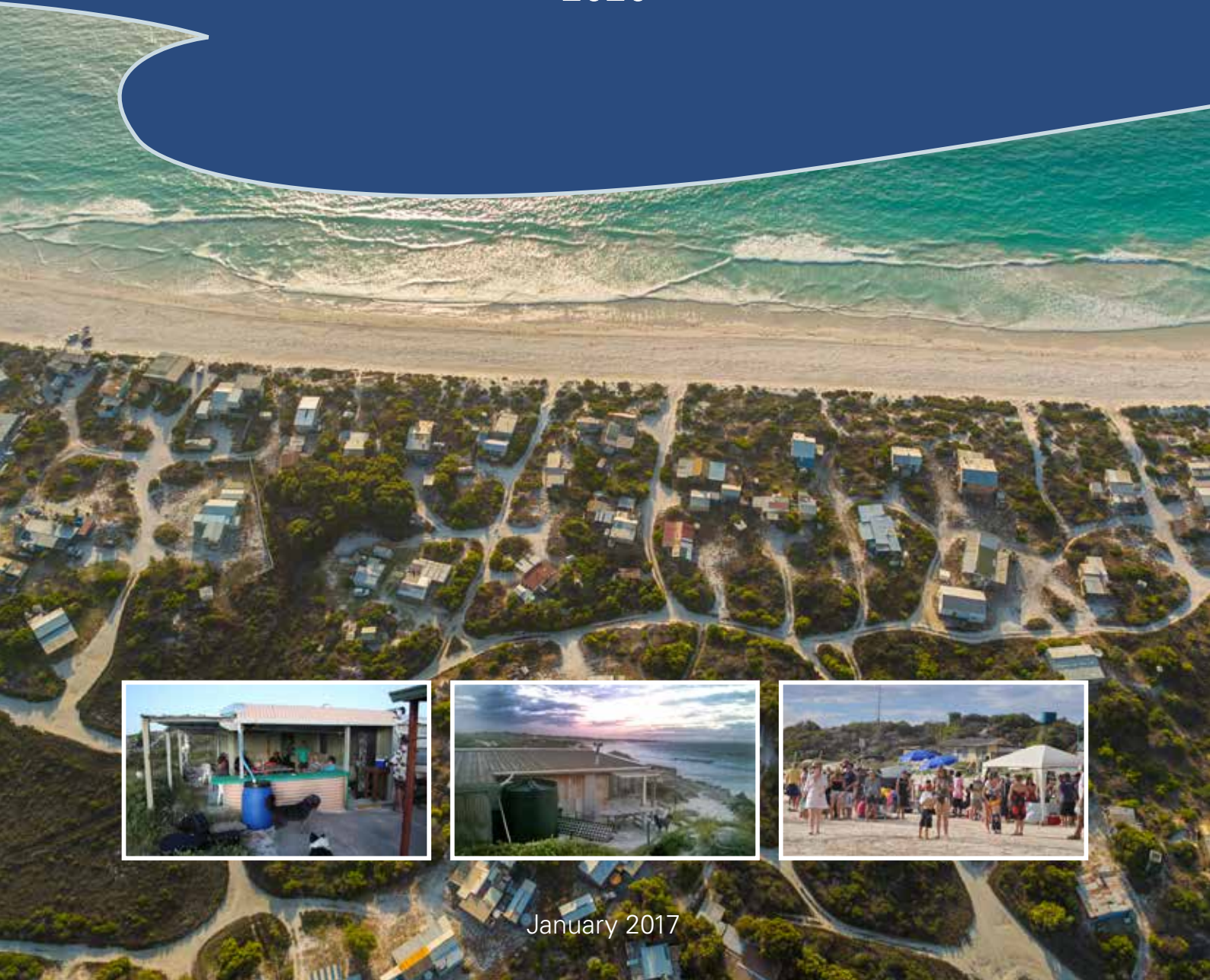


Turquoise Coast

Wedge Island and Grey Tourism Product Development and Destination Plan 2020



Wedge and Grey, in servicing the Turquoise Coast through the provision of a unique and Extraordinary Settlers Heritage accommodation experience, and other tourism infrastructure, seeks to work with the Western Australian Government Tourism Strategy 2020 across it's seven pillars – Brand; Infrastructure; Business Travel; Asian Markets; Events; Regional Travel; and Indigenous tourism.



