



**SHIRE OF ASHBURTON
ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING**

AGENDA

**Clem Thompson Sports Pavilion, Stadium
Road, Tom Price
23 April 2018
10.30 am**

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
23 APRIL 2018**

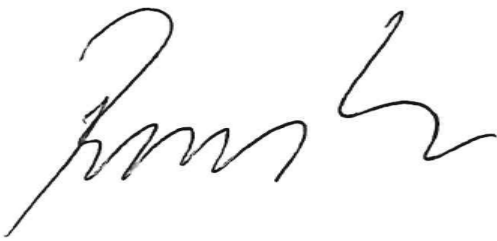
SHIRE OF ASHBURTON

ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING

Dear Councillor

Notice is hereby given that an Ashburton Tourism Development Committee meeting of the Shire of Ashburton will be held on 23 April 2018 at Clem Thompson Sports Pavilion, Stadium Road, Tom Price commencing at 10:30 am.

The business to be transacted is shown in the Agenda.

A handwritten signature in black ink, appearing to read 'Rob Paull', is positioned above the printed name and title.

Rob Paull
CHIEF EXECUTIVE OFFICER

DISCLAIMER

The recommendations contained in the Agenda are subject to confirmation by the Committee and endorsement by the Council. The Shire of Ashburton warns that anyone who has any application lodged with Council must obtain and should only rely on written confirmation of the outcomes of the application following the Council meeting, and any conditions attaching to the decision made by the Council in respect of the application. No responsibility whatsoever is implied or accepted by the Shire of Ashburton for any act, omission or statement or intimation occurring during a Council meeting.

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1. DECLARATION OF OPENING

The Presiding Member declared the meeting open at ____ am.

1.1 ACKNOWLEDGEMENT OF COUNTRY

As representatives of the Shire of Ashburton Council, we respectfully acknowledge the local Indigenous people, the traditional custodians of this land where we are meeting upon today and pay our respects to them and all their elders both past and present.

1.2 ELECTION OF CHAIRPERSON

The members of a committee are to elect a presiding member from amongst themselves in accordance with Schedule 2.3 of the Local Government Act 1995 (S5.12 Local Government Act 1995).

2. ATTENDANCE

2.1 PRESENT

Members:	Cr K White Cr L Rumble Cr D Diver Cr M Lynch Cr M Gallanagh Cr L Thomas	Onslow Ward Paraburdoo Ward Tom Price Ward Tom Price Ward Pannawonica Ward Tableland Ward
Staff:	Mr R Paull Mr B Hall Ms A Del Rio Ms J Smith Mrs M Lewis	Chief Executive Officer Acting Director Strategic and Community Development Manager Economic & Tourism Development Executive Officer CEO & Councillor Support Officer
Guests:		
Members of Public:	There were ____ members of the public in attendance at the commencement of the meeting.	
Members of Media:	There were ____ members of the media in attendance at the commencement of the meeting.	

2.1 APOLOGIES

2.2 APPROVED LEAVE OF ABSENCE

3. ANNOUNCEMENT OF VISITORS

4. DECLARATION BY MEMBERS

4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

Councillors White, Rumble, Diver, Lynch, Gallanagh and Thomas are requested to acknowledge during the meeting that they have given due consideration to all matters contained in the Agenda.

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4.2 DECLARATIONS OF INTEREST

Councillors to Note

member who has an Impartiality, Proximity or Financial Interest in any matter to be discussed at a Council or Committee Meeting, that will be attended by the member, must disclose the nature of the interest:

- (a) In a written notice given to the Chief Executive Officer before the Meeting or;
- (b) At the Meeting, immediately before the matter is discussed.

A member, who makes a disclosure in respect to an interest, must not:

- (a) Preside at the part of the Meeting, relating to the matter or;
- (b) Participate in, or be present during any discussion or decision-making procedure relative to the matter, unless to the extent that the disclosing member is allowed to do so under Section 5.68 or Section 5.69 of the Local Government Act 1995.

NOTES ON DECLARING INTERESTS (FOR YOUR GUIDANCE)

The following notes are a basic guide for Councillors when they are considering whether they have an interest in a matter.

These notes are included in each agenda for the time being so that Councillors may refresh their memory.

1. A Financial Interest requiring disclosure occurs when a Council decision might advantageously or detrimentally affect the Councillor or a person closely associated with the Councillor and is capable of being measure in money terms. There are exceptions in the Local Government Act 1995 but they should not be relied on without advice, unless the situation is very clear.
2. If a Councillor is a member of an Association (which is a Body Corporate) with not less than 10 members i.e. sporting, social, religious and the Councillor is not a holder of office of profit or a guarantor, and has not leased land to or from the club, i.e., if the Councillor is an ordinary member of the Association, the Councillor has a common and not a financial interest in any matter to that Association.
3. If an interest is shared in common with a significant number of electors or ratepayers, then the obligation to disclose that interest does not arise. Each case needs to be considered.
4. If in doubt declare.
5. As stated in (b) above, if written notice disclosing the interest has not been given to the Chief Executive Officer before the meeting, then it **MUST** be given when the matter arises in the Agenda, and immediately before the matter is discussed.
6. Ordinarily the disclosing Councillor must leave the meeting room before discussion commences. The **only** exceptions are:

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- 6.1 Where the Councillor discloses the **extent** of the interest, and Council carries a motion under s.5.68(1)(b)(ii) or the Local Government Act; or
- 6.2 Where the Minister allows the Councillor to participate under s.5.69(3) of the Local Government Act, with or without conditions.

Declarations of Interest provided:

Item Number/ Name	Type of Interest	Nature/Extent of Interest

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

**5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
HELD ON 24 MAY 2016 & 21 JUNE 2016**

Officers Recommendation

That the Minutes of the Ashburton Tourism Development Committee Meeting held on 24 May 2016 and 21 June 2016, be confirmed as a true and accurate record.

ATTACHMENT 5.1

6. REFERENCE

6.1 TERMS OF REFERENCE

OBJECTIVES

To identify and develop strategies to promote tourism so there is a positive impact at a regional level.

To advise Council/Councillors on suggested actions the Council should consider to address relevant issues raised with and by the Committee.

ROLES AND RESPONSIBILITIES

With consistency to the REC07 Tourism Policy, advise and recommend to Council/Councillors on the above identified needs, issues and interests of tourism and the most appropriate strategies to address them.

MEETINGS

Membership

Membership of the Shire of Ashburton Tourism Development Committee will be:

- Six Elected Members of the Shire of Ashburton (one from each Shire Ward)
- One member shall be elected Chairperson one member shall be elected Deputy Chairperson;
- Other interested individuals may attend meetings as guests/observers, with the prior approval of the Chairperson.

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Authority

The Committee has no delegated authority and the Shire President is to be the Shire's Spokesperson on issues under the Committee's consideration (irrespective of Committee Membership) unless otherwise authorised by the Shire President. Committee's recommendations will be presented to the next month's Ordinary Meeting of Council (as Committee Minutes).

Budget and Organisational Support

- A dedicated Budget allocation outlining the levels and parameters of support for the activities of the Ashburton Tourism Development Committee is to be decided by Council;
- A relevant Shire employee will attend meetings to provide administrative support including:
 - Preparation and provision of committee agendas and minutes; and
 - Preparation of committee meeting venue, as required.

Term

The term of membership for committee members is to coincide with biennial Local Government Councillor Elections and Council's biennial Council Meeting following (where Committee appointments are made).

Frequency

Meetings are to be held as required (wherever practical, they should correspond with Shire of Ashburton's Ordinary Council Meeting dates and locations).

6.2 REFERENCE DOCUMENTS & KEY AGENCIES

Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life)
<p>The Shire of Ashburton is committed to working with stakeholders to translate the activity in the region into tangible and sustainable gains for local towns and remote Aboriginal Communities.</p> <p>Living Life is the Shire of Ashburton's plan to achieve this. It captures the views of our diverse community, our vision for the future, our planning imperatives and provides direction for the next decade.</p>
SoA Corporate Business Plan 2013
<p>The Corporate Business Plan shows the first four years of implementing Living Life, the Strategic Community Plan. The theme of the next four years is "community building – now and for the future". This reflects the challenges and opportunities facing the Shire over the medium term. In the context of both temporary and permanent growth associated particularly with the resources sector, it is critical to build a legacy for the future, while addressing today's pressing needs.</p> <p>The Corporate Business Plan has developed priorities in six theme areas. The Plan shows how these priorities will be progressed in the context of a comprehensive approach to service delivery and asset management.</p>
REC07 Tourism Policy 2014
<p>Current Shire of Ashburton Council Policy.</p>

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The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire of Ashburton, and also that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

The Shire will continue to work with State, regional and tourism industry stakeholders to promote local tourism opportunities.

SoA Tourism Destination Development Strategy 2011

The Strategy identifies key issues that should be addressed by the Shire in order to achieve its full potential as a vibrant visitor destination. The report is divided into three key areas of review namely; Visitor Servicing; Marketing and Destination Promotion; and Tourism Investment.

SoA Economic Development Opportunities Study 2016

RPS Group have undertaken a desktop analysis exercise informed by consultation with local businesses, government agencies and residents undertaken during the development of the Pilbara Regional Investment Blueprint.

Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)

Through research, analysis and consultation, this project has identified a number of tourism product development priorities for the region over the short-term (i.e. 1-5 years) and long-term (i.e. 5-15 years).

