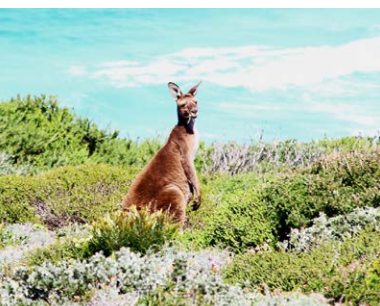


Turquoise Coast

Wedge Island and Grey Tourism Product Development and Destination Plan Summary 2020

January 2017



The Turquoise Coast

The Turquoise Coast is a Settler and Aboriginal heritage, adventure and ecotourism destination two hours drive north of Perth, Western Australia.

Two vibrant Settler Heritage settlements provide access to a pristine marine and terrestrial environment including the world famous Pinnacles of the Nambung National Park, the Lesueur National Park, and the Jurien Bay Marine Park.

The Lesueur National Park alone has over 900 species of wildflowers making it one of the richest wildflower places on earth.

Wedge and Grey

Wedge and Grey are the only two remaining informal 'shackie' communities left in Australia – shacks established during the mid-latter half of the twentieth century by farmers and adventurous people that are now highly valued for their unique heritage.

These communities welcome visitors and support the thriving local tourism industry through the sharing of accommodation and experiences that reflect the informal and unstructured opportunities of the past.

These rustic shack communities provide a unique escape from our structured urban existence with the buildings being mostly constructed from corrugated iron and salvaged, 'beach-comber', materials.

This informal beach shack environment is reflected in the friendly, informal social ambience of the communities who are at once warm in saying 'Hello' and offering assistance, while quick to leave you to your solitude and reflections, and exploring.



Wedge Island and Grey Tourism Product Development and Destination Plan 2020

Key Objectives:

1. Implement the Cultural Tourism guiding principles developed in the *Wedge and Grey Planning Framework and Concept Plan September 2016*:

- new heritage tourism 'Settler Accommodation' opportunities fast tracked for Wedge Island and Grey in 2017-18
- support given to establishment of informal camping / caravan development
- activities undertaken to support trails development
- formal recognition of Wedge and Grey as Settler Heritage settlements

2. Provide a clear tourism development pathway for Wedge and Grey that aligns with regional, state and national tourism plans and initiatives in particular 'Experience Extraordinary WA':

- Develop Wedge and Grey as part of the Turquoise Coast region to be an exemplar natural and cultural heritage, and adventure tourism destination
- Reinforce connections to both Western Australia's 20th Century settler heritage and Indigenous connection to country
- Build capacity in the Indigenous tourism sector
- Showcase the Turquoise Coast region's outstanding natural and cultural assets
- Stimulate and strengthen the local and regional economy
- Create business opportunities and jobs for the Turquoise Coast region and Perth tourism catchment





Experience Extraordinary WA
Wedge Island Protection Association and
Grey Conservation and Community Association

For more information contact:
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