives to support private sector investment in hotels & motels, and 12-15 tiny homes-designer pods established at remote, picturesque sites to help reposition WWDL as a bespoke *rural recharge* destination.

Economic Impacts

The potential economic impacts from *LGA investment* in SSTA are significant. *Each Shire* could potentially benefit from 2-4 new tourism jobs, 1-2 new non-tourism jobs, additional visitor spend of \$2.0~\$3.0M, and between 4,000~18,000 additional visitors. Preliminary analysis of investment in SSTA indicates a positive benefit-cost ratio and a positive net present value, which supports advancing to business cases, grant applications and land planning.

Recommendations

Recommendations are aimed at increasing the quality and quantity of SSTA to stimulate growth in visitation, enterprise development, and the opportunity to reposition WWDL's tourism offering. Action plans for each Shire and WWDL are presented for implementation commencing 2022-23.

INTRODUCTION

Background

This study is based on an underlying premise that the region has a shortage of quality short stay tourism accommodation (SSTA). It is expected that improvements or additions to short stay accommodation will grow visitation and benefit the local economy. The study sought to identify the types of short stay accommodation required within each Shire along with the estimated cost and recommendations to increase tourism accommodation infrastructure.

Project scope:

- Outline the existing short stay tourism facilities in each Shire.
- Determine the quality of existing tourism accommodation facilities benchmarked against industry standards.
- Identify the gaps in quality and/or quantity within SSTA.
- Estimate the potential overnight market if increased and/or improved quality accommodation facilities were established in each Shire.
- Quantify the potential economic impacts (benefits), and
- Estimate the cost to establish new or expanded SSTA in each Shire.

METHODOLOGY

The study was undertaken April to July 2022 and included the following tasks.

Desktop Review: Identify implications and insights from published reports, Shire strategic plans, visitor statistics and construction cost estimates.

Consultation: Phone a selection of shire staff and tourism stakeholders to verify short stay accommodation quality, supply, gaps and opportunities.

Analysis: Review the supply, demand and quality of short stay accommodation across the four shires. Estimate the cost to increase or expand short stay accommodation quality & supply; quantify the potential economic impact of increased short stay accommodation in each shire, and estimate the potential overnight market for short stay visitation.

STUDY AREA

Location

The study area includes the Shires of Wagin, West Arthur, Lake Grace and Dumbleyung (WVDL). The four shires occupy 21,498km² and have a resident population of around 4,518 people (ABS 2021). The major industries are farming and services. The closest town to Perth is Wagin (230km, 2.5hrs drive) and the furthest town from Perth is Lake King (440km, 5hrs drive). The study area has an extensive network of sealed and unsealed roads. The main route through the region is travelled by 212-402 vehicles daily¹ and provides an alternative route from Perth to Esperance, Hopetoun and WA's south coast (i.e. popular holiday destinations).

The region's tourism is based on a mix of events, unique attractions, lakes, nature reserves, Ocean to Outback self-drive trail (route 107), heritage, astro-tourism & Visiting Friends and Relatives (VFR). Annual visitor estimates are shown below.

Population & Visitors

Shire	Population (ABS)	Overnight Visitors	VFR Visitors	Non-VFR Visitors
Dumbleyung	674	7400	970	6430
Lake Grace	1286	30100	1850	28250
West Arthur	782	5900	1125	4775
Wagin	1776	21600	2550	19050
TOTAL	4518	65000	6495	58505

VFR estimate is based on resident population (ABS 2021). Overnight visitor estimate is based on TRA (2022) and Marketrade.

7-A's of Tourism

The focus of this report is tourism accommodation. Tourism is a multi-faceted system that works best when all seven 'elements' (i.e. 7-A's) are present and work together to deliver a quality experience to visitors and provide sustainable benefits to the host region. Upgrading tourism accommodation can lead to increased visitation and longer stay, and in turn this can require improvements or expansion across the tourism elements. The 7-A's include:

¹ Main Roads Traffic [Digest](#).

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7A's of Tourism

Attractions	What brings visitors to the region?	Iconic, unique, seasonality, diversity, distribution?
Activities	What can visitors do after they arrive?	Iconic, unique, seasonality, diversity, distribution?
Access	How do visitors get to the region?	Time, cost, options, maps/itineraries, stopovers?
Amenity	What's the quality of the region's offerings?	Standard, convenience, reliability, value, appeal?
Accommodation	Where can visitors stay?	Cost, options, quality, value, convenience?
Awareness	What is the region's tourism profile?	Appeal, popularity, uniqueness, breadth?
Administration	How is tourism organised in the region?	LGAs, Tourism Alliance or local operators?

Tourism & Growth

The Shires are aiming to increase visitors interested in heritage, nature, adventure, rural living and events. The main 'gap' is short stay accommodation. At an early developmental stage of the tourism lifecycle the emphasis is on investing in infrastructure to grow visitation. Investment in accommodation in towns, on private land, or at popular sites can bring multiple benefits such as growth in visitors, higher demand for hospitality services, dispersal of visitors across the region, and stimulate new enterprise. Staged, incremental growth is the most manageable and likely approach.

Visitor [forecasts](#) for WA's domestic visitor market 2022-26 indicate 3.2%p.a. growth. Based on WWDL's 1105 short stay 'bed' spaces the 3.2% p.a. growth translates into 35 new bed spaces or approximately 140 new bed spaces required annually to match forecasted growth in demand. Fewer additions could lead to room shortages, price increases or visitor dissatisfaction, including lost or decreased visitation.

Across WA, there is *strong growth* in trails & trail hubs, events, nature (wildflowers, geotourism, national parks), astro tourism, and visitors staying in designer pods / luxury cabins / eco tents. Established tourism regions are focusing on growing off-peak visitation and extending the visitor season, for example, Margaret River is using 'winter treats' (themed with indoor fires, gourmet food & socialising with friends). In comparison, WWDL could use 'rural recharge' (themed with pub & sport club hospitality, tiny homes / eco-pods, walk trails, nature & heritage drives, seasonal lakes & natural features). WWDL could target niches such as LGBTQI, solo travellers and special interest groups (astronomy, birds, wildflowers & heritage).

'General observations' about tourism, trends and short stay accommodation.

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- Digital detox (wi-fi free holidays), wellness, nature, off-grid-remote and gourmet experiences are experiencing strong demand, especially at natural sites with views, flora/fauna, tranquillity and distinct features.
- High-end glamping, eco camps and designer studios are experiencing strong demand among medium-high budget couples, families and friends.
- Visitors staying in hotels & motels spend more per trip than visitors staying in caravan parks & national parks. Wineries, breweries, tours, entertainment and socialising are of interest to this group.
- Visitors staying in caravan parks, cabins and nature reserves are accustomed to travelling-driving to visit attractions, activities and experiences. Drive and walk trails, heritage sites, astr-tourism and natural features (flora, fauna, lakes, rivers, ecology & geology) are of interest to this group.
- Nature-based attractions and outdoor activities are patronised by most visitors regardless of accommodation used.

WWDL Tourism Profile

An overview of WWDL's tourism and visitor demand for short stay accommodation follows:

- Visiting attractions & sites across the WWDL region involves driving between sites and towns; elements such as way-finding, time travelled, road conditions, scenery and safety would be important when visitors evaluate their post-visit WWDL experience (i.e. satisfaction & likelihood of revisiting).
- Activities include aquatic (Dec-Mar), nature (Apr-Oct), heritage, astro-tourism (Feb-Nov), and outdoor-adventure (year-round); WWDL has a year-round 'visit-ability' and more so if itineraries were tailored, or further developed, to suit each of the four seasons.
- Hospitality across WWDL is of a varied quality, mostly limited, and distinctly town-based, and would at times be problematic for visitors. Where possible new or improved accommodation should include hospitality offerings; existing hospitality-based sports clubs, pubs & venues should be leveraged more strongly into tourism promotions, itineraries and wayfinding. Pop-up food vans could be encouraged.
- WWDL's accommodation facilities are mostly in towns whilst outside towns host private properties and camping in nature reserves; much of the 'built' short stay accommodation is aged and of varying quality; additions & improvements within towns would grow critical mass and help sustain existing hospitality services (e.g. grow patronage to the pubs, restaurants & cafes). Conversely, locating new accommodation facilities at remote sites would disperse visitors and help grow visitor hubs nearer to natural features and small communities.

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WVDL Tourism Features

Features in **red font** could potentially be leveraged to help grow tourism.

SHIRE	EVENTS	ATTRACTIONS	ACTIVITIES	AMENITIES ²	AWARENESS
Dumbleyung	Taste of Dumbleyung Bluebird Festival & Triathlon Cambinata Extravaganza Kukerin Creekbed Championships	Wuddi Cultural Tours Bee Tours & Food Cambinata Yabbies Bluebird Interp Centre Bluebird Replica Town historic walk Mini Mall (shop) Emu Essence tours Farm Tours Kukerin Bouncing Pillow Lake Dumbleyung Pussy Cat Hill Lookout Art Studio & Gallery	Walk trails Picnics Canoe/SUP/Swim Wildflowers Heritage displays Cultural & Heritage Tours (cultural, bees, farm, emu's)	Tavern Supermarket(2) Roadhouse Hotels-Pubs(2) General Store(2) Café(2) District Club	Shire website Self-drive Maps Walk trail maps Tourism brochure Trail app Social Media
West Arthur	Sheepfest Australia Day Breakfast Speed Boat race days Birdy's Backyard	Lake Towerinning Heritage buildings Arthur River Betty Brown HC Boronia Reserve Hillman Rock/Dam Nature Reserves Darkan Shed Pump Track & Trampolines Kylie Dam Reserve Hillman Skydiving Arthur Shearing Shed	Astro tourism Walk trails Rail trail Canoe/SUP/Swim Skate park Nature play area Wildflowers Picnics Skydiving Heritage displays Farm Tours	Darkan roadhouse General store Café(1) Fuel in Darkan Light Ind. area. Arthur River Roadhouse fuel Sports Club fortnightly cooks	Shire website Tourism brochure Trail Guide Tourism Maps Itineraries Social Media Self-drive tour app
Wagin	Woolarama	Giant Ram Water Gardens Mount Latham Classic Cars Norrington Lake Badgarning Lookout Wagin Historical Village Puntapin Rock Wait-Jen Trail Parkeyerring Lake	Wagin Trots Wesjets Golf club Walk trails Yonga Self-drive Trail Dirt Kart Track Canoe/SUP/Swim Tours (heritage) Nature walks	Supermarkets Hotels-Pubs(1) Restaurants(3) Café(1-2) Ovals-Parks Sports club Local radio stations	Visitor Centre Maps Shire Website Social media Trail brochures Tourism video
Lake Grace	Newdegate Field Day	Historical Museums Art displays John Holland Track Nature Reserves Silo Art Trail Regional Art Space Skate Park Mosaic Garden Gallery Walkers Hill Winery Heritage Buildings Namma Rock Dickman Rock Lake Bryde Roe Heritage Tail Nature Reserves	Wildflower walks Walk Trails Astro Tourism Lookouts (views) Canoe/SUP/Swim Self-drive trails Wildflowers 4WD trail Art gallery/viewing Nature walks Picnics Heritage displays	Supermarket(2) Hotels-Pubs(3) Cafés(2) Sports Club Winery Tavern Town Wi-Fi	Visitor Centre Maps Tourism Brochure Shire website Tourism website

² Amenities can include shops, fuel outlets, visitor services, information nodes, laundrette, hospitality & entertainment venues, cultural / heritage facilities, sport-rec facilities (e.g. pool, gym, oval, golf, skatepark, playgrounds, etc), conference & event facilities, toilets, dump points, water outlets and gathering sites.