Pilbara Regional Investment Blueprint 2015 (PRC)

The Blueprint is the outcome of extensive engagement and analytical understanding of the region. It has been prepared by the Pilbara Development Commission (the Commission) and it incorporates the efforts, skills and knowledge of local government, key state and federal government agencies and the nongovernment, community and non-profit sectors. The Blueprint has been structured through a logical process of understanding:

- where we are
- where we want to be (and why)
- how we can get there.

Pilbara Region Trails Blueprint Final Report

This report summarises the key features of all the existing and proposed trails in each of the 4 local governments and sets out a plan for the development of a “top priority” trail in each of the 4 local governments.

Pilbara Regional Signage Strategy (UN-ENDORSED DRAFT)

The Strategy supports a consistent tourism experience in the Pilbara. The intent of this Strategy is to provide a framework upon which all future direction on signage within the region can be coordinated. The Strategy forms part of a broader set of projects are designed to contribute to a broader regional destination marketing objective, all leveraging the PTPDP as the overarching strategic vision for the region.

DRAFT Local Government and Tourism Discussion Paper WALGA

This paper identifies the context of tourism for Local Government, its current roles and future roles determined by Local Government feedback, with the backdrop of evidence from the economy Commonwealth and State Government agencies, their strategies and activities as well as other stakeholders.

Tourism WA

- http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx

Tourism WA is the State Government agency responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects. A wide range of research, reports and statistics on tourism in Western Australia is available.

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Australia's North West - <http://www.australiasnorthwest.com/>

Australia's North West Tourism is the peak tourism marketing body for the Kimberley and Pilbara regions of Western Australia. It is responsible for the promotion of the North West as a premier tourism destination in both domestic and international markets on behalf of its members. The activities of Australia's North West Tourism are undertaken with assistance and financial support from the tourism industry and [Tourism Western Australia](#).

Initiatives

Pilbara Development Commission / Tourism WA / Pilbara Regional Council

The Pilbara Tourism Product Development Plan Nov 2014 is the key guiding document for promoting regional tourism in the Pilbara for all agencies (including SoA and ANWT).

The three priority projects from that plan identified by the Steering Committee for implementation are:

1. Regional Tourism Trails.
2. Regional/ Destination Marketing: which is split into increased signage in the Pilbara, Digital/Mobile engagement and Targeted online marketing campaign.
3. A Diverse Range of Accommodation.

The Warlu Way falls across both the Regional Signage Strategy and the Pilbara Region Trails Masterplan.

Of these three priority areas PRC is the lead agency on:

1. Regional Tourism Trails (SoA identified its key project in this as upgrading the Ian Blair Boardwalk and new interpretive signage; this was also the subject of one of three recent PDC grant applications).
2. Regional/Destination Marketing: increased signage in the Pilbara and Digital/Mobile Engagement. SoA utilised the regional signage strategy in another of its PDC grant applications; for Info Bays and signage.

ANWT is the lead agency for the targeted online marketing campaign. PDC is the lead agency on diverse range of accommodation.

Each group in the Steering Committee works collaboratively on these projects e.g. Tourism WA, PDC and PRC all work together on the Camping with Custodians initiative, as an example of diverse range of accommodation.

RV Friendly status is another example of the diverse range of accommodation priority (although it was endorsed by the PRC Council at a later date).

Pilbara Regional Council

The PRC are undertaking the following in conjunction with the above projects.

1. Signage for the Warlu Way
2. A digital media strategy
 - Digital Mobile Engagement
 - Mobile App
3. The trails project
 - Regional Tourism Trails
 - Pilbara Trails Blueprint
 - Ian Blair Boardwalk & interpretation signage (Grant application)

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<ul style="list-style-type: none"> ○ Unique Driver Rest Stops in the Pilbara ○ RV Friendly Feasibility Study ○ Regional Signage Strategy ○ Regional Brand Signage
Visitor Centres Back Office Federation
Visitors Centre Website Management
Old Onslow Conservation Plan and Tourism
Welcome Wi-Fi (Roadside Rest Stops & Public Centres)
Regional Event Attraction
Destination Pilbara
Regional Investment Tour
Pilbara Mountain Bike Master Planning
East x West Forum
PRC / PDC Joint Projects
Tourism Capacity Building / Camping with Custodians
Provision of Wi-Fi at Karijini
Shire of Ashburton Projects
Information Bays – Grant
Shell Museum - Grant

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7. AGENDA ITEMS

7.1 DEVELOPMENT OF AN ECONOMIC AND TOURISM DEVELOPMENT STRATEGY

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	26 March 2018
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

The Committee is requested to seek Council's endorsement of a proposed scope for development of an Economic and Tourism Development Strategy by an appropriate consultant.

Background

The Shire's only strategy relevant to Tourism and Economic Development is the Tourism Destination Development Strategy (2011). This strategy contains a number of objectives and actions that have been achieved. Some of these are signage projects (information bays); re-vamping of the Tom Price Visitor Centre; the Economic Development Opportunities Study; creation of a tourism brand for posters & signage; and the appointment of an Economic & Tourism Development Officer (referred to as a Tourism Development Officer in the strategy).

The Shire has shown commitment to the development of tourism and local economy by appointing a Manager and allocating a tourism budget. It has become imperative that due to the Shire's heavy reliance on the mining and energy industries, the Shire needs to pursue other opportunities for economic development, which translates into the adoption of a sound strategic plan.

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Rationale – why a Strategy?

To strategically assist the Shire to pursue ways of diversifying its economy from the dominating mining and energy sectors, with a focus on tourism. Tourism has been identified as a strong contributor to the local economy.

The role of an Economic and Tourism Development Strategy (ETDS) is to drive the Shire's projects and activities around local economy and tourism.

ETDS Deliverables

It is intended that an ETDS will strengthen the capacity of the Shire's economy to:

- diversify from the mining and energy sectors
- increase employment, business and investment opportunities
- promote local business development and private investment
- enhance facilities that service both residents and visitors
- strengthen relationships and communication with stakeholders and communities
- make the most of the local resources and assets, including human capital
- make the Shire an attractive and desirable place to live and work

More particularly from a tourism perspective, it is expected that the Strategy focuses around:

- fostering increased tourism
- improving the region's brand awareness
- increasing tourism visitation and lengths of stay including through digital means
- promoting and marketing current and up-coming tourism projects and assets through brand awareness and digital media
- maximising relationships with Australia's North West, Tourism WA and Destination WA
- proactively responding to and engaging in regional and state tourism campaigns
- servicing the needs of a variety of visitors (e.g. Grey Nomads, European Backpackers, the China market)
- facilitating and attracting tourism developments
- maximising nature based, adventure, industrial and heritage & arts tourism
- assisting the business community with linkages to regional, state and national tourism programs

The ETDS should provide a SMART based implementation plan (Specific, Measurable, Achievable, Timely, Realistic) with a localised approach that addresses the following aspects:

- Value adding opportunities deriving from the mining & energy sectors
- Alternative forms of employment
- Ways of stimulating local economy including: business and investment attraction methods
- Unlocking and maximising local human capital (including business development and professional development opportunities for FIFO families)
- Facilitate land use, planning and availability
- Foster business dynamisms and collaboration
- Supporting established businesses and creating a culture that encourages entrepreneurship
- Identify clear economic development projects (prioritised over a five year period with budget and resourcing requirements identified) that reflect the nine regional pillars (areas of opportunity) identified in the Pilbara Development Commission Regional Investment Blueprint.

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The Strategy should acknowledge the different fabric, economic and tourism needs of each of the Shire's towns and that they may require different strategic directions.

Procurement Process

- A Request for Quote (RFQ) outlining the desired deliverables above has been drafted
- The RFQ will be available on Tenderlink for 3 weeks
- Submissions will be reviewed by Manager of Economic Development and Tourism, Director of Strategic and Community Development in consultation with the Chief Executive Officer
- Consultant will be awarded depending on responses to criteria (Experience 30%, Capacity 20%, Fees & Charges 50%)

Project Stages & Suggested Engagement Process for Consultant

- Deadline: It is intended to present the Economic Development Strategy to the Council for adoption no later than the **20 November 2018** Ordinary meeting of Council.
- The Consultant will be required to travel to and within the Shire (Tom Price, Onslow, Paraburdoo and Pannawonica) for consultation workshops and presentations to Council. The consultant will be given an extensive list of stakeholders for consultation.
- Stages/activities below are indicative only and may be altered depending on Shire staff availability, elected member briefing dates and community consultation dates.

