



Shire of Dumbleyung Releases Draft Destination Development Plan for Public Comment

The Shire of Dumbleyung has released and is inviting public comment and submissions on the draft Shire of Dumbleyung Destination Development Plan ('Plan').

The draft Plan is the culmination of significant community engagement effort facilitated by the Shire of Dumbleyung in 2022.

The Plan looks to identify key projects that will turn the Shire of Dumbleyung into a must see and visit Tourism Destination.

Project ideas and opportunities have been captured and included under four locality precincts, (1) Dumbleyung Lake Masterplan – *'Celebrating and Activating the Lake'*, (2) Western Arrival – *'Bringing the Lake to town'*, (3) Water in our Heart – *'Creating unique lake related experiences in town'* and (4) Eastern Arrival – *'Connecting to Kukerin'*.

Each precinct has an overall stated aim and covering objective together with a long list of project opportunities for consideration.

All projects from each precinct were then run through a high level multi criteria assessment process to shortlist those projects considered most likely to significantly increase visitation and grow the Shire of Dumbleyung economy.

The resulting shortlist of five projects considered most impactful include the following:-

1. Dumbleyung Lake Precinct; Dumbleyung Lake walking and bike trails and circuits, possibly with wild bird hides and fully accessible sections and, family-friendly bike trails with picnic destinations, Aboriginal interpretation and Donald Campbell AR/VR experience/s.
2. Western Arrival Precinct; An innovative public art project involving CBH and the wheat bins at the western gateway to Dumbleyung, possibly using laser light projection to give visitors a reason to stay overnight in the Shire.
3. Eastern Arrival Precinct; Establish substantial Skate Park & Pump Track at Kukerin to complement existing Bouncy Pillow to enhance Kukerin's appeal as a key location and attractor for young families, youth, etc.
4. Water in our Heart Precinct; An extension or redevelopment of the CRC and Bluebird Interpretive Centre to add world class innovative and interactive elements (i.e. Theatre 6D Motion Simulation Ride) to the visitor experience, and more information on the natural attractions at the Lake.
5. Water in our Heart Precinct; A major masterplan redesign of the Dumbleyung Swimming Pool incorporating a Donald Campbell themed giant water tipping bucket, water cannons and mini water slides plus hydrotherapy and spa elements.

More high level information and details on each project is available for review in the Plan: https://www.dumbleyung.wa.gov.au/_files/ugd/7de4f4_fccf40b66a0b44239d80dfa135678251.pdf



Shire President, Julie Ramm said, *'This important Destination Development Plan lays the foundation for focusing Shire effort to secure funding to deliver game changing projects that once delivered, will be extremely positive for our Shire of Dumbleyung community and economy driving significant growth in jobs, population and economic spend'*.

'Once the final Plan has been adopted by Council, next implementation steps will be critical, particularly the Shire's engagement and advocacy efforts in trying to elicit Federal and State Government support to fund delivery of these important projects'.

Deputy Shire President Amy Knight said, *'It was great to see the level of engagement this activity generated when the Shire facilitated community workshops last year'*.

'Community feedback received in relation to the development of the Shire of Dumbleyung 2022-2032 Strategic Community Plan was clear; increase population, attract new businesses, be a destination and maintain our facilities'. 'This Plan closely aligns with this messaging and our adopted Strategic Community Plan'.

'Key stakeholders will also be engaged as each project is properly considered and scoped, including local landowners, businesses, lead State Government agencies and Aboriginal representatives'.

Community submissions to the draft Plan are invited and will close 5pm Friday 1st September 2023.

ceo@dumbleyung.wa.gov.au

enquiries@dumbleyung.wa.gov.au