DESKTOP REVIEW

A summary of each Shire's strategic community plans follows highlighting initiatives relating to tourism and short stay accommodation.

Shire of Dumbleyung

Strategic Community Plan 2022 - 2032

Primary Focus: Transform the Shire economy to deliver jobs & population growth. Priorities - economic diversification; smart farming (digital wireless connectivity); alternative water access; SME business enhancement; mining partnership approach;

Tourism Initiatives: Dumbleyung Lake Masterplan; Dumbleyung Streetscape Masterplan; Kukerin Entry Statement; Dumbleyung Aboriginal Tourism Support Plan; Dumbleyung Short Stay Accommodation Plan.

Shire of Lake Grace

Strategic Community Plan 2017 - 2027

Primary Focus: A prosperous agriculturally based economy, supporting diversification of industry; protecting and enhancing the natural and built environments; with a valued, healthy and inclusive community and life-style.

Tourism initiatives: Promote and develop tourism as part of a regional approach; maintain and enhance local iconic attractions and infrastructure; provide and maintain visitor support services; further develop walking trails, parks and recreation facilities.

Shire of Wagin

Strategic Community Plan & Corporate Business Plan 2018 - 2022

Primary Focus: a greater emphasis on heritage, town presentation and economic development. Priorities - progression of economic development, business attraction, tourism enhancement, more entertainment / event / arts / culture opportunities, and progress a community recreation hub.

Tourism initiatives: upgrade caravan park, RV area and surrounds; encourage the growth of arts, entertainment and community events; continued support for tourism and related infrastructure development; establish (free) WiFi hotspots.

Shire of West Arthur

Strategic Community Plan 2021 - 2031

Primary Focus: Sustainable agricultural industry; growing and diversifying business sector; Priorities - Investigate tourism opportunities; enhance existing assets to encourage visitation; improve communication facilities;

Tourism initiatives: maintain and develop walk trails³; maintain Lake Towerrinning as a main iconic natural asset; ensure night skies retain their dark sky rating; protect and improve additional natural assets; investigate opportunities to develop historical assets;

³ Collie to Darkan Rail trail, Nangip Creek walk trail, Hillman walk trail, Duranillin to Bowelling Rail trail.

SHORT STAY ACCOMMODATION QUALITY STANDARDS

The features underlying quality standards used to rate short stay accommodation are outlined below.

QUALITY STANDARDS

Minimum features (i.e. industry standards) required within short stay accommodation facilities to meet rating requirements and visitor expectations are as follows.

Hotel⁴

24/7 support service; reception area and/or service desk; bedding; shower and toilet; 1 towel per guest and 1 bath mat per room; Soap; daily housekeeping available.

Motel

24/7 support service; reception area and/or service desk; bedding; shower and toilet; 1 towel per guest and 1 bath mat per room; Soap; daily housekeeping available; minimum one car space per unit (for 75% of rooms).

Hosted Accommodation

Resident host; reception service (check-in/check-out); 24/7 support service; full and/or continental breakfast included in the rate; bedding; shower and toilet may be shared with other guests (but not the resident host/manager); clean wardrobes, drawers and cupboards (clear of owner/manager's belongings); 1 towel per guest and one bath mat; Soap; daily housekeeping available.

Caravan Park

Shower and toilet facilities; 24/7 support service; reception and/or service facility; park manager or representative visits the property daily (if not in residence); displays certificate of 'Approval to Operate a Caravan Park'; communal male and female shower and toilet facilities with lockable cubicle doors; minimum requirements in Park cabins include: bed(s); fridge and sink; dining setting (table and chairs); crockery, cutlery and glassware; microwave or one hot plate or electric frypan, cooking utensils; dustpan / brush & broom or vacuum cleaner.

⁴ <https://www.starratings.com.au/info/category-outlines>

STAR RATINGS

Features required within short stay accommodation facilities to attain star ratings are outlined below. In some cases an additional half STAR is awarded where an establishment offers a similar standard to the appropriate full STAR rating, but provides *additional* facilities and/or features.

Caravan Park⁵

★ Basic facilities with clean amenities, limited number of sites and minimum parking areas.

★★ Moderate facilities with clean, comfortable amenities and furnishings, average number of sites, and above-minimum parking.

★★★ Quality facilities in attractive grounds with clean, comfortable amenities and furnishings, large number of sites, limited number of cabins / park homes, and ample parking (well above minimum).

★★★★ Excellent quality facilities, amenities, furnishings and setting, large number of sites, above-average number of cabins / park homes, extensive parking, and a select range of guest services (e.g. shop, tour desk, ice/gas supplies, etc).

★★★★★ Excellent quality facilities, amenities, furnishings and setting, with a wide range of accommodation types, ample parking, wide range of guest services, and supplementary offerings to guests (e.g. creche, entertainment room, store-shop, hires, pool, playground, tennis, mini golf, seminar venue, event area, etc).

Guest Lodge, Guest House, Bed and Breakfast⁶

★ Clean basic accommodation with simple furnishings and facilities.

★★ Moderate accommodation with comfortable furnishings and facilities.

★★★ Well-appointed establishment offering good comfortable accommodation & facilities.

★★★★ Excellent quality accommodation, furnishings and facilities. Must provide either individual or ensuite facilities for each bedroom.

★★★★★ International quality appointments, furnishings and decor with an extensive range of first-class guest services and facilities. Provision of ensuites to all bedrooms plus communal areas and bedrooms must have alternative to air-conditioning.

⁵ <https://www.legislation.gov.au/Details/C2015Q00331>

⁶ <https://www.legislation.gov.au/Details/C2015Q00331>

Self-Catering Units, Cottages & Houses

- ★ Clean basic accommodation with simple furnishings and facilities.
- ★★ Moderate accommodation with comfortable furnishings and facilities.
- ★★★ Well-appointed establishment offering good comfortable accommodation and facilities.
- ★★★★ Excellent quality accommodation, furnishings and facilities.
- ★★★★★ International quality appointments, furnishings and decor with an extensive range of first-class guest services and facilities.

Hotel

- ★ Establishment offers a basic standard of accommodation. Simply furnished. Basic amenities. Resident manager.
- ★★ Well maintained establishment offering an average standard of accommodation with average furnishings, bedding, and floor coverings. Average range amenities.
- ★★★ Well-appointed establishment offering a comfortable standard of accommodation, with above average furnishings and floor coverings. Attractive range of amenities and complementary services.
- ★★★★ Exceptionally well-appointed with a high level of facilities, plus quality furnishings, offering a high degree of comfort. High standard of presentation, amenities and guest services.
- ★★★★★ International standard establishment offering a high degree of facilities, out-standing appointments, furnishings and decor with an extensive range of first-class guest services and amenities. A variety of room styles and/or suites available. Choice of dining facilities, 24-hour room service, housekeeping, concierge and valet parking. Porterage and concierge services available 24/7 as well as a business centre, conference and meeting facilities.

EXISTING SHORT STAY ACCOMMODATION

Existing short stay accommodation in each Shire is summarised below. Further details for each Shire follow.

WWDL SHORT STAY ACCOMMODATION SUPPLY (2022)								
	NUMBER OF BEDS (1 person spaces)							
	Hotel	Motel	B & B & Serviced Rooms	Lodge / Pavillion	CV / RV Park	Camp-ground	TOTAL	%
Wagin	34	30	15	20	240	30	369	33%
West Arthur	-	-	6	6	60	60	132	12%
Lake Grace	40	144	18	-	191	50	443	40%
Dumbleyung	28	-	34	-	59	40	161	15%
TOTAL	102	174	73	26	550	180	1105	
%	9%	16%	7%	2%	50%	16%		

Abbreviations used to describe room configurations in the tables that follow:
 Q - Queen bed; Q+S - Queen & Single bed; KS - King Single bed; Db - Double bed; S - Single bed; TS - Twin Singles;

The following are indicative and neither definitive or exhaustive.

