

Wedge and Grey Tourism Product Development and Destination Strategic Plan Framework 2016–2020

REF	CURRENT <i>How Wedge and Grey are currently characterised</i>	OBSTACLES <i>What is preventing Wedge and Grey achieving the Vision</i>	STRATEGIES <i>How is Wedge and Grey going to achieve the Vision</i>	VISION <i>What Wedge and Grey will be like in 2020</i>	KPIS <i>Success measures</i>
1	Unplanned and unmanaged settlements of tangible and intangible heritage values	Lack of formal, effective tenure and planning processes	<i>Wedge and Grey Planning Framework and Concept Plan September 2016</i> implemented	Well planned and managed Settler Heritage, Ecotourism, and adventure destination	Cultural and natural heritage values secured and accessible
2	Settler Heritage accommodation exclusive and inaccessible to general public and tourists	Permit refusal to upgrade facilities and security of tenure inhibiting development of experiences and marketing	<i>Wedge and Grey Tourism Product Development and Destination Strategic Plan Framework 2016-2020</i> implemented	Settler Heritage accommodation available and easily accessible. Grey and Wedge a well known tourism destination	Formalised bed night occupancy, length of stay, and interstate and international visitors aware of destination
3	No formal heritage status and no official acknowledgement of heritage values	Current government process is preventing National Trust (WA) recommendation for State Heritage Office (SHO) assessment and registration	State Heritage Office able to proceed with assessment and registration of National Trust (WA) recommendation for Wedge and Grey to have tangible and intangible heritage values registered	Formal recognition of Wedge and Grey as Settler Heritage settlements	Wedge and Grey registered for heritage values and those values sustainably managed
4	Very low awareness of Turquoise Coast's heritage assets at state, national or international level	Competing with established regional destinations for state funds, low level of online media exposure	Align with regional, state and national tourism initiatives, develop online digital marketing and data analytics capability, seek increased investment	Showcase the Turquoise Coast region's outstanding natural and cultural assets	Visitors to WA see Turquoise Coast and Wedge and Grey as an <i>Experience Extraordinary</i>
5	Wedge and Grey's pre and post settlement history little known or understood	Stories, artefacts, records and oral histories not recorded or collated	Develop and implement an interpretation and education plan.	Western Australia's 20 th Century settler heritage and Indigenous connection well known	Wedge and Grey's heritage values collated, accessible and highly valued
6	'Shackies' only able to stay at Wedge and Grey	Tenure, vesting, planning and management of Wedge and Grey fundamentally conflicted	Support engagement in Camping with Custodians program managed by DPaW, managed shack stay options and a variety of camping and caravan sites.	Informal low-key camping / caravan sites with visitors interacting at Wedge and Grey	Camping and low-key caravan sites approved and established and increased formal shack stays
7	Unknown, exclusive and unsustainable recreation destination	No clear tourism development pathway for Wedge and Grey to enable plans to be implemented	Alignment of Wedge and Grey tourism experience with regional, state and national tourism plans	Wedge and Grey known as exemplar <i>living</i> settler, Indigenous, and natural heritage communities	Wedge and Grey are valued as part of intrinsic heritage of Western Australia