STAGE	ACTIONS	WHEN
	Award RFQ to successful Consultant	Week beginning 21 May
1 Research	Project initiation Provide links to previous reports, documentation, strategic plans, stakeholder list and additional information.	Week beginning 21 May
	Shire staff consultation Gather data and feedback through consultation with Shire of Ashburton personnel and other key stakeholders to understand the economic situation, the Shire and its community needs. Also discuss document layout. <i>Via phone/email</i>	Week beginning 28 May
2 Planning process consultation	Site Visit 1 <ul style="list-style-type: none"> • Based on the Consultant's findings, develop a detailed strategic planning process model complete with key milestones and timelines. Consult with Shire staff. • Conduct strategic planning orientation workshop for The Shire Council, Senior Managers and other employee groups. <i>Location: Tom Price</i>	Week of 16th July 18th July Council meeting (for presentation at Council)
3 Stakeholder consultation	Site Visit 2 Conduct a comprehensive public consultation process that includes residents, businesses and other community service based groups/agencies; identifying and defining key needs held by the community with respect to the Shire's outcomes Number of workshops to be defined. One per town at a minimum. <i>Location: Tom Price, Paraburdoo, Onslow</i>	Mid August 2018

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4 Draft EDTS	EDTS and Implementation/Action Plan Drafts Provide drafts of the Economic Development Strategy that is based on the information gathered so far for The Shire's review and approval. Work on edits following Shire staff and Tourism Committee review (October) council review	October 2018
5 Final EDTS	Final EDTS and Implementation/Action Plan Provide final versions of the EDTS to Shire	Week beginning 1 st November

Stakeholders

Strategic partners and stakeholders include, but are not limited to the following;

- Shire of Ashburton Councillors and relevant officers
- Industry stakeholders (mining, energy, construction, tourism, pastoral)
- Various Community & Service Groups
- Government Agencies
- Chambers of Commerce
- Business owners

Comment

Current situation

The tourism strategy developed in 2011 has now either been largely delivered, or no longer relevant to the changing economic climate in the Shire. It is noted that a tourism workshop was held by Committee members in July 2016 however outcomes unfortunately were not captured in detail. The proposal to develop a new economic development strategy, including tourism as a significant pillar, will enable Councillors and the community to be engaged in the future direction and priorities for the Shire of Ashburton. It will also enable the Shire to confirm its position on broader policies and regional, state and federal initiatives as well as plan future activities for the Tom Price Visitor Information Centre.

Consultation

Chief Executive Officer
Director Strategic & Community Development
Economic & Land Development Manager

Statutory Environment

There are no statutory impediments.

Financial Implications

The expected cost for the consultant and development of the strategy is \$40,000 which is included in the 2017/18 budget. There are no known meaningful financial implications relative to this matter in excess of officer time and minor administrative costs.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life

Goal 2 - Economic Prosperity

Objective 1 - Strong Local Economies

Objective 2 - Enduring partnerships with industry and government

Strategic Direction - Develop a Shire Economic Development Strategy that includes engagement with industry and government to support local economic development initiatives

Objective 3 – Well-managed tourism

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Risk Management

Adoption of this item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be 'Low'

Policy Implications

Policy FIN12 – Purchasing Policy
REC07 - Tourism Policy

Voting Requirement

Simple Majority Required

Officers Recommendation

That with respect to the development of an Economic and Tourism Development Strategy that the Ashburton Tourism Development Committee recommend to Council, that Council:

1. Endorse the proposed scope for development of an Economic and Tourism Development Strategy by an appropriate consultant.

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7.2 CAMPING ARRANGEMENTS AT THREE MILE POOL, MINDEROO STATION

FILE REFERENCE:	RC01 RV32
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not applicable
DATE REPORT WRITTEN:	9 April 2018
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

The Tourism Development Committee is requested to seek Council's support for camping arrangements at Three Mile Pool, Minderoo Station along with in principle endorsement for the introduction of a \$10 camping fee per vehicle per night in the 2018/19 Fees & Charges schedule.

Background

Three Mile Pool (Ashburton River) is a popular natural camping site located land under the care and control of Minderoo Station (near Onslow). There are no facilities, bins or toilets; the only facilities (RV dump point and toilet) are located nearby in Old Onslow.

Camping occurs through the winter season (approximately May to October), up to 60 vehicles have been sighted at Three Mile Pool. It is assumed via anecdotal feedback and online reviews (Wikicamps, TripAdvisor) that the majority of camp users are 'regulars' who stay long term and return on an annual basis. The long-term campers have a positive effect on the town's economy through their regular purchase of food, fuel and amenities. Anecdotal feedback also indicates that the local chemist shop relies on the tourism sector to sustain itself and a large number of customers are tourists camping at Three Mile Pool.

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On an annual basis the Shire requests approval from Minderoo Station to grant permits to tourists to camp there. The approval has always been granted on the provision that the site is maintained neat and clean and there is no nuisance imposed by the campers.

The current arrangement sees campers requiring a permit if they wish to stay for longer than three days, the maximum stay is three months. Only fully self-contained vehicles are allowed to camp for longer than three days. Campers are issued a permit by the Shire (available at the Onslow administration building). The permit also states the rules (i.e. collect your own rubbish, no fires, be aware of wandering cattle). There are out-dated signs on site which indicate a \$5 fee to be paid but this is not reflected in any records and no fees have been collected for years (i.e. camping has been free).

The Shire's ranger attends the area on a weekly basis during tourist season (May to October), and offers to take rubbish to the tip for campers on these trips. The campers are also known to take turns in taking rubbish to the tip.

Three Mile Pool is a 'camping Mecca' for tourists and it is the only formal free camping site in the Shire of Ashburton. There have been very minimal issues associated with people camping at the location, and no formal complaints received from Minderoo Station.

Current Costs and resourcing

The RV dump point at Old Onslow gets emptied between May and November, approximately five times per year and costs between \$1,100 and \$1,200 each time. During the 2016/17 financial year emptying the Dump Point cost \$5,707.

The cleaners go out during peak times and replenish the toilet paper occasionally. The camping area is patrolled by a ranger three times a week during peak season.

Comment

Current situation

The Community and Strategic Development Department was about to 're-vamp' the application and permit system by introducing new signs at the site outlining the rules and approved camping area, with an outdoor brochure holder containing information and instructing campers to attend the Onslow Shire reception to obtain a permit.

The rangers would then be kept up to date on a weekly basis with a spreadsheet of the campers' details maintained by reception staff.

The Shire has again formally written to the Pastoral Leaseholder of Minderoo Station seeking approval to allow camping at Three Mile Pool. The leaseholder has not responded in writing however a representative has verbally advised Shire staff as follows:

- They wish for the camping to be sustainable for both Shire and Minderoo.
- The campers are having a greater effect on the station's operations due to rubbish and excrement.
- The camping area is expanding each year and they wish to see signs that indicate where camping areas begin and end.
- They wish for the Shire to erect a fence to limit access of campers to Minderoo Station.
- They are happy with the new proposed permit/brochure system.
- They wish to introduce a \$10 camping fee per vehicle per night and for the funds to go towards the management of the site (erection of new signs, rubbish collection) and/or a local community cause.

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There is a common understanding and acceptance that not every vehicle will pay, and the Shire is unable to arrange daily inspections/checks with current resources.

Shire staff have discussed the installation of an honesty box and identified a number of related risks and issues (vandalism, logistics of collecting the money). It is easier and more feasible to continue the original arrangement which sees campers paying in person at an office.

The Onslow administration building could continue to issue permits and collect the fees however the office is shut during weekends. The Onslow Visitor Centre and Goods Shed Museum has been approached whether they could process the permits and payments (and as a community group also retain the income generated from camping fees, given their active involvement in tourism and preserving Onslow's history). The Onslow Visitor Centre Coordinator expressed that this request would need to be officially accepted at an Onslow Tourism and Progress Association committee meeting. However she has indicated that the Centre will most likely take on the administrative tasks associated with camping fees (permit and payment).

Should Council not agree to introduce a camping fee or address rubbish or erect a fence to limit access of campers to Minderoo Station, Minderoo Station will need to reconsider its position regarding allowing camping at Three Mile Pool to ensure there is not an unacceptable impact on pastoral activities. This would mean that the Shire's annual request to allow permission for camping at the site will be declined by Minderoo. In this regard, Minderoo would be responsible for any camping arrangements along with statutory approvals at Three Mile Pool.

The average cost at other Station Stays or Camping Sites across the region/state is between \$30 and \$40, these are all privately run. As a comparison, Cleaverville camp site (City of Karratha) is crown land and camping costs are \$15 per night per vehicle and vary for groups and length of stay.

Consultation

Executive
Director Community & Strategic Development
Environmental Health Officer
Facilities Officer - Onslow
Director Development & Regulatory Services
Director Corporate Services
Senior Ranger
Onslow Visitors Centre
Minderoo Station Representatives

Statutory Environment

Caravan Parks and Camping Grounds Act 1995
Caravan Parks and Camping Grounds Regulations 1997.

The *Regulations* specify that a licence for operation of a caravan park or camping ground isn't required if the local government is managing the site.

This remains the case even if the park is located on private property or subject to a lease, providing the local government has obtained the permission of the tenure holder.

Financial Implications

The design and print of 1000 brochures (camping rules, map and permit) costs approximately \$1,200.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 23 APRIL 2018

It is expected that four signs (two containing rules, outdoor brochure holders and two signs outlining camping boundaries) would cost approximately \$8,000. Annual maintenance & emptying of the RV Dump Point at Old Onslow is approximately \$5,500 per annum.

The Shire does not have capacity with existing staff resources to increase the number of visits to Three Mile Pool to police the camping area and permits.

Income generated from camping fees

Based on the following assumptions:

- A \$10 camping fee is charged per vehicle per night.
- An average of 30 vehicles are camped at Three Mile Pool over a three month period.
- Some campers won't pay fees.

It is estimated that an amount of \$27,000 or thereabouts will be generated per season.