Wagin Shire

SHORT STAY ACCOMMODATION
Wagin Motel, 25 rooms, 2 x Q, 8 x KS, 2 x K+S, 4 x Q+S, 9 x S, ensuites
Palace Hotel, 19 rooms, 7 x TS, 6 x S, 1 x D, 4 x D+S, shared bathrooms & continental breakfast included.
Mitchell Hall Hotel-Motel, 21 rooms, shared bathrooms, currently not operating . Possible re-invention in future.
Morans Hotel, 23 rooms, shared bathrooms, currently not operating . Possible refurbishment & re-purposing in short-medium term.
Eric Farrow Pavillion, amenities & parking, capability to host RV's & caravans, & groups with swags (overnight inside the pavilion). Multi-purpose facility.
Wagin Cottage Garden, B&B, 2 rooms, 1 x Q+S, 1 x D, shared bathrooms, breakfast.
Rainbow Cottage, B&B, 2 rooms, 2 x Q, shared bathrooms, breakfast included.
Monish Cottage, B&B, 2 rooms, 1 x Q, 1 x S, shared bathroom, breakfast included.
Wagin Country Retreat, B&B, 2 rooms, 1 x Q, 1 x S, shared bathroom, breakfast.
Wagin Caravan Park, 40 sites, 20 powered, 20 unpowered, amenities, BBQ, sealed sites.
Wagin RV Park, 80+ sites, powered & unpowered, amenities, dump point

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Norrington Lake & Little Norrington Lake campgrounds, unpowered sites, amenities, boat ramp, reception/host		
Non-commercial, free campsites, Lime Lake, Smith Road, Warup - Old Grain silo site		
Total rooms: 52	Total sites: 150+	Est. Total Pax: 369+

West Arthur Shire

SHORT STAY ACCOMMODATION		
Darkan Hotel, 4 rooms, 3 x D, 1 x S, shared bathrooms, currently not operating		
Darkan Caravan Park, 25 sites, 20 pwr, 5 unpwr, Nissen hut (campers), 2 chalets (2brms [Q+S], ensuite, kitchen & linen each), amenities, BBQ / camp kitchen, laundry		
Marrahbella Cottage, self-contained house, 3 x brms, 6 Pax max.,		
Darkan Mill Cottages, 4 self-contained cottages, 4 Pax in each, currently not operating		
Stoneham Backpackers, self-contained cottage, 3 x brms,		
Caro Telfer's and Geraldine King's Rooms, 2-4 rooms, double / single beds, 4-6 Pax max., Proposed additions		
Lavender Farm, eco tent / tiny home, 2-4 Pax. Proposed addition		
CWA Building, camper style overnight accommodation, 2-6 Pax. Proposed addition		
Lakeside Camping, 18 sites, 14 pwr & 4 unpwr, camp kitchen, toilets, caretaker, kiosk, potable water, BBQ's, picnic tables, boat launching, parking		
Non-commercial, free campsites: Trigwell Bridge, Minding Rest Area, Bokal Rest Area		
Total rooms: 18	Total sites: 43	Est. Total Pax: 132

Dumbleyung Shire

SHORT STAY ACCOMMODATION		
Dumbleyung Inn (hotel), 7 rooms, 2 x Q, 2 x TS, 2 x S, 1 x family [Q+2S], shared amenities, rooms have fridge, TV, tea & coffee, breakfast not included.		
Kukerin Hotel, 8 rooms, 4 x Q, 2 x TS, 2 x S, shared bathrooms, restaurant, bar		
Campbell Cottages, self-contained duplex, 2 units, each 2 x 1 Brm (Q), living area, kitchen TV, bathroom		
Dumbleyung Holiday Cottage, 3 Brm, kitchen, living room, laundry, bathroom, aircon, TV		
Mary's Farm Cottages, 1 x 1Brm (2xQ), 1 x 2Brm (Q+S in each), 1 x 1Brm (1 x D), kitchen, living room, laundry, bathroom, aircon, TV, fridge, dishwasher		
Taylor Street B&B, 1Brm + ensuite, breakfast included		
Dumbleyung Caravan Park, 18 sites, 12 pwr & 6 unpwr, 2 x 2Brm cabins (new) proposed for 2022-23.		

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Kukerin Caravan Park, 10 sites, 6 pwrd & 4 unpwr, ablutions, laundry, camp kitchen, BBQ's, water, dump point		
Non-commercial free 72hr campsites near Dumbleyung Sporting Clubs		
Non-commercial free camp sites: nature reserves, rest areas, car parks (14+ sites)		
Total rooms: 28	Total sites: 48	Est. Total Pax: 161

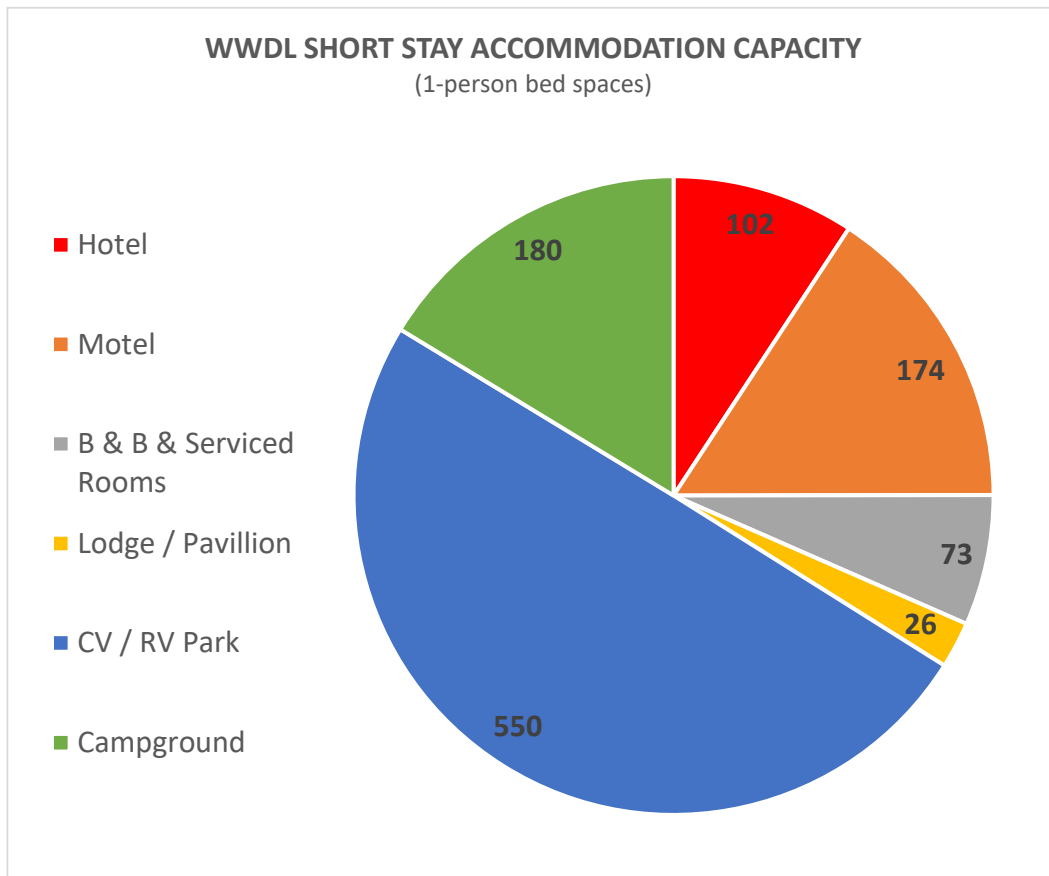
Lake Grace Shire

SHORT STAY ACCOMMODATION		
Lake Grace Hotel, 8 rooms, 2S, 4 TS, 2 D+S, ensuites + shared bathrooms, TV, kitchenette; old motel at rear of site, 10-12 rooms, S and/or D, ensuites.		
Lake Grace Roadhouse Motel, 26 rooms, 12Q, 8Q+S, 6 TS, 4 of 26 rooms self-contained, ensuite, AC, TV; some rooms recently refurbished.		
Lake Grace Saltbush Inn (motel), 9 rooms (4Q+S, 2D, 2 D+S, 1 TS), ensuites, AC, TV, kitchenette, wifi,		
Newdegate Hotel, 6 rooms, Q + twin S, ensuites, AC, shared TV - lounge room		
Lake King Motel, 17 rooms, 6Q, 6KS, 5Q, 2S, semi-self-contained, TV, AC, wifi		
Newdegate Myriadena Motel, 8 rooms (refurbished), Q+S, ensuite, TV, AC, kitchenette,		
Omeo Farmstay, 4Brm house, self-contained, AC, 6 pax max.		
Holland Track B&B Farmstay, 6 rooms, shared bathrooms, BBQ's, microwave, breakfast		
Newdegate Myriadena Caravan park, 12 sites, pwrd & unpwr, camp kitchen, amenities, laundry, BBQ's, 1 x 2Brm cottage (self contained), 3 x cabins (Q + 2S, kitchenette), 4 on-site vans		
Lake King Caravan Park, 15 sites, pwrd & unpwr, laundry, camp kitchen, amenities, BBQ's (tavern adjacent)		
Varley Chicken Ranch, 5 sites, pwrd + unpwr, amenities, water, camp kitchen, BBQ's, dump point, laundry		
Lake Grace Caravan Park, 28 sites, pwrd & unpwr, camp kitchen, laundry, BBQ's, amenities, water, 2 x 2brm cabins+ensuite, 5 on-site vans, 5 x backpacker single rooms		
Non-commercial free camp sites. 12+ Nature reserves, gravel pits & lakes. 50+ sites.		
Total rooms: 104	Total sites: 108	Est. Total Pax: 443

4 Shires - Total

TOTAL SHORT STAY ACCOMMODATION CAPACITY (EST.)		
Total No. Rooms: 202	Total Sites: 349+	Est Total Pax: 1105

SHORT STAY TOURISM ACCOMMODATION PLAN



Observations on WWDL's Existing Supply of Short Stay Accommodation

- 66% of WWDL's bed capacity is caravan park-campgrounds; this is consistent with 70% of the tourism activities-attractions being free, low cost, self-discovery. Much of the existing SSTA capacity attracts lower budget visitors. The central drive route to popular holiday destinations should be leveraged by expanding capacity in RV parks, campgrounds, trails, day use sites, etc to extend stay and increase spend.
- 25% of the bed capacity is hotel-motel; this is consistent with only 16% of WWDL's activities-attractions being commercial tours & hospitality services (i.e. fee-paying). WWDL's existing hotel-motel capacity is limited in attracting more med-high budget visitors. Adding new or improved 3-star hotel-motel facilities, or 'boutique' scale 3-star tiny homes / designer pods would increase med-high budget visitors and *significantly* grow visitor expenditure and employment across the region.
- **Lake Grace** and **Wagin** host 73% of the region's short stay bed spaces. However, their number of attractions-activities are similar to West Arthur and Dumbleyung, suggesting the towns of Lake Grace and Wagin may have more gravitas (power) in attracting and hosting visitors. Adding park cabins, B&B's, holiday homes/rooms and hotel-motel expansions would help grow med-high budget visitors and increase expenditure and employment in the towns of Lake Grace and Wagin.