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Project Summary

As part of its sustainability development program, the Wedge Island Protection Association (WIPA) and Grey Conservation and Community Association (GCCA) are pursuing opportunities for domestic and international visitors to experience a traditional Western Australia 'beach holiday experience in a heritage setting' through improved tourism infrastructure and experiences. The development and implementation of our Strategic Tourism Plan will be central to developing this initiative.

WIPA and GCCA has engaged key industry consultants to develop and implement a Tourism Development Plan to establish new and innovative heritage, adventure and eco-tourism products and experiences in the region.

Early planning will see

- new Settler Heritage tourism 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.

This project will occur with the support of Wedge Island Protection Association (WIPA) and Grey Conservation and Community Association (GCCA). WIPA and GCCA are the community incorporated bodies responsible for managing the community rights and interests in the areas where this project is to take place.

The Wedge Island Protection Association and Grey Conservation and Community Association are pursuing opportunities for domestic and international visitors to experience a traditional Western Australia 'beach holiday experience in a heritage setting'



Wedge and Grey Tourism Development Plan Aims

The plan has the following aims which link to the WIPA and GCCA *Wedge and Grey Planning Framework* objectives:

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

7.0 Cultural Tourism

7.1 *There is considerable merit in considering the cultural heritage tourism value of the shack settlements. A new tourist type is emerging who is looking for authentic experiences, tolerates discomfort, often seeks rustic accommodation, and seeks involvement rather than passive behaviour. The shack settlements can offer this.*

7.2 *In their current form, the settlements offer the new tourist a world class unique cultural tourism opportunity not currently being offered in Western Australia.*

7.3 *The rustic nature of the shacks in close proximity to the beach offer this tourist group a different and affordable experience easily accessible from Perth. This quintessential Australian holiday experience can become the first stop on a longer journey along the Coral Coast.*

7.4 *The holiday experience is not about simply staying overnight in a shack; its real value involves staying in a living example of how low-cost beach holidays were experienced by Australians in remote locations. It offers healthy outdoor experiences and reflects the traditional cultural values of everyday Western Australians.*

7.5 *This type of tourism will complement rather than compete with other tourism initiatives in this region of Western Australia. It would also work well with the Aboriginal cultural tourism plans currently being prepared by KMAC.*

“In their current form, the settlements offer the new tourist a world class unique cultural tourism opportunity not currently being offered in Western Australia.”

2. Provide a clear tourism development pathway for Wedge and Grey that aligns with regional, state and national tourism plans and initiatives:

- Develop the Turquoise Coast region as 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 natural and cultural assets;
- Stimulate and strengthen the local and regional economy; and
- Create business jobs and opportunities for Turquoise Coast region and Perth tourism catchment



Background

Western Australian Tourism

The Wedge and Grey Strategic Tourism Plan aligns with the WA Government Strategic Plan 2020: *VISION - through partnership between private sector and government, the State's tourism industry will achieve its full potential by delivering against the tourism brand promise - Experience Extraordinary Western Australia.* And in a small way contributes to the Strategic Plan: *GOAL – by 2020 the value of tourism in WA will have doubled to \$12 billion.*

Wedge and Grey in servicing the Turquoise Coast through the provision of a unique and *Extraordinary* Settlers Heritage accommodation experience, and other tourism infrastructure, seeks to work with the Western Australian Government Tourism Strategy 2020 across its seven pillars – Brand; Infrastructure; Business Travel; Asian Markets; Events; Regional Travel; and Indigenous tourism.

Specifically, this plan supports *Brand* through providing a unique (*Extraordinary*) settlers heritage experience; *Infrastructure* through increased access to accommodation and to community managed coastal assets; *Business Travel* through opportunities for increased length of stay and return visits; *Asian Markets* through non traditional partnerships and premium (heritage) brand; *Events* through adventure activity events in region; *Regional Travel* through:

- 1) tourism support infrastructure in regional WA
- 2) improved caravanning, camping, and self-drive experiences, and
- 3) extraordinary regional experiences, including nature based experiences; and *Indigenous* through:
 - a) development of an Indigenous camping and interpretation experience, and
 - b) facilitation and support for the opportunity at Wedge and Grey for the development of an Indigenous experience and accommodation.