It is suggested that this income is donated to the Onslow Visitor Centre/Good Shed Museum for the upkeep of the museum.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life

Goal 2 - Economic Prosperity

Objective 1 - Strong Local Economies

Objective 2 - Enduring partnerships with industry and government

Objective 3 – Well-managed tourism

Risk Management

Adoption of this item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be 'Low'.

Policy Implications

Policy FIN12 – Purchasing Policy

REC07 - Tourism Policy

Voting Requirement

Absolute Majority Required

Officers Recommendation

That with respect to camping arrangements at Three Mile Pool, Minderoo Station the Ashburton Tourism Development Committee recommend to Council, that Council:

1. Adopt in principle a \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
2. Request Council to include in the 2018/19 Fees & Charges Schedule a \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
3. Liaise with the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised would be donated to the Onslow Visitor Centre;
4. Authorise the income received from the camping fees to be donated to the Onslow Visitor Centre for the purpose of maintaining the Good Shed Museum; and

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
23 APRIL 2018**

5. Request the Chief Executive Officer to advise the Pastoral lease holder of Minderoo Station in relation to camping at Three Mile Pool (Ashburton River) that:
 - a) The Shire will not erect a fence to limit access of campers to Minderoo Station or introduce skip bins;
 - b) The Shire will improve signage (including defining camping areas, advising campers that toilet facilities are not available and to remove their rubbish) and establish a permit system;
 - c) The Shire will continue to carry out Ranger inspections three times per week during peak season;
 - d) Council has adopted an 'in principle' \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
 - e) Council is to include the \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST in the 2018/19 Fees & Charges Schedule;
 - f) The Council is prepared to allow the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised are a donation to the Onslow Visitor Centre;
 - g) The Pastoral lease holder of Minderoo Station is requested to confirmation in writing the acceptance (or otherwise) of Council's decisions as per above.
 - h) Should the Pastoral lease holder of Minderoo Station not accept the arrangements as outlined that:
 - i. Council will consider this response as an objection to the camping arrangements at Three Mile Pool, Minderoo Station; and
 - ii. The lease holder is asked to advise how they intend to manage camping at Three Mile Pool (Ashburton River).

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
23 APRIL 2018**

7.3 PROPOSED 2018 VISITOR GUIDE FOR THE SHIRE OF ASHBURTON

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	13 April 2018
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

Committee is requested to seek Council's endorsement of the 2018 Visitor Guide to be published and distributed by the Shire of Ashburton.

Background

The Economic Development & Tourism Team, Media and Visitor Centre have been working with graphic designers and travel writers to develop a Visitor Guide for the Shire of Ashburton.

The intention of this guide is to generate more awareness of our beautiful region, draw more visitors and entice them to stay longer. The initiative has attracted about 20 local businesses to advertise in this guide (paid).

50,000 glossy copies will be printed and available at numerous Visitor Centres across the state, including our own centres and Shire offices. It will also be available online (Shire, Tom Price Visitor Centre and Australia's North West websites).

It is intended to finalise the publication, have it printed and delivered for the peak tourist season.

Council has been asked to provide feedback on the draft via EMACCESS. The most consistent feedback received is about making sure the Visitor Guide includes the interesting fact that the Shire is home to four of the highest climbable mountains in Western Australia (Mt Meharry, Mt Nameless, Mt Bruce and Mt Sheila).

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 23 APRIL 2018

This feedback has been noted and forwarded to the editors. The 'final' draft 2018 Visitor Guide based on Councillor feedback is included as **ATTACHMENT 7.3**.

Comment

The Visitor Guide is in its very final stages and will be ready to print following the addition about the four mountains. It is suggested that the Committee endorses the changes requested and approves printing of the publication, with an expected print and distribution date of 16 May 2018.

Consultation

Chief Executive Officer
Director Strategic & Community Development
Coordinator Media & Communications

Statutory Environment

There are no statutory impediments.

Financial Implications

The expected cost for the development of this guide is \$40,000 which is included in the 2017/18 budget.

Tourism operators have purchased advertising in the planner, to the value of \$10,922.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life
Goal 2 - Economic Prosperity
Objective 3 – Well-managed tourism

Risk Management

Adoption of this item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be 'Low'

Policy Implications

REC07 - Tourism Policy

Voting Requirement

Simple Majority Required

Officers Recommendation

That with respect to the proposed 2018 Visitor Guide the Ashburton Tourism Development Committee recommend to Council to approve the 2018 Visitor Guide for printing and distribution.

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
23 APRIL 2018**

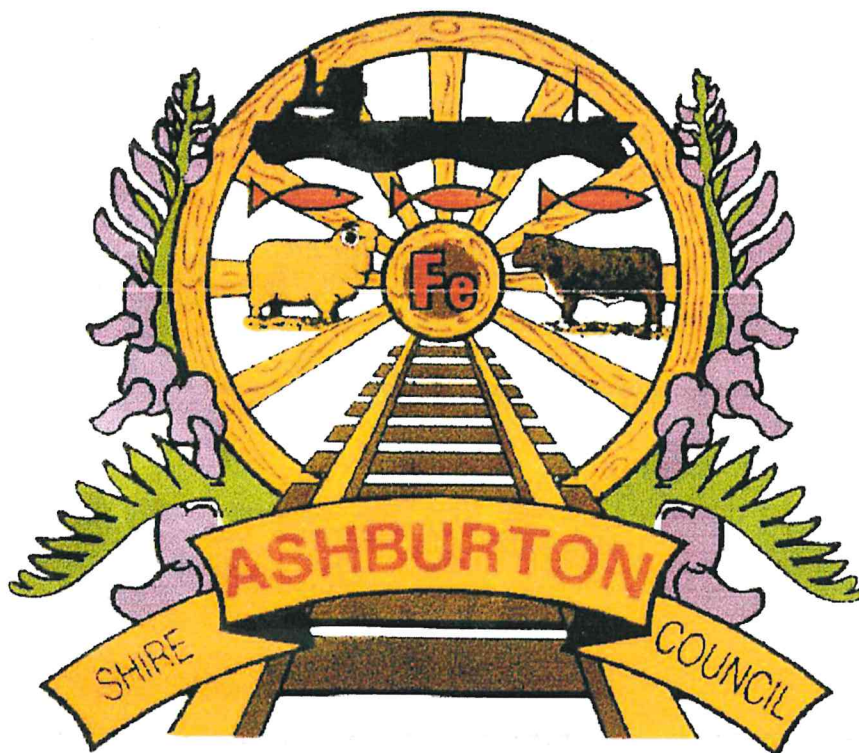
8. NEXT MEETING

The next Ashburton Tourism Development Committee meeting will be held on date to be determined.

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at _____ am.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016



SHIRE OF ASHBURTON

ASHBURTON TOURISM COMMITTEE

**MINUTES
&
ATTACHMENTS**

**Onslow Multi-Purpose Centre
Cnr McGrath Road & Hooley Avenue
Onslow**

**24 May 2016
Commencing at 3.30 pm**

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

SHIRE OF ASHBURTON

ASHBURTON TOURISM REFERENCE COMMITTEE MEETING

Dear Councillor

Notice is hereby given that an Ashburton Tourism Committee Meeting of the Shire of Ashburton will be held on Tuesday 24 May 2016 at the Onslow Multi-Purpose Centre, Cnr McGrath Road & Hooley Avenue, Onslow commencing at 3.30 pm.

The business to be transacted is shown in the Agenda.

Neil Hartley
CHIEF EXECUTIVE OFFICER

DISCLAIMER

The recommendations contained in the Agenda are subject to confirmation by Council. The Shire of Ashburton warns that anyone who has any application lodged with Council must obtain and should only rely on written confirmation of the outcomes of the application following the Council meeting, and any conditions attaching to the decision made by the Council in respect of the application. No responsibility whatsoever is implied or accepted by the Shire of Ashburton for any act, omission or statement or intimation occurring during a Council meeting.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

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MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

1. DECLARATION OF OPENING

The Chief Executive Officer declared the meeting open at 5.36 pm.

2. ATTENDANCE (24 MAY 2016)

2.1 PRESENT

Cr K White	Onslow Ward (from 5.41 pm)
Cr L Rumble	Paraburdoo Ward
Cr C Fernandez	Tom Price Ward
Cr M Gallanagh	Pannawonica Ward
Cr G Dellar	Ashburton Ward
Cr L Thomas	Tableland Ward
Mr N Hartley	Chief Executive Officer
Mrs K Hartley	Manager Communications & Tourism
Ms J Smith	Executive Officer
Ms J Forward	CEO & Councillor Support Officer

2.2 APOLOGIES

There were no apologies.

2.2 APPROVED LEAVE OF ABSENCE

There were no approved leave of absences.

3. ELECTION OF CHAIRPERSON AND DEPUTY CHAIRPERSON

The members of a committee are to elect a presiding member and deputy presiding member from amongst themselves in accordance with Schedule 2.3 of the Local Government Act 1995 (S5.12 Local Government Act 1995).

The Chief Executive Officer invited nominations for the position of Chairperson. Only one nomination was received, Cr Rumble, and he was subsequently declared the Chairperson of the Ashburton Tourism Committee.

4. ANNOUNCEMENT OF VISITORS

There were no visitors in attendance.

5. DECLARATION BY MEMBERS

5.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

That Councillors have given due consideration to all matters contained in the Agenda presently before the meeting.