SHORT STAY TOURISM ACCOMMODATION PLAN

- **West Arthur** and **Dumbleyung** have the lower bed capacity, dominated by caravan parks-campgrounds, and limited hotel-motel capacity. Adding new or refurbished 'quality' hotel-motel, park cabins, B&B's and lodge-backpacker facilities would grow visitation to the towns and improve support for hospitality and services.
- **Wagin** has a 'full complement' of short stay accommodation types, however, much of the 'built' capacity is aged, needing refurbishment. Additional 'quality' hotel-motels, park cabins, B&B and campgrounds would complement its ability to host more visitors across all budgets.
- **Lake Grace** has a '*near-full*' complement' of short stay accommodation, with a distinct gap in lodge / backpacker facilities. It does have some of the 'newer' accommodation facilities affording higher standards to visitors. The addition of 'quality' lodge-backpacker (e.g. worker facility), expanded caravan park with cabins, more holiday homes / B&B's and campgrounds would enable *significantly* higher growth in visitors.
- **WWDL** could add a collection of tiny homes / designer pods spread across the region, located at picturesque or tranquil sites, and leverage the 'high quality' facilities to attract a larger share of med-high budget visitors, while dispersing visitors across the region (i.e. showcasing natural advantages such as lakes, rocks, vistas, serenity & nature).

Suggested additions for WWDL to address gaps in SSTA are outlined below and explored in detail in the next section.

SHORT STAY TOURISM ACCOMMODATION. SUGGESTED ADDITIONS (GAPS TO ADDRESS)							
	RED FONT PRIVATE INVESTMENT		BLACK FONT LOCAL GOVT INVESTMENT				
Shire	Motel	Hotel	Park Cabin	Designer Pod	RV/Van Park	Campground	Add'l Daily Vis Capacity
Dumbleyung	1 x 20 rooms	0	6 x 2 Brm	3 x 1 Brm	1 x 10 sites	1 x 10 sites	150
West Arthur	1 x 20 rooms	1 x 20 rooms	3 x 2 Brm	3 x 1 Brm	1 x 10 sites	1 x 10 sites	198
Wagin	0	1 x 25 rooms	6 x 2 Brm	3 x 1 Brm	1 x 20 sites	1 x 10 sites	195
Lake Grace	1 x 25 rooms	0	6 x 2 Brm	3 x 1 Brm	1 x 25 sites	0	180
Total	65 rooms	45 rooms	21 x 2 Brms	12 x 1 Brm	65 sites	30 sites	723

GAPS IN SHORT STAY ACCOMMODATION

Potential 'quality and/or quantity' gaps in short stay accommodation within each Shire are outlined below (based on desktop research & phone consultation). 'Gaps' for each Shire to address are highlighted in the tables (below).

Gaps - Dumbleyung Shire

Motel	Park Cabins	C-Van Park	Campground	Small Pods
1 x 20 rooms	6 x 2 Brm	1 x 10 sites	1 x 10 sites	3 x 1 Brm

Quality Assessment - Short Stay Accommodation in Dumbleyung Shire:

Overall: 2-3 star, facilities are a mix of old and semi-aged / semi-new; some facilities could be 'refreshed'; existing visitors would experience a varied type & standard of facilities in a country-rural setting similar to comparable facilities near Perth or in similar regional towns; prices are comparatively low and with varied quality standards this is likely to contribute to limited-moderate 'value for money'.

Gaps in short stay accommodation in Shire of Dumbleyung:

- Accommodation for groups (e.g. special interest groups, teams, tour groups, event participants) staying in motels-hotels, serviced rooms, lodges and grouped dwellings (e.g. cabins & park homes with ensuite)
- Couples & solo travellers staying in B&B's and serviced rooms (AirBnB style), with & without hospitality, ideally within walking distance of pubs, restaurants & cafes.
- Commercial campgrounds with amenities for tours (stopovers) and travellers staying 1-4 nights, with linkages to local features and services.
- Non-commercial campgrounds, nature-based (bush) camping, with or without amenities, within Shire-managed nature reserves, bush-setting on private land, or within close proximity to main features (e.g. lakes, lookouts, wildflowers, walk trails).
- Tiny homes, designer studios / pods and unique modular facilities with self-contained amenities & fittings, located at tranquil, nature-intensive sites, ideally within proximity of views, wildlife, walks trails or activities.

Gaps - Wagin Shire

Hotel	Park Cabins	CV/RV Park	Campground	Small Pods
1 x 25 rooms	6 x 2 Brm	1 x 20 sites	1 x 10 sites	3 x 1 Brm

Quality Assessment - Short Stay Accommodation in Wagin Shire:

Overall: 2-star, most facilities are 'old' and need to be 'refreshed'; visitors would experience mostly 'aged facilities' in a country-rural setting with standards below similar aged facilities near Perth or in comparable regional towns; prices are comparatively low with low-to-average quality standards and this is likely to contribute to limited-moderate 'value for money'.

SHORT STAY TOURISM ACCOMMODATION PLAN

Gaps in short stay accommodation in Shire of Wagin:

- 2-star hotel-motel accommodation is limited to Palace Hotel and Wagin Motel; both are fairly old but reasonably well patronised by workers & business visitors, and to a lesser extent holiday visitors; Wagin could encourage new or upgraded 2-3 star hotel-motel rooms⁷, to improve the overall quality of short stay accommodation across the Shire.
- Accommodation to house seasonal workers *and* overnight visitors could be added such as homes⁸ and homes with vacant rooms (AirBnB), motel / hotel, cabins, on-site vans and grouped dwellings.
- Existing B&B's have sustained over time; additional or new B&B's would help accommodate more short stay workers, professionals and visitors;
- Unique accommodation such as tiny homes, eco-cabins, off-grid chalets and small 'designer' studios on private land or acreage would diversify choice to help entice visitors, especially those seeking a 'rural escape'.
- Additional cabins & park homes in Wagin Caravan Park would improve capacity (& appeal) to host families, especially on a limited budget.
- Wagin Caravan Park could be upgraded with improvements to amenities & facilities, increase in powered & unpowered sites, and a larger area for RV's & campervans (i.e. self-contained travellers).
- Farms and private landholdings⁹ could be encouraged to host tiny homes, off-grid cabins and nature-based campsites for families, couples and solo travellers.
- Nature-based campgrounds could be established in / on nature reserves managed by the Shire. For example, by establishing 4-6 camp sites, installing waterless / self-composting toilets, and limiting stays (e.g. maximum 4-6 days outside of school holidays).

Gaps - West Arthur Shire

Motel	Hotel	Park Cabins	CV/RV Park	Campground	Small Pods
1 x 20 rooms	1 x 20 rooms	3 x 2 Brm	1 x 10 sites	1 x 10 sites	3 x 1 Brm

Quality Assessment - Short Stay Accommodation in Shire of West Arthur:

Overall: 2-star, most facilities are 'old' and need to be 'refreshed'; visitors would experience 'old facilities' in a country-rural setting with standards below similar aged facilities near Perth or in comparable regional towns; although

⁷ Morans & Mitchell Hall are currently not in use; Morans may be upgraded & re-purposed into a micro-brewery / hotel / restaurant; Mitchell Hall is being upgraded & in the medium-long term could offer 2-3 star rooms and a restaurant / cafe.

⁸ Could include for example unused / empty homes on farming properties, which may require refurbishment; refurbished surplus rooms in homes close to town; or the removal - relocation of unused homes on farming properties to vacant land in/near town.

⁹ This may require changes to town planning schemes; further, a consortium of VROC's may want to lobby WALGA or WA Planning Minister to enable extra accommodation on rural-farm land.

SHORT STAY TOURISM ACCOMMODATION PLAN

prices are comparatively low so too is the range & quality of the facilities and this is likely to contribute to limited or low 'value for money'.

Gaps in short stay accommodation in Shire of West Arthur:

- Group accommodation, for example, for 10-20 people, staying in lodge-backpacker facility, motel (i.e. twin S & Q+S rooms), ensuite-cabins in a caravan park, or re-purposed / refurbished (unused) homes with 2-4 bedrooms; ideally near CRC, Shire office, Darkan town centre.
- 2-3 star hotel-motel accommodation, for example, Darkan Hotel refurbished¹⁰ or a newly built hotel-motel with 15-20 rooms; ideally a newly-built hotel-motel would have a commercial kitchen to supply meals and/or offer DIY cooking facilities (e.g. BBQ's, microwaves, ovens) and a range of DIY food for sale (e.g. frozen prepared meals, BBQ packs, bread, milk, etc); suitable for contractors, professionals, tourists & shire guests.
- B&B's in / near Darkan, including unused rooms in existing houses or resident properties with land & zoning to allow an on-site caravan, granny flat or tiny home operated as a B&B or serviced room.
- Non-commercial (free) camp sites, for example, with facilities for travellers-tourists; located in nature reserves; suitable for RV's, caravans, camper trailers, campervans, swags, rooftop tents.
- Unique accommodation such as tiny homes, eco-cabins / off-grid chalets and small 'designer' studios on private properties & acreage to improve the range of options to entice and accommodate more visitors.
- Commercial campground, nature-based or farmstay-style, on private acreage, with toilet / amenity; suitable for tourists, travellers and short stay visitors (i.e. with campers, camper trailers, tents, swags, etc).

Gaps - Lake Grace Shire

Motel	Hotel	C-Van Park	Park Cabins	Small Pods
1 x 25 rooms	nil	1 x 25 sites	6 x 2 Brm	3 x 1 Brm

Quality Assessment - Short Stay Accommodation in Shire of Lake Grace:

Overall: 2-3 star; mix of old & semi-aged facilities; some older facilities need 'refreshing'; visitors are likely to experience fair-average quality in a country-rural setting; standards may be similar to comparable facilities near Perth or in similar regional towns; prices are comparatively low and with fair-average quality this is likely to contribute to medium level 'value for money'.

Gaps in short stay accommodation in Shire of Lake Grace:

¹⁰ For example, driven by Darkan Progress Association as a social-community enterprise modelled on Nyabing Hub project (pub, offices, shop, meeting place) funded by community, grants & Gov't.

SHORT STAY TOURISM ACCOMMODATION PLAN

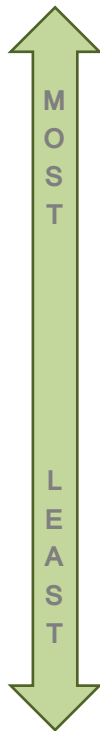
- 15-25 room motel, 2-3-star, for workers, contractors, travellers - tourists and Shire guests; ideally with meals / food / supermarket within close proximity.
- Rooms in houses (e.g. AirBnB), on-site vans, park cabins and mobile / modular accommodation (i.e. with ensuite, kitchenette, TV, living area).
- An additional caravan park facility could increase choice-variety, increase capacity in powered / unpowered sites, and enhance capacity to host events & groups in town.
- New cabins / studios in a caravan park setting, or on vacant under-utilised land, to host workers & visitors, and help grow visitor levels and demand for hospitality services in town.
- Unique accommodation such as tiny homes, off-grid eco-cabins / chalets and small 'designer' studios on private land/acreage, in shire-managed nature reserves or on vacant land in/near town to diversify range & choice to help entice visitors; and potentially re-position WWDL as a destination with a selection of innovative, boutique style accommodation.