Additionally this plan supports and complements other government spending in the region such as the opening of the Indian Ocean Road in 2010, connecting Perth to Jurien Bay, which has elevated the settlements of Wedge and Grey and the towns of Cervantes and Jurien's tourism and business potential and driven increasing demand for services.

To accommodate increasing visitor numbers and contribute to the Dandaragan Shire's plans for population growth, \$12million in WA Royalties for Region SuperTowns funding is being invested on Jurien's town centre enhancements to boost its appeal, vitality and viability.

Jurien Bay is a small but fast-growing coastal town with multi-million dollar tourism, agricultural and crayfishing industries, and is strategically located two hours' drive from Perth on the Indian Ocean Road and is the service centre to the north of Grey and Wedge Island.

The proximity of Jurien Bay to Western Australia's iconic Pinnacles Dessert has made the town a popular tourist destination.

Closer to and adjacent to the Pinnacles in the Nambung National Park, which attracts more than 225,000 visitors per year, and its picturesque local beaches, the existing Settler Heritage tourism accommodation at Wedge and Grey provides for significant opportunities for increased length of stay and activities in close proximity to the Pinnacles.

The region's pristine environment, Mediterranean lifestyle, Indigenous culture, and location will create an appeal consistent with being a world class destination.

There is a clear gap in the market - research indicates high demand for authentic experiences and tourism product and the Wedge and Grey built and heritage environments are 100% authentic, highly valued as heritage assets, and are, in the vernacular, 'true blue'.

The Wedge and Grey Tourism Development and Destination Plan

This plan is comprised of two key elements - operational *Settler Heritage* accommodation and an Indigenous managed tourism accommodation (camping) facility, and the associated infrastructure to support visitor usage.

This plan will involve bringing on line a range of Settler Heritage tourism accommodation products (shacks) that will be available and sold online and out of the local Visitor Information Centre (VIC). As part of this project the existing Settlers Heritage accommodation at Wedge and Grey will be continually upgraded and formalised with additional refurbishment and resources to ensure built infrastructure is equipped to properly consolidate and present the cultural and natural amenity of the region. It will be the focal point for tourism product development, interpretation, and education.

The development of a comprehensive Marketing Strategy to ensure the products are properly promoted and distributed in the market place for maximum sales benefit will be crucial to the success of the tourism strategy.

Tourism Planning

The project will also involve a planning exercise to ensure that the range of Settlers Heritage accommodation products on offer or potentially on offer at Wedge and Grey are appropriately packaged within the Turquoise Coast and Experience Extraordinary WA destination brands.

Finally, work is currently underway to develop a tourism scoping / options paper for Wedge and Grey. Subject to the outcomes of that exercise this project will also incorporate the development of an operational Aboriginal tourism product which could link to products developed from this project and value-add to Turquoise Coast Extraordinary Experiences.



Existing Tourism Snap Shot and Market Research

The WIPA and GCCA Tourism Destination and Product Development Plan provides an analysis of the market as well as an overview of product opportunities. This Plan is also supported by the Cultural Tourism concept recommendations of the *Wedge and Grey Planning Framework and Concept Plan*.

In preparing this Tourism Development Plan WIPA and GCCA have also relied on market segment analysis undertaken by tourism consultants. A key theme in this research is the desire by domestic and international travellers to be able to access unique, authentic, and extraordinary experiences in regional settings. The Turquoise Coast, including Wedge and Grey, provide opportunities across the segments of cultural and natural heritage, and adventure tourism.

Heritage – Settler Heritage Accommodation

The Western Australian State Heritage Office has a Heritage Tourism strategy and partnership with WA Tourism.

Wedge and Grey are the only two remaining settler shack communities in Australia and as such they are a unique, and increasingly valuable, tourism infrastructure asset to the state and nation. The history and built heritage values of Wedge Island and Grey, and the intangible values that spring from the communities, form the basis of this plan. The tangible and intangible heritage values of shacks, initiative, resourcefulness, and community activity is best articulated by R. Jones and H. Selwood in a paper they presented at the 21st Colloquium of the CSRS of the International Geographical Union in July 2013 in Japan.

Wedge and Grey are the only two remaining settler shack communities in Australia and as such they are a unique, and increasingly valuable, tourism infrastructure asset to the state and nation.