5.2 DECLARATIONS OF INTEREST

Councillors to Note

A member who has a Financial Interest in any matter to be discussed at a Council or Committee Meeting, that will be attended by the member, must disclose the nature of the interest:

(a) In a written notice given to the Chief Executive Officer before the Meeting

or;

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

- (b) At the Meeting, immediately before the matter is discussed.
A member, who makes a disclosure in respect to an interest, must not:
- (c) Preside at the part of the Meeting, relating to the matter or;
- (d) Participate in, or be present during any discussion or decision-making procedure relative to the matter, unless to the extent that the disclosing member is allowed to do so under Section 5.68 or Section 5.69 of the Local Government Act 1995.

NOTES ON FINANCIAL INTEREST (FOR YOUR GUIDANCE)

The following notes are a basic guide for Councillors when they are considering whether they have a Financial Interest in a matter.

I intend to include these notes in each agenda for the time being so that Councillors may refresh their memory.

1. A Financial Interest requiring disclosure occurs when a Council decision might advantageously or detrimentally affect the Councillor or a person closely associated with the Councillor and is capable of being measure in money terms. There are exceptions in the Local Government Act 1995 but they should not be relied on without advice, unless the situation is very clear.
2. If a Councillor is a member of an Association (which is a Body Corporate) with not less than 10 members i.e. sporting, social, religious etc), and the Councillor is not a holder of office of profit or a guarantor, and has not leased land to or from the club, i.e., if the Councillor is an ordinary member of the Association, the Councillor has a common and not a financial interest in any matter to that Association.
3. If an interest is shared in common with a significant number of electors or ratepayers, then the obligation to disclose that interest does not arise. Each case needs to be considered.
4. If in doubt declare.
5. As stated in (b) above, if written notice disclosing the interest has not been given to the Chief Executive Officer before the meeting, then it **MUST** be given when the matter arises in the Agenda, and immediately before the matter is discussed.
6. Ordinarily the disclosing Councillor must leave the meeting room before discussion commences. The **only** exceptions are:
 - 6.1 Where the Councillor discloses the **extent** of the interest, and Council carries a motion under s.5.68(1)(b)(ii) or the Local Government Act; or
 - 6.2 Where the Minister allows the Councillor to participate under s.5.69(3) of the Local Government Act, with or without conditions.

6. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

As this is the first meeting of the Tourism Committee there are no minutes of a previous meeting.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

7. REFERENCE

7.1 TERMS OF REFERENCE

The current terms of reference are 'to reduce Council's financial dependency on mining'.

7.2 REFERENCE DOCUMENTS & KEY AGENCIES

Shire of Ashburton 10 year Community Strategic Plan 2012 – 2022

SoA Corporate Business Plan 2013

REC07 Tourism Policy 2014

SoA Tourism Destination Development Strategy 2011

SoA Economic Development Opportunities Study 2016

Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)

Pilbara Regional Investment Blueprint 2015 (PRC)

DRAFT Local Government and Tourism Discussion Paper WALGA

Tourism WA -

http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx

Australia's North West - <http://www.australiasnorthwest.com/>

Cr White entered the meeting at 5.41 pm.

Committee Decision

MOVED: Cr L Thomas

SECONDED: Cr K White

That the Committee adjourn the meeting to Tuesday 21 June 2016 (i.e. the next monthly Council Meeting Day in Paraburdoo) to enable Committee Members more time to consider the agenda items.

CARRIED 6/0

Crs White, Rumble, Fernandez, Gallanagh, Dellar and Thomas voted for the motion.

10. CLOSURE OF MEETING (24 MAY 2016)

The Chairperson closed the meeting at 5.51 pm.

1. DECLARATION OF OPENING (21 JUNE 2016)

The Chairperson declared the meeting open at 3.28 pm.

Committee Decision

MOVED: Cr C Fernandez

SECONDED: Cr K White

That the Committee re-convene the meeting.

CARRIED 6/0

Crs White, Rumble, Fernandez, Gallanagh, Dellar and Thomas voted for the motion.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016**2. ATTENDANCE (21 JUNE 2016)****2.1 PRESENT**

Cr K White	Onslow Ward
Cr L Rumble	Paraburdoo Ward (Chairperson)
Cr C Fernandez	Tom Price Ward
Cr M Gallanagh	Pannawonica Ward
Cr G Dellar	Ashburton Ward
Cr L Thomas	Tableland Ward
Mr N Hartley	Chief Executive Officer
Mrs K Hartley	Manager Communications & Tourism
Ms J Smith	Executive Officer
Ms J Forward	CEO & Councillor Support Officer

2.2 APOLOGIES

There were no apologies.

2.3 APPROVED LEAVE OF ABSENCE

There were no approved leave of absences.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

8. AGENDA ITEMS

8.1 ASHBURTON TOURISM COMMITTEE TERMS OF REFERENCE

FILE REFERENCE:	GV04
AUTHOR'S NAME AND POSITION:	Janyce Smith Executive Officer
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	9 May 2016
DISCLOSURE OF FINANCIAL INTEREST:	The author has no financial interest in the proposal.
PREVIOUS MEETING REFERENCE:	Agenda Item 11.3 (Minute No. 12076) – Ordinary Meeting of Council 17.1 Notice of Motion – Ordinary Meeting of Council 15 March 2016 Agenda Item 11.5 (Minute No. 12025) – Ordinary Meeting of Council 18 November 2015 17.2 Notice of Motion – Ordinary Meeting of Council 21 October 2015

Summary

At the Ordinary Meeting of Council held on 15 March 2016, Cr Thomas tabled a Notice of Motion in regard to establishing a tourism committee:

"That Council establish the Ashburton Tourism Development Committee.

Committee Purpose: To reduce Council's financially dependency on mining.

Committee Membership: Six Councillors, one of each Ward. Administration to undertake record keeping."

At the Ordinary Meeting held on 26 April 2016, Council resolved:

That Council establish an Ashburton Tourism Committee to reduce Council's Financial Dependency of Mining consisting of one Councillor from each Shire Ward. The Committee to determine meeting dates and times, Council Workshops, terms of reference, budget implications and appropriate activities and report at OMC monthly or as determined.

Committee Members:

<i>Onslow</i>	<i>Cr Kerry White</i>
<i>Paraburdoo</i>	<i>Cr Linton Rumble</i>
<i>Tom Price</i>	<i>Cr Cecilia Fernandez</i>
<i>Pannawonica</i>	<i>Cr Melanie Gallanagh</i>
<i>Ashburton</i>	<i>Cr Glen Dellar</i>
<i>Tableland</i>	<i>Cr Lorraine Thomas.</i>

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

Draft Terms of Reference, which also includes the Committee's objectives, roles and responsibilities, meeting details, authority, budget and organisational support have been provided for consideration.

Background

At the Ordinary Meeting of Council held on 15 March 2016, Cr Thomas tabled a Notice of Motion to establish a Committee of Council in regards to tourism. At that meeting Council resolved to receive the Notice of Motion and that a Councillors Workshop be scheduled in the afternoon of that Council Meeting day to outline in more detail the possible role and function of the proposed Committee, or any alternative strategies to enhance tourism in Ashburton. Unfortunately though, there was insufficient time to accommodate the Council resolution to schedule the Workshop following the meeting.

A further agenda item in response to this notice of motion was presented at the Ordinary Meeting of Council held on 26 April 2016. Council subsequently resolved:

"That Council establish an Ashburton Tourism Committee to reduce Council's Financial Dependency of Mining consisting of one Councillor from each Shire Ward. The Committee to determine meeting dates and times, Council Workshops, terms of reference, budget implications and appropriate activities and report at OMC monthly or as determined."

Committee Members:

Onslow	Cr Kerry White
Paraburdoo	Cr Linton Rumble
Tom Price	Cr Cecilia Fernandez
Pannawonica	Cr Melanie Gallanagh
Ashburton	Cr Glen Dellar
Tableland	Cr Lorraine Thomas"

The purpose of this report is for the Committee to determine the Terms of Reference which also includes the Committee's objectives, roles and responsibilities, meeting details, authority, budget and organisational support.

Comment

The Council's Standing Orders (cl. 2.1 (2)(a)) requires there to be a Terms of Reference for every Committee and attached is a draft that maintains a reasonable level of consistency with the management of the Council's current Committees.

The Terms of Reference is designed to guide the Committee and importantly also, provide clarity to the community as to the Committee's role and function. A draft Terms of Reference has been prepared with the information provided in the above resolution. Whilst it is the Council that sets the Terms of Reference of the Committee, the Committee can recommend a modification to the initial Council resolution if it wishes.

Consultation

Chief Executive Officer

Statutory Environment

Local Government Act Part 5 — Administration has a number of sections dedicated to Committees. A Committee needs a Council decision to be established, and has similar rules that apply to a Council meeting and its membership.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

The Shire of Ashburton Standing Orders (2012) also applies.

Financial Implications

The management of a Committee will require similar costs to be incurred as a Council meeting (depending on the membership, meeting schedule and location), including the preparation of agendas, reports, minutes, and other attendee expenses (e.g. travel and accommodation etc).

Strategic Implications

Shire of Ashburton Corporate Business Plan 2013-2017 (Living Life – Making it Happen) outlines that Tourism is a component of the Economic Strength and Development function of the Shire.