In most destinations and towns, private investors are responsible for developing and operating hotels, motels, backpacker lodges and caravan parks. Conversely, where private investment is uncommercial or unavailable then where possible local government can facilitate caravan/RV parks, campgrounds and niche accommodation facilities. This SSTA Plan identifies opportunities for private investment and local government investment in SSTA.

POTENTIAL OVERNIGHT MARKET

This section presents a 'general analysis of the *potential* overnight market for visitation'. If additional and/or higher quality short stay accommodation facilities were established in each Shire the growth in WWDL's 'potential' overnight market would include five visitor types as outlined below.

Segment	Characteristics	Accommodation Used
Holiday Makers	Solo's, couples, families and groups on a 'short getaway' or holiday for 3-21 days (e.g. long weekends, school holidays, events & festivals, seasonal attractions). Domestic mostly intrastate origin.	Hotel, Motel & Serviced rooms. Rented Home / Rooms (AirBnB). B & B, Farmstays & Eco/Studios. Caravan Park & RV sites. Commercial & free campgrounds (private, Nat'l Park or bush sites).
Extended Travellers (incl. Grey Nomads)	Solo's, couples, families and groups travelling around WA & Australia on an extended trip (e.g. 3-12 months duration). International & domestic origins.	Caravan Park & RV sites. Free & commercial campgrounds (e.g. private, Nat'l Parks, bush sites). Hotels, Motels, B&B's & farmstays.
Visiting Friends & Relatives	Solo's, couples, families and groups visiting friends & relatives. Typically 2-14 days stay. Domestic mostly intrastate origin.	Private homes or on private land in caravans, camp-trailers, tents, etc. Hotel, Motel, B&B's & AirBnB rooms.
Business & Corporate Travellers	Travelling for 'work' purposes. Visiting clients & suppliers. Typically staying 1-2 days 'midweek'. Domestic mostly intrastate some interstate origin.	Hotel, Motel & Serviced rooms. Rented Home / Rooms (AirBnB). B & B, Farmstays & Eco/Studios. Caravan Park Cabins.
Groups	Groups of solo's, couples, families, friends, workers & sport teams; travelling for social, sport, personal & work purposes; Domestic mostly intrastate origin.	Hotel, Motel, Lodge - Dorm, Caravan / RV park, Park cabins & commercial camp sites.



Due to budgetary, lifestyle, safety-security and-or personal preferences, some self-drive visitors stay in campgrounds rather than commercial caravan & RV parks. Similarly, some self-drive visitors stay in hotels or motels rather than a park cabin or onsite van (e.g. preferring not to self-cater). WWDL's self-drive visitor market can be viewed as a collection of visitors with varying needs. Each Shire should aim to satisfy all visitor types & needs through a mix of accommodation to minimise 'market failure' and maximise market appeal.

Key influences when visitors are deciding which regional area to visit include:

- ❖ The variety of attractions, activities & experiences on offer in the region.
- ❖ The presence of new or unique features & events to visit.
- ❖ The cost & time required and information available to access the region.
- ❖ Availability of accommodation & hospitality (i.e. meals & provisions).
- ❖ Ease of access to multiple sites, attractions & experiences in the region.
- ❖ Linkages to farther destinations, for example, via a shorter, safer route.

*Experiences*¹¹ that help visitors determine which destinations to visit include:

- ❖ visiting food markets.
- ❖ having good restaurants, café and dining options.
- ❖ shopping at food, clothing and craft markets.
- ❖ experiencing nature in unique & novel ways.
- ❖ walk, bike & sculpture trails.
- ❖ food, wine & cultural festivals.
- ❖ wildlife experiences and outdoor adventure activities.
- ❖ outdoor performances & movies.

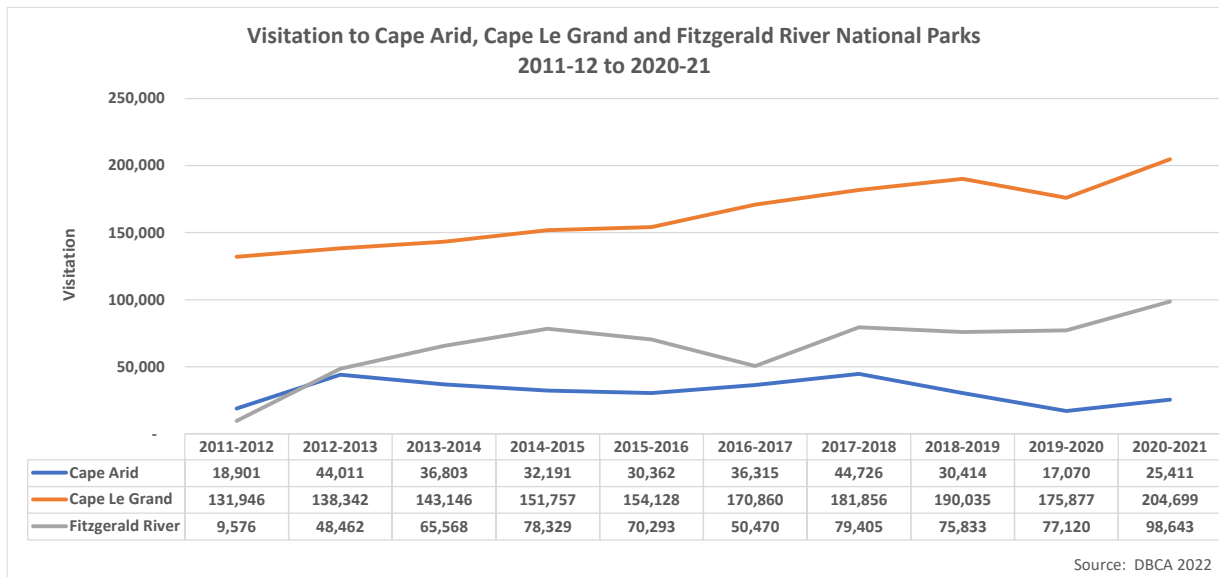
Tourism Research Australia's 2019 study of regional visitor dispersal concluded:

- ❖ Visiting friends & relatives is a key motivation for regional dispersal.
- ❖ Domestic travellers often go to great lengths to reconnect with their friends and relatives around Australia, and are motivated by the convenience and affordability of regional areas.
- ❖ Nature based offerings bring visitors from far and wide.
- ❖ Australia's varied natural landscape, unique fauna and flora, and its unique nature-based experiences are key drivers of regional visitation.
- ❖ Time and money (i.e. cost) are often the top constraints for domestic travellers *not visiting* regional Australia.

Self-drive visitors destined for national parks at Cape Le Grande (Esperance) or Fitzgerald River (Hopetoun) can travel via Hyden, Lake Grace / Lake King or alternate routes. The 700km or 8-hour drive from Perth to Esperance via the WWDL region lends itself to an overnight stop in the region. Visitors to national parks in Esperance and Hopetoun have been growing at an average 12%p.a. since 2012. Combined, the two national parks attracted over 300,000 visitors in 2020-21. An increase in accommodation within WWDL that captured 5% of the Parks self-drive visitors translates into an extra 15,000 overnight visitors staying in WWDL annually (i.e. \$1.8Mp.a. *additional* expenditure within WWDL). Park visitation trends are shown in the chart below.

¹¹ *Australian Tourism Demand for Domestic Travel Experiences: Insights for the Gold Coast.* Gardiner & Scott, Griffith Institute for Tourism Research, August 2015

SHORT STAY TOURISM ACCOMMODATION PLAN



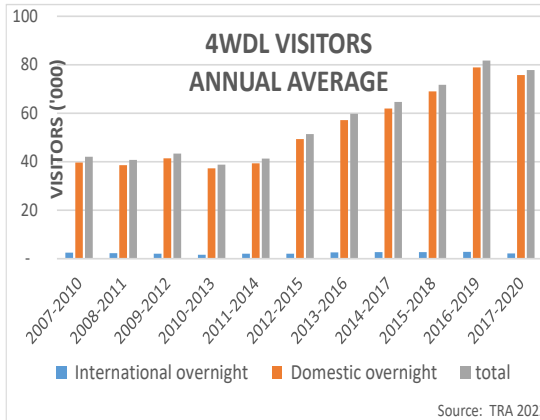
WWDL Tourism Visitation

Estimating tourism visitation to the WWDL region is difficult given limited *reliable* data at Shire level. To improve data quality¹² this study uses TRA’s visitor data at the broader 4WDL-level, which includes the shires of Woodanilling and Williams as well as the study area of Dumbleyung, West Arthur, Wagin & Lake Grace. A summary of tourism visitor estimates across the ‘broader’ 4WDL region is presented as an indicator of demand for short stay accommodation in recent years.

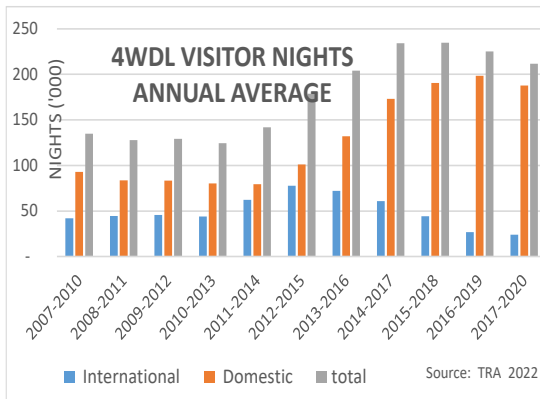


¹² Data source: Tourism Research Australia 2022. Limitations: Woodanilling & Williams are included to reduce sampling error & improve data quality. Due to small sample sizes the confidence interval could be up to 50% (e.g. an estimate of 50,000 visitors could be as low as 25,000 or high as 75,000). Running 4-year averages are used to further improve data quality.

SHORT STAY TOURISM ACCOMMODATION PLAN



- Since 2007, annual visitation has increased from 42,000 to 82,000.
- 10-yr average annual growth in visitors of 6.8%; average growth in *domestic* visitors 7.2%p.a.
- 10-yr average visitation 56,000p.a. with 53,000p.a. domestic visitors.
- Total visitors across 4WDL could exceed 100,000p.a. by 2025.



