



1 February 2017

MEDIA RELEASE

TOURISM PRODUCT DEVELOPMENT AND DESTINATION PLAN FOR WEDGE ISLAND AND GREY

Unique and extraordinary 'settler heritage' accommodation experience will align with WA Government Tourism Strategy

A Tourism Development Plan has been created for the settlements at Wedge Island and Grey to develop and maximise the unique tourism potential of Australia's only remaining coastal shack communities, located two hours drive north of Perth.

The Wedge Island Protection Association and Grey Conservation and Community Association commissioned the concept Plan to demonstrate that both communities can make a substantial and long-term economic contribution to WA as tourism destinations on the Turquoise Coast.

As part of their ongoing sustainability development program, both Associations are focused on preserving Wedge and Grey for the benefit of WA, including pursuing opportunities for domestic and international visitors to have a unique beach holiday experience in a heritage setting.

The *Wedge Island and Grey Tourism Product Development and Destination Plan 2020* can be downloaded from www.wedgewa.com.au. The Plan was developed by national not-for-profit organisation Leave No Trace, which focuses on promoting responsible outdoor travel and recreation.

Leave No Trace's Executive Director Cameron Crowe said the communities were responding to the Barnett Government's call for WA to develop unique tourism products and destinations that could showcase the best of the state, attract more visitors and create local jobs.

"Visiting Wedge or Grey as part of a day trip to iconic landmarks along the Turquoise Coast, like the nearby Pinnacles, will give tens of thousands of tourists each year a unique insight into the way the remote Western Australian coastal lifestyle has evolved over many decades," said Mr Crowe.

"Staying overnight in a shack community during a trip along the Indian Ocean Drive will be a once in a lifetime experience, particularly for international visitors, who are always amazed by the scale of our beaches, our pristine environment, and just how close we can get to nature."

"Our Governments and tourism bodies should be able to acknowledge that Wedge and Grey are unique outdoor and environmental tourism destinations and can play a leading role in encouraging people to have a real Western Australian adventure. I would hope that any future WA Government can support this sensible and realistic tourism vision for Wedge and Grey."

The Plan aligns with the WA Government Tourism Strategy 2020 and its seven pillars – Brand; Infrastructure; Business Travel; Asian Markets; Events; Regional Travel; and Indigenous Tourism.

The Plan also supports and complements major WA Government spending in the region, such as the Indian Ocean Drive, which has already raised the profile of Wedge, Grey, Cervantes and Jurien Bay and increased their collective tourism and business potential.

Wedge and Grey are adjacent to the Pinnacles in the Nambung National Park, which attract more than 225,000 visitors per year. The settler heritage tourism accommodation could provide for significant opportunities to increase the length of stay and additional activities for people who currently only make a day trip to the area.

Under the Plan initial tourism planning in both communities will see:

- new 'settler heritage' accommodation opportunities fast tracked for Wedge Island and Grey in 2017 – 18
- support given to establishment of low key informal camping / caravan sites at Wedge and Grey
- activities undertaken to support trails development

The Associations will promote the Plan direct to the WA Government, all political parties, leading tourism organisations and their supporter base of approximately 15,000 people and [facebook.com/preservingwedgeandgreyforwa](https://www.facebook.com/preservingwedgeandgreyforwa)

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