'In the early twentieth century many shack settlements were established around the Western Australian coast as families discovered isolated camping and fishing sites on Crown (public) Land and began to construct holiday shacks for themselves. Settlements of several hundred shacks developed in many places and they frequently displayed a number of highly sustainable characteristics. The shacks were constructed at low cost, usually from recycled materials. As time went on, they incorporated increasingly ingenious methods of wind and solar power generation and of water supply and sewage disposal. Over time also, extremely close social bonds developed between the 'shackie' families. Several generations of the same families occupied the same shacks and developed long term friendships and local social rituals. As the state's population grew and as the shack sites became less isolated, development pressures on these localities increased and many of the shack settlements have been demolished, often to make way for mainstream recreational and residential developments that were more expensive, less restrained in their building material, energy and water use and with looser social bonds between the inhabitants. (Heritage listing is a key to the) ... survival/ sustainability of two coastal shack settlements, Wedge and Grey, which are located about 200 kilometres north of Perth, the state capital. The National Trust of Western Australia (has commenced) to gain heritage listing for these two settlements. Should this move succeed, it will be, to a large extent, because of the environmental sustainability of their distinctive building techniques and the social sustainability of their community ties.'

Jones, R. and Selwood, H. 2013. The Politics of Sustainability and Heritage in two Western Australia Coastal Shack Settlements, in 21st Colloquium of the CSRS of the International Geographical Union, Jul 29 2013. Japan: IGU.

National Trust of Australia (WA) has affirmed the heritage value of the Wedge and Grey shack communities in their report "Wedge and Grey Shacks Settlements, Cultural Heritage Assessment" (2012), by Godden Mackay Logan: *The shacks at Wedge and Grey, according to the National Trust of Australia (WA), have aesthetic, historical and social significance at state-level*

The shacks at Wedge and Grey, according to the National Trust of Australia (WA), have aesthetic, historical and social significance at state-level and consequently they should be retained as examples of living 'shack communities' in their entirety.

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In correspondence from State Heritage Office in early 2016 it was stated that: 'The Western Australian State Heritage Office (SHO) considered a preliminary review based on the nomination of Wedge and Grey shack settlements back in November 2012 and determined to add the place to their Assessment Program. The assessment is in progress for Wedge and Grey.'

The anticipated SHO draft heritage assessment is currently on hold at the direction of the Heritage Minister until Department of Parks and Wildlife (DPaW) determine their planning. This intractable red tape planning, of functioning, valuable tourism heritage assets that service the terrestrial and marine park, is beyond the scope of DPaW to address and implement and is imposing an increasing brake on the development of tourism opportunities at Wedge and Grey and the associated economic benefits to the region and state.

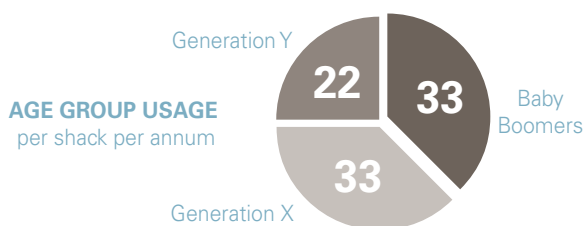
The Wedge and Grey informal settlements are:

- **the responsibility of the Minister for Lands**
- **vested with DPaW for planning purpose**
- **acknowledged as of national, state, and regional heritage significance, and**
- **are functioning as informal, high value heritage tourism facilities servicing intrastate, interstate, and international tourism.**



Wedge and Grey visitors represents 25-30% of total holiday/leisure visitors to the Shire of Dandaragan's premier tourism asset the Turquoise Coast.

The Generations of Grey, a prosopographic survey, was conducted by Soosie Jobson in 2010 to produce a community of Grey's population, focusing on the generations using the settlement, their occupations and importantly the occupancy rate of the settlement. The data was collected anonymously, provided by each dwelling with questions focused around the owner to build a family, friends and visitor profile.



From the survey above it is evident that **78% of the use of shacks is from the tourism segment 'family, friends and visitors'**, with 88% of visitors in the generations that have high participation in the tourism segments of heritage, ecotourism and adventure.

The Grey community compares very favourably with the Shire of Dandaragan's tourism statistics. Visitors to Grey represent 9% of the total holiday/leisure visitors to the Shire facilities. It is estimated that the combined total of Wedge and Grey visitors represents 25-30% of total holiday/leisure visitors to the Shire of Dandaragan's premier tourism asset the Turquoise Coast.