- Since 2007, annual visitor nights have increased from 135,000 to 212,000.
- 10-yr average annual growth in visitor nights of 5.1%; average growth in *domestic* visitor nights 8.3%p.a.
- 10-yr average of 177,000 visitor nights p.a.; 127,000 *domestic* visitor nights annually (10-yr avg.)
- Total visitor nights could exceed 250,000p.a. by 2025.

4WDL Visitor Estimates

As at 2022 the broader 4WDL region is estimated to attract around 78,000 overnight visitors annually, staying 212,000 nights, with an average stay of 2.7 nights. Visitor and visitor night estimates for *each of the four WWDL Shires*¹³ is based on a weighting of resident population and land area (i.e. each Shire's % of 4WDL) with adjustments for scope-scale of tourism product and experiences offered by each Shire.

¹³ Reliable Shire-level data on visitor & visitor nights was not available from Government sources.

SHORT STAY TOURISM ACCOMMODATION PLAN

4WDL Visitor & Visitor Night Estimates (2022)¹⁴

Shire	Visitors	Nights	Est. Occupancy	Trip Spend ¹⁵	Daily Spend ¹³
Dumbleyung	7,400	20,100	34%	\$304	\$121
Lake Grace	30,100	81,800	51%	\$304	\$121
Wagin	21,700	58,900	44%	\$304	\$121
West Arthur	5,900	16,000	33%	\$304	\$121
Williams	9,000	24,400	-	\$304	\$121
Woodanilling	3,900	10,600	-	\$304	\$121
TOTAL	78,000	212,000		-	-

Visitor Projection

The potential overnight visitor market *for the four WWDL shires* is presented below as a 10-year 'scenario' where the four Shires add caravan / RV sites, cabins and campground sites funded by government grants and available sources.

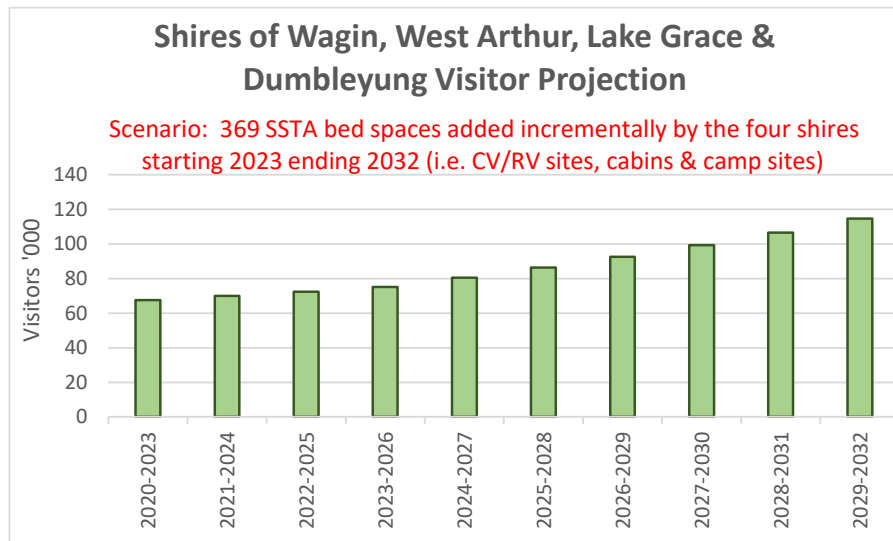
SSTA bed spaces added by four LGA's:	369
SSTA added by the LGA's:	Caravan Park sites, cabins & campground sites.
Time period for development:	10 years commencing 2023
Annual increase in bed spaces:	Average 20-40p.a. 2023-2032
Visitor estimate 2022 (at beginning):	65,000
Visitor estimate 2032 (at end):	102,000
Annual avg. increase in overnight visitors:	3,600
Average annual visitor growth required:	5%
Average annual visitor growth forecasted:	3% - 6% (TRA 2020)

The 'planned' addition of 369 bed spaces in caravan / RV sites, cabins and campground sites over 10 years will closely match forecasted growth in the overnight visitor market. Benefits will accrue from increases in visitation and expenditure on accommodation, fuel, supplies, tours, services, etc. Private sector investment in hotels, motels and designer pods would bring *additional* visitors generating *additional* expenditure and benefits.

¹⁴ Source: Tourism Research Australia (2022); weightings applied by Marketrade.

¹⁵ Combined domestic *and* international visitor trip spend & visitor daily spend (TRA 2022)

SHORT STAY TOURISM ACCOMMODATION PLAN



Regional Demand for Rental Accommodation

Rental data on AirBnB properties¹⁶ across southern WA indicates strong growth and high demand across six towns (shown below).

Implications: there is a high number of properties (3,103) dedicated to short term rental across the six towns; highest rental growth is outside of 'typical' tourism towns; rental demand is highest in two great southern towns; data confirms high demand for short stay rental accommodation across southern WA (i.e. in towns where short stay room / home accommodation is available).

Rental Demand is based on how often rentals are booked throughout the year, plus annual occupancy and listing growth rate. High score = high demand.

Revenue Growth is based on the revenue of Airbnb listings this month compared to the same month last year, comparing year-on-year change in RevPAR (i.e. revenue per available room). High score = high growth.

AirBnB Short Stay Rental Demand

Shire - Location	No. AirBnB Listings	Rental Demand	Revenue Growth
Plantagenet	34	75	100
Esperance	136	94	88
Denmark	206	95	86
Bunbury	55	81	82
Busselton	1695	78	78
Aug-Marg. River	977	82	79

¹⁶ Source: <https://www.airdna.co/blog/airbnb-australia-best-places-for-investment-property> Report date: 4th March 2021. Access date: 13 May 2022

CAPITAL COST ESTIMATES

'Estimated costs for constructing new or expanded tourist accommodation facilities in each shire' are based on published sources¹⁷ and are inclusive of GST, delivery, site preparation, construction, utilities connection, furnishing, landscaping, access and regional allowances. Costs as at 2022 with no escalation.

SST Accommodation Construction Cost Estimates

Type	No. Rooms	Room Size (M ²)	Med Qlty	High Qlty	Med Qlty	High Qlty
			\$ / M ²	\$ / M ²	Est. Cost	Est. Cost
2-3 Star Motel	25	30	4020	5100	\$3,015,000	\$3,825,000
2-3 Star Hotel (inc. Hosp.)	25	40	4502	5712	\$4,502,400	\$5,712,000
	No. Bedrooms	House Size (M ²)	\$ / M ²	\$ / M ²	Est. Cost	Est. Cost
Dbl Brick Project Home	4	210	1403	1909	\$294,630	\$400,890
	No. Bedrooms	Cabin Size (M ²)	\$ / M ²	\$ / M ²	Est. Cost	Est. Cost
Park Cabin (with ensuite)	2	30	4480	5620	\$134,400	\$168,600
Park Cabin (with ensuite)	2	40	4480	5620	\$179,200	\$224,800
Designer Studio / Pod	1	32	4980	5890	\$159,360	\$188,480
Designer Studio / Pod	2	44	4980	5890	\$219,120	\$259,160
	No. Sites	Site Size (M ²)	\$ / M ²	\$ / M ²	Est. Cost	Est. Cost
Powered C-van/RV Site*	10	70	770	960	\$539,000	\$672,000
Unpowered Tent/RV Site*	8	60	480	640	\$230,400	\$307,200
Nature-based Campground*	10	80	530	710	\$424,000	\$568,000

* Inclusive of amenities, facilities, utilities, access, signage, site clearing, approvals, etc

Cost estimates (shown above) are used to calculate construction costs to address SSTA gaps identified within each shire (refer to the following page).

¹⁷ Including online cost calculators, online price lists, published studies and previous-recent quotes.

SHORT STAY TOURISM ACCOMMODATION PLAN

Short Stay Accommodation - Estimated Construction Costs

ESTIMATED CONSTRUCTION COST SHORT STAY TOURISM ACCOMMODATION IN EACH SHIRE								
RED FONT PRIVATE INVESTMENT.		BLACK FONT LOCAL GOVERNMENT INVESTMENT						
Shire	Motel	(inc. bar & kitchen) Hotel	Park Cabin	Designer Pod	RV/Van Park	Nature-Based Campground	Total Cost	Add'l Daily Vis Capacity
Dumbyung								
Quantity	1 x 20 rooms	0	6 x 2 Brm	3 x 1 Brm	1 x 10 sites	1 x 10 sites		
Est. Cost	\$2,412,000	\$0	\$806,400	\$478,080	\$539,000	\$424,000	\$4,659,480	150
West Arthur								
Quantity	1 x 20 rooms	1 x 20 rooms	3 x 2 Brm	3 x 1 Brm	1 x 10 sites	1 x 10 sites		
Est. Cost	\$2,412,000	\$3,601,920	\$403,200	\$478,080	\$539,000	\$424,000	\$7,858,200	198
Wagin								
Quantity	0	1 x 25 rooms	6 x 2 Brm	3 x 1 Brm	1 x 20 sites	1 x 10 sites		
Est. Cost	\$0	\$4,502,400	\$806,400	\$478,080	\$1,078,000	\$424,000	\$7,288,880	195
Lake Grace								
Quantity	1 x 25 rooms	0	6 x 2 Brm	3 x 1 Brm	1 x 25 sites	0		
Est. Cost	\$3,015,000	\$0	\$806,400	\$478,080	\$1,096,500	\$0	\$5,395,980	180
Total	65 rooms	45 rooms	21 x 2 Brm	12 x 1 Brm	65 Sites	30 Sites	\$25,202,540	723
Private Investment	65 rooms	45 rooms	0	12 x 1 Brm	0	0	\$17,855,640	354
Local Govt Investment	0 rooms	0 rooms	21 x 2 Brm	0	65 Sites	30 Sites	\$7,346,900	369

ECONOMIC IMPACT

This section presents 'the potential economic benefits if increased or expanded tourism accommodation facilities were developed by each respective Shire', for example, over a ten year planning horizon.