There are several specific tourism related initiatives within the Plan, like Onslow Caravan Park upgrade and Tom Price Visitor Centre upgrade, but also “related” proposals, like the Tom Price to Karratha Road upgrade.

Risk Management

This item has been evaluated against the Shire of Ashburton’s Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be a “Low”, and can be managed through specific monitoring and actions as required.

Policy Implications

REC07 – Tourism.

Voting Requirement

Simple Majority Required

Committee Decision

MOVED: Cr C Fernandez

SECONDED: Cr K White

That the Committee recommends to Council to:

1. Change the name of the Committee from *“Ashburton Tourism Committee”* to *“Ashburton Tourism Development Committee”*.
2. Endorse the Ashburton Tourism Development Committee Terms of Reference ATTACHMENT 8.1 subject to the following modification:
 - (a) Change the objective from *“To reduce Council’s financial dependency on mining”* to *“To identify and develop strategies to promote tourism so there is a positive impact at a regional level”*

CARRIED 6/0

Crs White, Rumble, Fernandez, Gallanagh, Dellar and Thomas voted for the motion.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

8.2 TOURISM ACTIVITIES UPDATE AND FUTURE PLANNING

FILE REFERENCE:	GV04
AUTHOR'S NAME AND POSITION:	Kylie Hartley Manager Communications and Tourism
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	9 May 2016
DISCLOSURE OF FINANCIAL INTEREST:	The author has no financial interest in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

At the Ordinary Meeting of Council held on 26 April 2016 Council resolved to establish the Ashburton Tourism Committee.

An update on all significant matters in relation to Shire tourism activities is provided so as to enable the Committee to consider the future direction of tourism in Ashburton and recommend to Council a suggested program of future activities.

Background

At the Ordinary Meeting of Council held on 26 April 2016 Council resolved to establish an Ashburton Tourism Committee. In addition to settling on the Terms of Reference (as per the previous item) the Committee also needs to consider *"the way forward"* for tourism in Ashburton.

There has been and is currently, a great deal of progress being made with tourism across the Pilbara and in more recent times, tourism is enjoying a higher priority amongst state and local government agencies. A good indication of *"where we are at"* is to note the following contemporary documents that are applicable to tourism in Ashburton -

1. Shire of Ashburton 10 year Community Strategic Plan 2012 – 2022
2. Shire of Ashburton Corporate Business Plan 2013
3. Shire of Ashburton REC07 Tourism Policy 2014
4. Shire of Ashburton Tourism Destination Development Strategy 2011
5. Shire of Ashburton Economic Development Opportunities Study 2016
6. Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)
7. Pilbara Regional Investment Blueprint 2015 (PRC)

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

Comment

All tourism activities in the Shire are considered under the 'umbrella' of its own Tourism Strategy and policy, plus a range of regional and State initiatives to ensure there is good synergy and alignment, and to make the most effective use of resources.

The core document that drives the annual Shire budget and therefore which tourism initiatives are progressed is the Shire of Ashburton *Tourism Destination Development Strategy 2011*, however whilst the Strategy was adopted by Council in February 2011, due to other competing budget priorities, many of its suggested actions were largely unfunded until the 2014-15 and 2015-16 budgets.

Whilst the Strategy may have taken a couple of years longer than anticipated to effectively commence, its core direction is still considered to be soundly based. An overview (including notes of the current activities either completed or currently progressing) of the actions/status of the 2011 Tourism Destination Development Strategy recommendations is attached. As can be seen from the overview, a large portion of the recommendations have been either actioned or implemented and the Committee might see value in seeking the support of Council to undertake a review of the Strategy. No cost or terms of reference considerations have been given to such a proposal as yet, but requests for quotation could be issued for say three proposals, a \$30,000, a \$40,000, and a \$50,000 option. This would provide a good level of scope for consultants to pitch to and provide Council with three cost options to choose from.

ATTACHMENT 8.2A

The Committee might wish to set some urgent priorities in the interim, but the largest uncompleted project is the upgrading of Ashburton's aged and outdated Tourist Information Bays. Funding has been provided within the Shire budget to commence a program of renewal and grant applications (one to Tourism WA and one to the Pilbara Development Commission) have been lodged in the past to seek additional resources to complement the Shire's contributions and to maximise the works able to be undertaken. This project remains the most costly item still outstanding to be achieved, however if the Shire is unsuccessful with its latest PDC grant application, the Shire will need to reconsider its options. The Tourism Committee has a role to play in considering that dilemma.

Consultation

Chief Executive Officer

Statutory Environment

Local Government Act S3.1 (General function) outlines at subsection (1) that the general function of a local government is to provide for the good government of persons in its district and at subsection (3) that a liberal approach is to be taken to the construction of the scope of the general function of a local government. It is quite appropriate for a local government to involve itself in tourism promotion on behalf of its community and to develop the district.

Financial Implications

Although the Shire of Ashburton Tourism Destination Development Strategy 2011 was adopted by Council in February 2011, it was largely unfunded until the 2014-15 and 2015-16 budgets. Attached is a budget overview/summary of the more significant projects/activities for the last couple of years (some having been completed and others currently progressing).

ATTACHMENT 8.2B

In addition to what could be considered as "ongoing" expenditure items (like the operating costs allocated to the Tom Price Visitor Centre and the annual contribution to enable the Onslow Visitors

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

Centre to operate, an allocation of approximately \$300,000 has been allocated in the last two financial years to enable progression of the Tourism Destination Development Strategy 2011.

Strategic Implications

Shire of Ashburton Corporate Business Plan 2013-2017 (Living Life – Making it Happen) outlines that Tourism is a component of the Economic Strength and Development function of the Shire.

There are several specific tourism related initiatives within the Plan, like Onslow Caravan Park upgrade and Tom Price Visitor Centre upgrade, but also “related” proposals, like the Tom Price to Karratha Road upgrade.

The following strategic documents are also applicable and are guiding tourism in Ashburton –

1. Shire of Ashburton 10 year Community Strategic Plan 2012 – 2022
2. Shire of Ashburton Corporate Business Plan 2013
3. Shire of Ashburton REC07 Tourism Policy 2014
4. Shire of Ashburton Tourism Destination Development Strategy 2011
5. Shire of Ashburton Economic Development Opportunities Study 2016
6. Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)

Risk Management

This item has been evaluated against the Shire of Ashburton’s Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be a “Low”, and can be managed through specific monitoring and actions as required.

Policy Implications

REC07 – Tourism.

Voting Requirement

Simple Majority Required

Committee Decision

MOVED: Cr C Fernandez

SECONDED: Cr K White

That the Committee recommends to Council to:

1. **Note the officer report but not recommend on future tourism development planning issues at this point.**
2. **Schedule a workshop for the July Council Meeting day in consultation with the Committee Chairperson.**

CARRIED 6/0

Crs White, Rumble, Fernandez, Gallanagh, Dellar and Thomas voted for the motion.

MINUTES – ASHBURTON TOURISM COMMITTEE 24 MAY 2016

9. NEXT MEETING

The next Meeting of the Committee to be held at a date to be determined.

10. CLOSURE OF MEETING

The Chairperson closed the meeting at 4.00 pm.

KARIJINI

RANGES TO PILBARA COAST

VISITOR GUIDE *for*

Karijini National Park

Tom Price
Paraburdoo

Millstream Chichester

National Park

Pannawonica

Onslow

Mackerel Islands

DISCOVER THE UNTAMED BEAUTY OF WESTERN AUSTRALIA'S PILBARA

NATURAL PILBARA

WELCOME

THE PILBARA REGION HOSTS AN ASTONISHING ARRAY OF NATIONAL PARKS EPITOMISED BY THE ICONIC KARIJINI NATIONAL PARK.

The lesser-known but equally beautiful Millstream-Chichester National Park hosts a breathtaking array of gorges, rock pools and canyons. You can explore even deeper with a four wheel drive adventure which will lead you into the heart of the North West where you will experience extraordinary landscapes.

The region itself has some of the world's oldest rock formations, dating back 2 billion years. With this comes the rich and ancient culture of the Indigenous people of the Pilbara who have inhabited the land for tens of thousands of years. Visitors to the Pilbara will be overwhelmed with the rich culture, breathtaking natural beauty and fascinating industry that makes the Pilbara so unique.

Driving through the Pilbara is a lot more appealing now with the completion of a network of Welcome Rest Stops across the region. These striking rest stops celebrate the Indigenous cultures of their location. In addition to shelter and seating, most stops offer toilet facilities, and many provide free Wi-Fi so you can catch up with friends or plan the next leg of your trip. For more information, refer to page 45 for a list of all sites or visit www.welcomereststops.com

CLIMATE WARNING



The Pilbara region shares both a tropical and semi desert climate, with daytime temperatures ranging from **15°C to 45°C**. From April to October, the Pilbara Coast has the ideal weather and climate to spend your holidays, with winter daytime temperatures averaging around **25°C to 30°C**.

THE FOUR MOUNTAINS



For the adventurer, there are four Pilbara mountains you can climb whilst on your journey through the area, Mt Nameless, Mt Meharry, Mt Bruce and Mt Sheila, which are some of the highest mountains in WA. See the town maps for more information.