Aboriginal Heritage

WIPA and GCCA have in consultation with nominated Yued traditional owners included provision for extending the accommodation, education and interpretation options at Grey and Wedge. This aligns with state government policy and investments in the Camping with Custodians program.

'Camping with Custodians is the experience of camping on Western Australian Aboriginal lands, in the process expanding the horizons of travel and improving the attraction of caravanning and camping in the State.'

The initiative, developed by Tourism WA, provides an opportunity for travellers to stay on Aboriginal lands and interact with the locals, knowing that the proceeds of their stay will remain in the community. It provides an opportunity for a truly extraordinary Australian experience.'

Source: http://www.tourism.wa.gov.au/About%20Us/Growing_tourism/Aboriginal-tourism/Pages/Camping-with-Custodians.aspx

About the Yued Region

'Yued refers to the Noongar language or dialectal group north of Perth. (The Noongar language group in the Perth area is called Whadjuk). Towards the south east of Yued is Ballardong. The Yued region includes the towns of Leeman, Jurien Bay, Cervantes, Two Rocks, Toodyay, Gingin, Calingiri, Dalwallinu, Coorow and Moora. The approximate size of the Yued region is 29,253.825 Sq Km.'

There are a number of significant sites in the Yued region. These include caves, some of which are the homes of mythological beings, ceremonial sites, rock art, paintings and artefacts. This region is well known for the Moore River Native Settlement which was opened in the 1920's under the auspices of the Chief Protector of Aborigines, AO Neville. Other sites of significance in the region include the Moora Reserve, Mogumber Mission and Walebing Reserve.

Source: <http://www.noongarculture.org.au/yued/>



Globally Significant Natural Heritage

The South West Ecoregion of Western Australia is classified by the International Union for the Conservation of Nature (IUCN) as one of the world's 32 Biodiversity Hotspots. The diversity of flora and fauna in this region is acknowledged to be of the highest global significance.

'Apart from the amazing Pinnacles Desert, Nambung National Park is also known for its beautiful beaches at Kangaroo Point and Hangover Bay, coastal dune systems and low heathland rich in flowering plants. At the park's northern end near the town of Cervantes, there is a loop trail and boardwalk at Lake Thetis where you can see some fascinating thrombolites (rock-like structures similar to stromatolites built by micro-organisms too small for the human eye to see).'

Blooming beauties

The vegetation bursts into flower from August to October, creating a memorable spectacle for visitors.

Just offshore is a stunning reef system protected in the Jurien Bay Marine Park.

Located just two hours drive north of Perth, seaside towns are great short breaks destinations offering plenty of things to see and do on the coast and inland. Marvel at the pinnacles desert in Nambung National Park near Cervantes, observe sea lions in the Jurien Bay Marine Park and explore Lesueur National Park. There are also the stromatolites at Lake Thetis, which is one of only five sites in Western Australia to feature these rare creatures. Made up of the oldest known organisms on earth, some fossilized remains at Lake Thetis have been dated as old as 3.6 billion years.

The Jurien Bay Marine Park is sheltered by a string of islands and reefs that make the surrounding ocean perfect for water activities. As well as sea lions, the Jurien Bay Marine Park is also a significant seabird breeding area and you'll often see humpback whales migrating each year along the coast.'

Source: <https://parks.dpaw.wa.gov.au/tourism-region/cervantes-jurien-bay>



Consultation

Wedge Island and Grey Tourism Product Development and Destination Plan 2020 has been developed with extensive ongoing consultation over two years with the Wedge and Grey communities through their representative bodies WIPA and GCCA, members of the Yued Traditional Owners from the region, the Shire of Dandaragan, and state agencies. It has the solid support of the Wedge and Grey communities.

It is the product of significant investment of time and capital by the communities and compromise with state agencies. It demonstrates a comprehensive understanding of the current and potential economic benefits to the Dandaragan Shire, the region, and the state of the development of Wedge and Grey as Settler Heritage accommodation, and the communities involvement in managing tourism and visitor services and impacts.