Economic Benefits (10yr Local Govt Investment Program)	Shire Dumbleyung	Shire Lake Grace	Shire West Arthur	Shire Wagin	TOTAL
Number of Additional Short Stay Beds	84	99	72	114	369
Number of New Additional Visitors	4,542	5,353	3,893	6,164	19,953
Visitor Spend on New Accommodation	\$735,840	\$867,240	\$630,720	\$998,640	\$3,232,440
New Visitor Spend per Trip	\$1,380,836	\$1,627,413	\$1,183,573	\$1,873,991	\$6,065,813
Additional Flow-on Spend in Region	\$721,123	\$849,895	\$618,106	\$978,667	\$3,167,791
New Indirect Non-Tourism Jobs	0.9	1.0	0.8	1.2	4
Additional New Tourism Jobs	2.8	3.1	2.3	3.8	12

Assumptions:

- Gradual additions to SSTA over a 10-year planning horizon.
- Annual occupancy 40% (i.e. WWDL caravan parks, cabins & campgrounds).
- 2.7 nights average stay (i.e. based on TRA 2022; number of SSTA beds added annually multiplied by annual occupancy by 365 days and divided by 2.7 nights length of stay equals number of visitors annually).
- Visitors spend on accommodation \$121 per night (TRA 2022).
- Visitors spend per trip \$304 (TRA 2022).
- Every \$1.00 of visitor expenditure (e.g. on new accommodation) results in an *additional* \$0.98 flow-on expenditure across the economy (TRA 2014).
- Every \$1,000,000 of new *tourism* expenditure generates 1.2 new non-tourism jobs indirectly (e.g. elsewhere in the broader economy; TRA 2014).
- Every \$1,980,000 of tourism flow-on expenditure generates 3.4 new tourism jobs (TRA 2014). New facility capex and-or visitor spend.

Economic analysis of private investment to upgrade-expand-develop hotels, motels or designer pods across the four shires follows.

SHORT STAY TOURISM ACCOMMODATION PLAN

Economic Benefits (10yr Private Investment Program)	Shire Dumbyung	Shire Lake Grace	Shire West Arthur	Shire Wagin	TOTAL
Number of Additional Short Stay Beds	66	81	126	81	354
Number of New Additional Visitors	5,353	6,570	10,220	6,570	28,713
Visitor Spend on New Accommodation	\$1,748,934	\$2,146,419	\$3,338,874	\$2,146,419	\$9,380,646
New Visitor Spend per Trip	\$1,627,413	\$1,997,280	\$3,106,880	\$1,997,280	\$8,728,853
Additional Flow-on Spend in Region	\$1,713,955	\$2,103,491	\$3,272,097	\$2,103,491	\$9,193,033
New Indirect Non-Tourism Jobs	2.1	2.6	4.0	2.6	11
Additional New Tourism Jobs	5.3	6.4	11.1	8.1	31

Benefit Cost Analysis

Estimated benefits from the development-upgrade of SSTA undertaken by each Shire (i.e. excluding private investment) is presented in a benefit-cost analysis. Assumptions are as follows:

- 20yr project life.
- 5%, 7% and 9% opportunity cost.
- Each Shire's capital investment is spread equally across 10 years.
- 2.5% of the construction cost is spent annually on repairs to new SSTA facilities (i.e. breakdowns, responsive maintenance).
- 3.5% of construction cost is spent annually to replace-upgrade new SSTA facilities (i.e. to optimise economic life of the assets).
- 3.5% of construction cost is spent annually to upgrade-maintain tourism infrastructure given an increase in visitors and infrastructure usage.
- Benefits include visitor expenditure on 'new' accommodation and 'new' visitor 'trip expenditure' (e.g. fuel, food, tours, entertainment, events, etc).

Economic impact analysis indicates the development of new SSTA by the four Shires (i.e. 10yr investment in caravan / RV sites, cabins and campgrounds) is a favourable proposition with positive benefit-cost ratios and positive net present values as shown below.

SHORT STAY TOURISM ACCOMMODATION PLAN

Dumbleyung \$1.76M - 10yr Investment in CV/RV Parks, Cabins & Campgrounds			
Economic Benefits & Costs at ..	5%	7%	9%
Benefit Cost Ratio	2.3	2.1	1.9
Net Present Value	\$2,853,234	\$2,103,047	\$1,563,626

Wagin \$2.3M - 10yr Investment in CV/RV Parks, Cabins & Campgrounds			
Economic Benefits & Costs at ..	5%	7%	9%
Benefit Cost Ratio	2.4	2.2	2.0
Net Present Value	\$3,986,142	\$2,954,606	\$2,211,479

Lake Grace \$1.9M - 10yr Investment in CV/RV Parks, Cabins & Campgrounds			
Economic Benefits & Costs at ..	5%	7%	9%
Benefit Cost Ratio	2.5	2.3	2.1
Net Present Value	\$3,586,374	\$2,675,863	\$2,018,411

West Arthur \$1.36M - 10yr Investment in CV/RV Parks, Cabins & Campgrounds			
Economic Benefits & Costs at ..	5%	7%	9%
Benefit Cost Ratio	2.6	2.3	2.1
Net Present Value	\$2,629,999	\$1,965,248	\$1,484,992

CONCLUSION & RECOMMENDATIONS

This section provides 'recommendations and steps to progress the short stay tourism accommodation plan'.

Conclusion

- Quality, affordable accommodation, of varying types and styles, is critical in delivering positive tourism experiences and supporting investment and growth in regions such as WWDL. Visitors stopping, staying and spending is pivotal in generating tourism's economic benefits.
- The existing quality and capacity of SSTA across WWDL is 'highly likely' to be restricting visitation and growth in tourism, enterprise development and hospitality services within the towns.
- The region has around 202 rooms and 349+ caravan/RV/camp sites, capable of accommodating 1105 people (nightly). The accommodation mix is skewed towards caravan/RV/camping (66%) with noticeably less hotel/motel capacity (25%) and the balance (9%) in B&B-Lodge facilities.
- WWDL's SSTA facilities are mostly aged, older style, limited in size, and of a 2-star standard. Exception is 2-3 'newer' facilities that operate closer to a 3-star standard.
- Current users of WWDL's SSTA are likely to experience 'a low standard' of quality matched with comparatively low prices resulting in fair value for money. Improving SSTA to 3-star or higher quality through refurbishment or renewal would *significantly* bolster value, appeal and competitiveness. Further, it could be leveraged to reposition the region.
- If the four Shires invested in additional capacity and higher quality SSTA it could increase overnight visitation from around 65,000p.a. to over 100,000p.a. and generate over \$12.4M *additional* expenditure (over 10yrs) creating up to 16 new jobs across the four Shires.
- The region is host to lakes, nature reserves, heritage-culture activities, dark skies, trails, farm experiences and rural lifestyles, which are drawcard features (i.e. primary motivators) when visitors choose a regional holiday destination. Improvements in SSTA quality and capacity would greatly improve the region's tourism appeal and competitiveness.
- The four shires could potentially expand SSTA including caravan / RV parks, cabins and campgrounds. This is within their remit and forms the basis for the SSTA Plan.
- Private investors including landowners, community groups and developers - operators are responsible for upgrading-expanding hotels, motels and tiny homes / designer pods. Acknowledging precedents (e.g Katanning & Nyabing) where regional accommodation-hospitality-leisure facilities have proven successful, this forms part a key part of the recommendations.
- The community enterprise model has proven to be an effective and innovative approach to supply and capacity building in some regional towns. Approaches suited to the WWDL region should be explored.

Recommendations - WWDL

- Investigate planning requirements to effect changes to zoning, permitted use of land, and SSTA development obligations that simplifies, encourages and facilitates investment in SSTA across the region; this may require the formation of a sub-committee within 4WDL or joint resourcing of a planning-development officer to drive SSTA initiatives.
- Investigate establishing a 'program'¹⁸ that supports landowners, investors and developers to upgrade or re-purpose under-utilised facilities or to better utilise land that leads to an increase in SSTA capacity.
- Investigate and identify a financier willing to fund (or part-fund) upgrades to vacant or under-utilised properties (e.g. for seasonal & short stay).
- Identify sites where *existing* short stay accommodation can be upgraded, expanded or developed and work with stakeholders to improve quality and/or capacity of SSTA.
- Investigate removing barriers at a regional Shire-level that could increase SSTA investment and capacity; this may include zoning, building options, utilities-services, compliance requirements, envelope restrictions, easements, off-grid systems, alternative building systems, etc.

ACTION PLAN

WWDL

Re-Purposing

- Determine likely costs to refurbish a selection of unused & under-utilised houses, for example, located on remotely-managed farms, rural properties and town outskirts; determine the viability of operating as SSTA.
- Investigate rezoning & re-purposing vacant-unused shops, banks, commercial buildings and places of worship as short stay accommodation.
- Investigate community - social enterprise initiatives (e.g. Nyabing & Bolgart) to re-purpose unused shops, banks & commercial buildings for SSTA (refer to the appendix for details).
- Investigate Shire heritage inventories and identify vacant-unused (suitable) properties for short stay (i.e. that have a toilet, water & power); seek grant funding or contra-labour arrangements (e.g. groups, clubs, NFP's) to make improvements and/or to manage upgraded facilities.
- Investigate re-purposing unused / vacant churches or places of worship, for example, as short stay dormitory for families and small groups.
- Investigate a program of acquisition-leasing / refurbishment / renting / selling under-utilised houses to improve housing stock for new residents and short stay guests; funded through community enterprise, donations, volunteers, grants and crowdfunding, etc.

¹⁸ For example the 'program' may include a designated 'planner' as a point of contact, recommended step-by-step development pathway, centralised online SSTA booking system, list potential support trades & staff (i.e. contractors & residents), list of endorsed pre-fab / transportable building suppliers, pre-feasibility on SSTA to support finance applications, etc.

Site Activation

- Identify LGA owned or managed sites where off-grid SSTA facilities could be established and use expression of interest (EOI) to develop new facilities such as tiny houses, designer pods, modular cabins, etc.
- Investigate sites that offer additional & temporary accommodation capacity for events, festivals & peak visitor periods, for example, overflow areas, community hall car parks, vacant shops, serviced under-utilised land or vacant sites to host self-drive campers and self-contained travellers; investigate site management by the VIC, a local group or enterprising residents.
- Identify 10-15 *remote* sites across WWDL where off-grid 'designer' pods / tiny homes / eco-cabins¹⁹ can be installed; ideally at picturesque, tranquil sites; invite EOI from investors-developers-consortiums; aim to establish 10-15 small SSTA facilities across WWDL; use to re-position WWDL as a bespoke *rural recharge* destination.
- Investigate changes to Shire nature reserve management orders that allows sites to be upgraded with formal SSTA (e.g. eco-tents or designer pods near lakes, walk trails, lookouts, rail-nature reserves, etc); identify and promote prospective sites to community, investors & developers-operators.
- Investigate & identify acreage sites that could be re-zoned or restrictions relaxed to allow flexible residential, seasonal or tourism use, inviting EOI's, and-or resourcing a facilitator to drive the initiative.