TRAVELLING TIPS



Main Roads Travel Map
travelmap.mainroads.wa.gov.au

Main Roads - 24 hour Information
138 138

Emergency WA
www.emergency.wa.gov.au

DPAW Park Safety
www.dpaw.wa.gov.au/parks/alerts-and-updates

State Emergency Service
www.dfes.wa.gov.au

Shire of Ashburton Road Report
www.ashburton.wa.gov.au/services/road-report

Tom Price Visitor Centre
www.tomprice.org.au

facebook.com/tompricevisitorcentre

[@TomPriceVisitorCentre](https://www.instagram.com/TomPriceVisitorCentre)

Join the conversation online by using the hashtags
#epicpilbara, #VisitTomPrice, #karijini, #millstream
#paraburdoo, #onslow, #justanotherdayinWA



Distances from Tom Price

Paraburdoo	80 km	Port Hedland	417 km
Karijini Eco Retreat	84 km	Onslow (via Nanutarra-Munjina Rd)	449 km
Karijini Visitor Centre	100 km	Exmouth (48 km unsealed)	570 km
Auski-Munjina Roadhouse	156 km	Karratha (via GNH)	573 km
Millstream (via access road)	176 km	Exmouth (via Paraburdoo)	633 km
Pannawonica (via access road)	268 km	Broome	1009 km
Newman	281 km	Perth	1470 km
Karratha (via access road)	290 km	Nanutarra Roadhouse (48 km unsealed)	291 km

THE FOUR MOUNTAINS

MT SHEILA

Height **987m**10 KM from turnoff
(look for drum on the right)**4WD only**

Karijini

NATIONAL PARK



KARIJINI NATIONAL PARK

KARIJINI NATIONAL PARK IS WESTERN AUSTRALIA'S SECOND LARGEST NATIONAL PARK AND ONE OF THE MOST SPECTACULAR SIGHTS IN THE PILBARA.



One of Karijini's big attractions is that its scenery is so accessible; you can simply pull into a car park, walk 50m and peer into a 100m canyon to see waterfalls and emerald-coloured rock pools. The park has a system of excellent walking trails that suit everyone from the beginner to the adventurous. Choose your route and be ready to explore deep into subterranean gorges and through waterfalls where you can swim in the park's sparkling rock pools. The most popular time to visit is between May and September. When exploring the park, it is imperative that you read and obey all signs, stay only on the marked pathways and ensure that you do not wander near the edges of gorges due to loose and crumbling rocks. Please ensure that you carry enough water, wear sturdy footwear and if it starts to rain leave as flash flooding can occur.



THINGS TO SEE AND DO

Weano Gorge

Oxer Lookout and Handrail Pool

Weano Gorge is possibly the best introduction to Karijini as there is a little bit of something for everyone to enjoy. There are easy walks around the top of the gorge which are accessible from the Weano Gorge day use area. For the adventurous, Weano offers a challenging climb over boulders through narrow passages to Handrail Pool.

Oxer Lookout, located in the Weano Gorge day use area, provides unsurpassed views out over the junction of Weano, Red, Hancock and Joffre Gorges. From there, the sheer enormity and grandeur of the gorges is evident.

Joffre Falls

On the western side of the park is Joffre Gorge, where water cascades down a cliff face with step-like rocks to a dark pool. The gorge then narrows and the water is pushed through a smaller gap, where rushing white waters tumble over smooth black rock. Especially impressive after rain, this spectacular curved waterfall forms a natural amphitheatre.

The lookout near the car park at Joffre Falls enables you to take in the beauty of this stunning gorge and to appreciate its scale.

JOFFRE
FALLS

DALES GORGE

Fortescue Falls, Circular Pool and Fern Pool

On the east side of the Karijini National Park is Dales Gorge, home to three of Karijini's highlights: Fortescue Falls, Circular Pool and Fern Pool. Enjoy a swim in the refreshing permanent waters and lay like a lizard on a rock warming itself in the sun. From Fortescue Falls turn right to Fern Pool, 300m, or left for the three hour return walk to Circular Pool. Fern Pool is about a 10 minute walk and is one of the most picturesque settings in the park.

Kalamina Gorge

One of the most accessible of Karijini's gorges. A 5 minute walk will take you down a steep track to the base of the gorge to a small permanent pool, complete with waterfall and draping ferns. If you follow the trail into Kalamina Gorge, you will be rewarded with a lovely walk downstream, past rock pools and beautiful rock walls. With its delightful trail and picnicking area, Kalamina Gorge is a great introduction to the gorge system. There is a small car park with information shelter and toilets. Access to Kalamina can be corrugated and 4WD is preferred.



FERN POOL

HANCOCK GORGE

Hancock Gorge is simply stunning but best appreciated with a local guide. The walk down into Hancock Gorge has been described as a 'journey to the centre of the earth'. After climbing down a ladder, you wander into the gorge which narrows into a huge chamber and an attractive setting of small rock pools and marbled walls. Extreme caution should be taken when entering Hancock Gorge.

Hamersley Gorge

Located on the north west edge of Karijini National Park, it is approximately a 1 hour drive from the Karijini Drive/Hamersley Mount Bruce intersection. Spectacular rock formation and unusual colours make this gorge a photographer's delight. Hamersley is a very popular swimming spot for families due to its accessibility. No camping is permitted.

Knox Gorge

Knox Gorge is a deep chasm. Make a point of visiting Knox Lookout late in the afternoon or early in the morning, when the slanting sun rays enhance this spectacular panorama.



KARIJINI VISITOR CENTRE



The unique design of the Karijini Visitor Centre building represents a goanna moving through the country and is symbolic to local Banyjima Aboriginal people. The tail represents their history, the head the future direction of the traditional owners, and Aboriginal Law is in the centre or stomach.

Inside, a range of static and interactive displays take you on a journey of places and people, past and present, through stories of geology, plants, animals and Aboriginal people and their culture.

**For further information
phone (08) 9189 8121.**

**Open from 9am to
4pm daily.**

***Closed from early December
to early February.***



MOUNT BRUCE

Also known as Punurrunga by the local aboriginal people, Mount Bruce is the second highest mountain in Western Australia at 1,235m. One of the State's most stunning panoramic views, the peak overlooks the Marandoo Mine Site. Accessible by foot only, the vigorous climb is approximately a 6 hour return trip and is recommended to be undertaken early morning. Ensure you carry plenty of water.

ACCOMMODATION

Dales Gorge Campsite

Located within easy reach of Dales Gorge day use area, Fortescue Falls and Circular Pool. Dales Gorge camping ground is a great place from which to explore the eastern end of the Park. Dales Gorge has 140 unpowered sites available, basic bush toilets, picnic tables and gas BBQs. Camp fees apply and bookings cannot be made in advance of arrival.

Savannah Campground

Located within the grounds of Karijini Eco Retreat and has 82 unpowered sites available, with generators able to be used from 4pm to 8pm daily. Campers have access to the shared bathroom amenities (flushing toilets and solar hot water showers), as well as an undercover bush kitchen (gas BBQ, sink, preparation area and seating). Camping guests are also welcome to use the onsite restaurant and bar.

Eco Lodges

Set within the Karijini Eco Retreat grounds, the upmarket eco tents feature hotel quality bedding and a private en-suite bathroom. Each tent features a wooden decking patio where you can sit and absorb the true beauty and tranquillity of Karijini. For those seeking slightly less luxury, there are share dorm style eco tents and cabins available. Bookings can be made via Karijini Eco Retreat.

Join us for an adventure! Karijini National Park

Hike • Slide • Abseil • Tube • Climb • Discover

We are licensed to access the restricted areas of the National Park



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Watch out for wildlife on our roads.

Very few places in the world offer the isolation and ruggedness found in the Pilbara, where hundreds of kilometres can separate towns and attractions. When driving, be mindful that many stations are unfenced and it is not uncommon to encounter wandering stock and wildlife. Particular care should be taken at dawn and dusk as these are the most dangerous times on the road.

You may come across many different animals on the road when driving in Western Australia. Some of these will be farm animals (pastoral stock) while others will be wild. Eagles and other birdlife may feed on the carcasses of previously-struck animals on the roadway and be a hazard to approaching vehicles as they attempt to take off.

Please slow down, keep a lookout and if possible avoid driving at night.

KARIJINI eco RETREAT

World class Karijini National Park is a must-see for any visitor to the Pilbara and located in the depths of the park is the magnificent Karijini Eco Retreat.