Stakeholder	Feedback
Wedge Island Protection Association	<ul style="list-style-type: none"> Fully support heritage listing of Wedge Island for built environment and intangible heritage values Fully support continued use and formalization and upgrade of Settler Heritage accommodation facilities by 'visitors, friends, and family' for tourism accommodation
Grey Conservation and Community Association	<ul style="list-style-type: none"> Fully support heritage listing of Grey for built environment and intangible heritage values Fully support continued use and formalization and upgrade of Settler Heritage accommodation facilities by 'visitors, friends, and family' for tourism accommodation
Yued Traditional Owners	<ul style="list-style-type: none"> Support ongoing, existing tourism use at Wedge and Grey Proponents for development of informal camping facility to provide alternative style of overnight stays, and education and interpretation
Dandaragan Shire	<ul style="list-style-type: none"> Acknowledge contribution of Wedge and Grey to the built, heritage, and intangible tourism infrastructure of the Shire and region
National Trust of Australia (WA), State Heritage Office	<ul style="list-style-type: none"> Support for assessment of heritage values of Wedge and Grey for listing on the state's Heritage List for the built and intangible heritage values at a local, state, and national level Acknowledge the contribution of current use to the tourism fabric of the region and state
Department of Parks and Wildlife	<p>Extensive consultation has resulted in no planning compromise to enable viable options to be considered in retaining shack settlements during the planning process.</p> <p>It is evident that there needs to be a change in an out of date government policy position that does not enable heritage tourism values and opportunities to be realised to:</p> <ul style="list-style-type: none"> retain the significant last two examples of settler shack communities in Australia enable the development of the tourism accommodation opportunities at Wedge Island and Grey and the growing tourism market to "Experience Extraordinary" in Western Australia.

Key Milestones

Task / Milestone	Responsible personnel	Completion date
Wedge and Grey settlements established		from the 1950's
Wedge and Grey Planning Framework	WIPA, Grey Project team with Chessells and Lutton	September 2016
Wedge and Grey Tourism Product and Destination Development Plan 2020	Cameron Crowe	January 2017
Consultation with Alyssa Hayden Minister Assisting Minister for Tourism Premier Colin Barnett to: <ul style="list-style-type: none"> initiate formal recognition of Wedge and Grey as valuable functioning tourism assets to the region and state, and secure commitment to an exemption for Wedge and Grey from state policy for complete removal of all shacks on crown land 	WIPA and GCCA Project team Kim Miller, Elle O'Connor with consultant Cameron Crowe	January 2017
Implement data collection project on current and future tourism accommodation usage to enable improved management, planning, and promotion	WIPA, GCCA	January 2017 - 2020
Achieve formal heritage protection status for Wedge and Grey with education and interpretation plans commenced	Chairs of WIPA and GCCA, SHO	December 2017
Agreement with Yued Traditional Owners on their aspirations for campground management, and cultural heritage education and interpretation	Chairs of WIPA and GCCA, KMAC and Yued WG	December 2017
Implement Wedge and Grey Planning Framework on Equity, Environmental Management, and Sustainability	Chairs of WIPA and GCCA DPaW	2017 - 2020 Aligns with state tourism plan

Key Project Outcomes

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

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

2. Provide a clear tourism development pathway for Wedge and Grey that aligns with regional, state and national tourism plans and initiatives:

- a tourism development plan and pathway for Wedge and Grey
- formalisation of usage, management, and promotion of Settler Heritage tourism accommodation assets at Wedge and Grey
- alignment of existing and significant future tourism use, planning, and promotion of Wedge and Grey with Turquoise Coast, Extraordinary WA, and Shire of Dandaragan initiatives
- resolution of anomalies and red tape road blocks with regard to heritage and tourism use and management and outdated state policy on heritage shack retention at Wedge and Grey
- development of heritage, Aboriginal, and ecotourism and adventure tourism products and services
- a fully operational Marketing Strategy including a Destination Strategy for Wedge and Grey
- greater capacity in the Indigenous tourism sector
- greater number of visitation nights spent in the region
- increased capacity to develop and undertake new tourism products, and
- increased linkages across tourism products across the region resulting in enterprise and regional development.





Project Communication

Project communication will involve:

- Regular reporting via Wedge and Grey communities internal Communication Plan
- Briefings to the WIPA and GCCA Executive Committees
- Briefings and consultation with Yued Traditional Owner groups
- Broader community promotion and awareness using the WIPA and GCCA communications strategy
- Web page up-dates on the Wedge (www.wedgewa.com), Grey (www.grey.asn.au) and local Visitor Information Centre websites



For more information contact:
contact@wedgeandgreywa.info

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