Facilitation

- Develop a guide for prospective stakeholders interested in upgrading or developing SSTA facilities (e.g. providing advice on planning approvals, licenses-permits, contractors, operating-marketing options, etc); aim to simplify and de-risk the process to encourage SSTA development inquiries and applications.
- Establish and promote a WWDL policy that supports SSTA development that is compliant, safe, sustainable & beneficial; preferencing building approaches that provide fire resistance, low carbon, low energy, off-grid, light footprint, etc.
- Establish and promote a support network of accomplished builders, tradespersons, engineers, planners, architects, transport contractors, etc... for the benefit of prospective investors-developers-operators of SSTA facilities.
- Investigate and identify a financier willing to support *minor* refurbishment of unused, vacant, incomplete or under-utilised homes-buildings for use as SSTA.
- Investigate establishing a centralised website for booking private, community, heritage and seasonal SSTA properties across WWDL; website managed by a VIC, volunteer or community group.
- Investigate a community progress association or similar being supported and resourced to pursue community enterprise initiatives such as Nyabing and Bolgart.

¹⁹ For example, designer [sea-container based tiny homes](#), transported to site ready to inhabit.

Action Plan - Wagin

- Actively support owners of 'old, unused & under-utilised' Hotels/Motels to re-furbish properties; consider temporary rate reduction, assist with grant applications, advice & assistance with compliance, *minor* landscaping support, VIC marketing support after re-opening, etc.
- Investigate and determine how many unused homes / houses exist on farming - rural properties; ascertain the cost and viability to refurbish priority facilities to a rentable SSTA standard;
- Investigate and determine a viable approach to adding new park cabins to Wagin caravan park.
- Investigate and identify vacant shire owned-managed land that could host cabins, eco-pods, tiny homes; determine viability across varying approaches to financing, partnering, community and shire involvement.
- Investigate under-utilised and/or vacant buildings (e.g. banks, shops, halls, churches, sheds, etc) for conversion or re-purposing into SSTA. This includes reviewing 'steps involved' such as re-zoning, changing 'allowable uses' or removing restrictions limiting use for SSTA.
- Investigate the viability of establishing a program where the Shire co-funds and-or project manages refurbishment of low cost / low risk facilities and recoups the cost from rent.

Action Plan - Dumbleyung

- Investigate Stubbs Park to host 25-50 room motel-hotel and call EOI.
- Investigate and identify sites at Lake Dumbleyung to host SSTA facilities; including potential partnering/development approaches to activate SSTA.
- Investigate and identify sites suitable for self-contained RV and caravans on short stay basis (e.g. 24-72hrs);
- Investigate and determine how many unused homes / houses exist on farming-rural properties; ascertain the cost to refurbish each to a habitable (rentable) standard and the viability to operate as SSTA;
- Investigate the viability of establishing a program where the Shire co-funds and project manages refurbishment and recoups costs from rent;
- Seek Government financial grant funding to assist with delivery of SSTA infrastructure in areas where private investment is uncommercial.
- Seek government funding towards the cost of addressing SSTA infrastructure gaps especially where commercial investment is unviable or uneconomic e.g. cabins for Dumbleyung & Kukerin Caravan Parks.
- Investigate opportunities to establish an innovative and modern all-in-one accommodation, hospitality, meeting place for both Dumbleyung & Kukerin similar to [Nyabing Hub](#).

Action Plan - West Arthur

- Support the sale and upgrade of the Darkan Hotel including refurbishment of rooms and kitchen-restaurant facility; ideally incorporating a retail space hosting a mini-supermarket to service visitors and the community.
- Explore finance options with the community to invest in under-utilised farm houses, residential homes, vacant land or new SSTA facilities.
- Explore options to expand the Darkan caravan park (e.g. former pony club site adjacent) and/or a new caravan / RV park at Arthur River.
- Investigate upgrading/re-purposing Darkan Station Master's House for SSTA.
- Investigate and identify unused - vacant sheds, halls and dormitory-like facilities for potential upgrading and refurbishing into family or group accommodation and-or function centre. For example, Arthur River Shearing Shed-quarters, unused churches and vacant facilities-buildings.
- Investigate acquiring park cabins to upgrade capacity at the Darkan caravan park and/or identify an alternative site nearby.
- Investigate and determine how many unused homes / houses exist on farming properties; ascertain the cost & viability to refurbish 'low risk facilities' to a habitable (rentable) standard.

Action Plan - Lake Grace

- Establish 1 or 2 more facilities similar to Varley Chicken Ranch.
- Establish more facilities like the Jam Patch (e.g. managed by the VIC with 48hr-72hr stay limit during peak periods similar to Shark Bay).
- Investigate introducing a book/pay/receipt system for 48hr-72hr stays at Shire-managed campgrounds (i.e. policed by volunteer caretakers, managed-promoted by visitor centre); re-invest revenues in additional nature-based camp sites.
- Call EOI for a new upmarket Motel with self-contained rooms / facilities.
- Investigate acquiring Lake Grace Caravan Park, potentially operated as a community enterprise, administered by the Visitor Centre, or alternatively, establish a similar sized new facility on shire land near town; explore a community-facilitated program similar to Nyabing & Bolgart (refer to the appendix for details).
- Call EOI for backpacker - seasonal worker facilities in-near town.
- Investigate grants-investment in shire-managed nature reserves to host additional free camp sites. Ideally, several new sites that greatly increase overnight capacity and help create a 'network' of sites across the Shire.
- Within Lake Grace township explore development of a micro-brewery with accommodation adjacent (e.g. tiny houses, RV park, motel-hotel), for example, through an EOI, community enterprise project, or the Shire contributes a site and headworks in a partnership project.

SHORT STAY TOURISM ACCOMMODATION PLAN

SWOT

WWDL strengths, weaknesses, opportunities & threats, with a focus on short stay tourism accommodation.

<p>STRENGTHS</p> <ul style="list-style-type: none"> ▪ Located on a route linking Perth to Esperance ▪ Extensive road network & access options ▪ Many nature reserves (potential camp sites) ▪ Sport clubs embedded in local lifestyle ▪ Comparatively low & safe traffic volumes ▪ Extensive tourism product across four shires ▪ Tourism integral in each Shires strategic plans ▪ Woolarama & Sheepfest; near-iconic events ▪ Low light pollution, strong astro-tourism offering 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> ▪ No iconic attractions or experiences ▪ 6-8hrs return drive Perth-WWDL-Perth ▪ A driving-intensive destination ▪ Route options Perth to WWDL & en-route itinerary options not conveyed well to visitors ▪ Data on visitors & visitation lacking; makes measurement & managing performance difficult ▪ Hospitality can be patchy; potential problem for visitors 'eating out' or getting supplies.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ▪ VR/AR Donald Campbell 'Bluebird' experience ▪ Yabby dishes available across all 4 shires ▪ Sport clubs actively welcoming-hosting visitors ▪ Visitors 'experiencing' rural-community lifestyle ▪ Visitors buying local produce during visits (from markets, stalls, farms, shops, sheds, etc) ▪ Guiding-enticing visitors to live in the region ▪ Low-cost land made available for visitor-funded / crowdfunded short stay accommodation ▪ Centralised WWDL website for visitors (& workers) to plan trips & book accommodation ▪ New events & entertainment formats / facilities to grow visitation ▪ Installing & promoting electric re-charging stations linked to renewable energy sources ▪ Leveraging Holland Track as 4WD adventure getaway (route) linked to other 4WD tracks & sites within the region. ▪ More camping, glamping, RV'ing & overnight staying in Shire 'managed' reserves. ▪ Making the drive-journey to WWDL a key part of the trip experience (via creative routes, stopovers, experiences; app with offline map) ▪ Provide 4 seasonal programs of activities & experiences that inspires year-round visitation. 	<p>THREATS</p> <ul style="list-style-type: none"> ▪ Limited 'quality' short stay accommodation leading to low or no growth in visitation ▪ Steady decline in hospitality within towns ▪ Shires promoted as separate destinations rather than sharing-dispersing visitors ▪ Competitor regions attracting on-trend designer studios, tiny homes, pods etc. ▪ Slow uptake of e-charging stations across WWDL keeping 'green' visitors away. ▪ Sustained high price of fossil fuels making WWDL a high cost destination to visit. ▪ Home owners leaving once habitable homes to fall into disrepair & unusable.

COMMUNITY ENTERPRISE CASE STUDIES

The WWDL region could benefit from community enterprise initiatives that develop and-or operate SSTA. The following case studies provide a 'glance' of two examples where communities have developed SSTA-hospitality facilities that benefit their town.

Bolgart

- Bolgart, 120km northeast of Perth, population of around 170 residents.
- Retiring publican-owners had difficulty finding a buyer for the Bolgart Pub, closure was imminent.
- A local resident was unable to secure finance to purchase the Bolgart Pub. Lack of support from financial institutions was a problem.
- Local residents explored the possibility of forming a syndicate.
- 12 local families signed up to the Bolgart Watering Hole Unit Trust.
- No member was allowed to own more than a 10% share in the Trust.
- Syndicate members had a diverse skill set. All pitched in differently.
- Of the unit trust members, a local couple stepped up to manage the pub on a day-to-day basis.
- Other syndicate members contribute to operations in their own unique way.
- Recent additions-improvements include a micro-brewery and upgraded commercial kitchen. A qualified chef has taken residency.
- Future plans include music gigs, paddock-to-plate meals, hotel refurbishment and room upgrades.
- The pub is not just about booze, it's also about community spirit, camaraderie and creating a stronger, more vibrant community.

Nyabing

- Nyabing, approximately 40km south-east of Dumbleyung, population of around 290 residents.
- Town was losing services. Sporting activities had ceased. Nyabing pub and general store were in decline. Nyabing town was slowing dying.
- Bigger farms, fewer people, and with no buyers, the pub was destined to close. The Community were concerned.
- Community Progress Association (CPA) rallied around to muster support.
- A community-run (800ha) cropping program was undertaken with community-volunteer input resulting in *consecutive* harvests raising around \$1.0M in grain sales for the Nyabing Hub revitalisation program.
- CPA bought the Pub and set about to re-build a multi-purpose 'hub'.
- A new 'hub' was built in the middle of town incorporating a shop, pub, accommodation, playground and amenities. The pub was leased to an operator.
- Community cropping, fundraising and grant applications continue to enable the CPA to invest in the town and help revitalise Nyabing.
- Hub patronage has grown. The pub hosts regular gatherings, meetings and socialising. Community spirit has an air of optimism for the future.

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