Designed with the environment in mind

- Deluxe and dorm style eco tents and cabins
- Outback restaurant & bar
- 15 min. walk trail to Joffre Gorge
- Campground with BBQ facilities, showers/WC
- Easy access - only 3km unsealed



Bookings

T: (08) 9425 5591

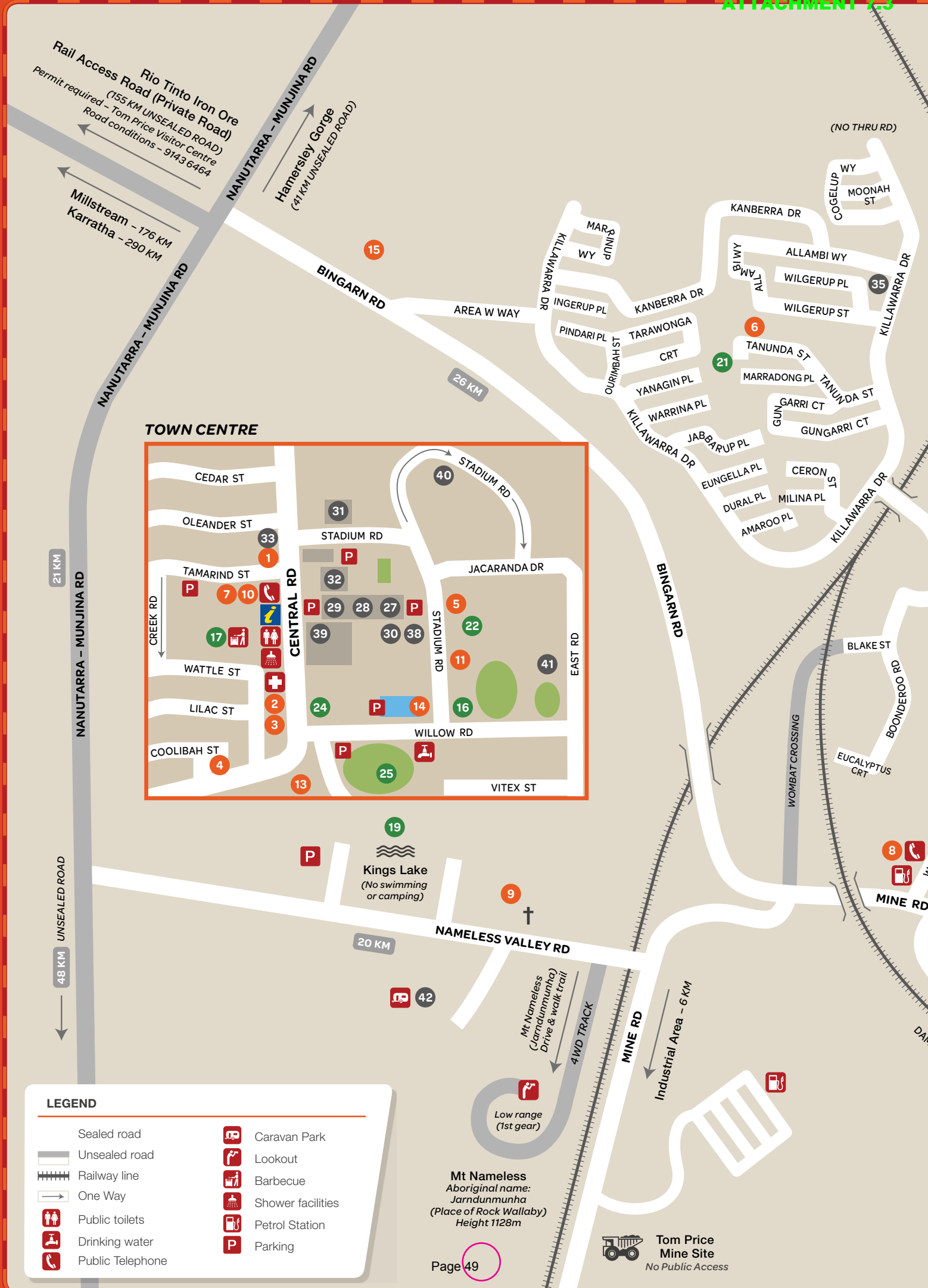
E: reservations@karijiniecoretreat.com.au

W: www.karijiniecoretreat.com.au

Off Weano Road, Karijini National Park, Western Australia

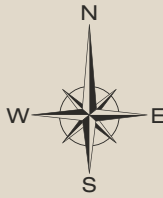
Owned by Gumala Enterprises Pty Ltd





Tom Price

TOWN MAP



Emergencies (Dial 000)

1	Ambulance	000	(non emergency 9188 1795)
2	Fire Brigade	000	(non emergency 9188 1333)
H	Hospital	9159 5222	
+	Medical Centre	9189 1901	
3	Police Station	000	(non emergency 9188 0222)
4	SES	132 500	(non emergency 9188 1712)

TOWN AMENITIES

Town Services

- 5 Cinema – Outdoor
- 6 Civic Centre
- 7 Community Centre
- 8 Arts & Cultural Centre
- 9 Dog Pound/Kennel
- 10 Library
- 11 Pavilion
- 12 Recreation Centre
- 13 Shire Office
- 14 Swimming Pool
- Visitor Centre
- 15 Waste Disposal Site
- † Cemetery

Parks & Playgrounds

- 16 Clem Thompson Memorial Oval
- 17 Doug Talbot Park & Playground
- 18 Golf Course
- 19 Kings Lake
- 20 Lions Park & Playground
- 21 Minna Oval – Area W
- 22 Nature Playground
- 23 RSL Park
- 24 Skate Park
- 25 Tjiluna Oval
- 26 Dog Park (fenced)

Essential Retail

- 27 Australia Post
(Commonwealth Agent)
- 28 Chemist
- 29 Coles Supermarket
- 30 Hardware
- 31 Vet
- 32 Westpac Bank

Churches

- 33 Baptist
- 34 Catholic
- 35 Jehovahs Witness

Dining Out

- 36 Golfie – 9189 1796
- 38 Red Breeze – 9189 3461
- 39 Tom Price Hotel/Motel – 9189 1101
- 40 Windawarri Lodge – 9189 1110
- 41 Bowling Club
- ★ Watsy's Place – 9189 1012
- ★ Crave Van
- ★ Karijini Café – 9189 1185
- ★ Millstream Café – 9189 1271
- ★ Pickled Bean – 0417 444 714
- ★ Roadies Takeaways – 0457 661 602

Accommodation

- 39 Tom Price Hotel/Motel – 9189 1101
- 40 Windawarri Lodge – 9189 1110
- 42 Tom Price Tourist Park – 9189 1515

*Please contact the Tom Price Visitor Centre for more details on clubs, cafés and schools.



Produced by



Page 50 of Ashburton
reel to range



Tom Price Visitor Centre

1 Central Road (PO Box 291)
Tom Price WA 6751 Ph: 9188 5488
visitorcentre@ashburton.wa.gov.au
www.tomprice.org.au



TOM PRICE

NESTLED DEEP IN
THE HAMERSLEY
RANGES AT THE BASE
OF MT NAMELESS
(JARNDUNMUNHA)
IS THE PICTURESQUE
TOWN OF TOM PRICE.



Located within the Shire of Ashburton, and some 747m above sea level, Tom Price is the highest town in Western Australia commonly referred to as the 'Top Town in WA'. It is a modern, fully serviced town, and is an ideal base for those wishing to explore the wonders of Karijini National Park.

The town also offers unique tourism opportunities such as mine site tours and a large variety of natural attractions including Mt Nameless (Jarndunmunha), Aboriginal carvings, local water holes and parks. Millstream Chichester National Park is also in the Shire of Ashburton and is a must see attraction if you are visiting Tom Price.

Be amazed by the enormity of Rio Tinto's open cut iron ore mine, one of the world's largest. This 1.5 hour tour will take you into the heart of the mine site operation.

Tours can be booked through the Tom Price Visitor Centre and departs most days during peak season. Minimum numbers are required and covered footwear must be worn.

THINGS TO SEE AND DO

HAMERSLEY RANGES

Access to Tom Price

Tom Price is located approximately 1470km north of Perth and is accessible by sealed road from both the Great Northern Highway via Karijini Drive and the North West Coastal Highway via Paraburdoo.

If travelling from the north, access to the town from Karratha is 290km via Rio Tinto's Rail Access Road (a permit is required which can be obtained via Tom Price, Karratha and Roebourne Visitor Centres or the Pannawonica Library), or 573km via the Roebourne-Wittenoom Road through the beautiful Chichester Ranges.

Direct flights from Perth to Paraburdoo operate daily, with a connecting shuttle-bus available to transport you to Tom Price. Car hire is also available at the Paraburdoo airport.

Mt Nameless

Known as Jarndunmunha to the local Indigenous people, meaning 'place of rock wallabies'. The mountain is located approximately 4kms from town and 1128m above sea level, it is the highest accessible peak by vehicle in Western Australia and offers spectacular panoramic views of the township, Rio Tinto Iron Ore Mine and the surrounding ranges.

The drive is approximately 30 minutes and is accessible by 4WD only. A challenging walk from the base of the mountain is approximately a 3 hour return hike.

ACTIVE ADVENTURES

Enjoy a rewarding day of hiking, abseiling, paddling, climbing and discovering the natural beauty of Karijini National Park.

Led by highly experienced resident roping guides, these guided tours will take you right down into the Karijini gorges. Tours are seasonal, weather permitting.

KARIJINI NATIONAL PARK

Karijini Day Tours

Explore the beauty of Karijini National Park within the comfort of an air-conditioned bus, with a well experienced tour guide to show you the majesty of the Pilbara and to share the local knowledge and history. The Tom Price Visitor Centre can assist you with further information and bookings.

The Name Tom Price

The town was named after Thomas Moore Price, who arrived in the area in the early 60's to appraise deposits of ore and was instrumental in convincing the mining companies to mine in the area. In September 1962 at the age of 71 Thomas Moore returned to America. He passed away from a heart attack at his desk, only two hours after being advised of the very rich ore deposit discovered on a mountain in the town.

In recognition of his efforts during the foundation of the industry, the mountain and the town, Tom Price was named after him.

MT SHEILA LOOKOUT

Approximately 1 hour from Tom Price, on the Rio Tinto Access Road (permit required and can be obtained from the Tom Price Visitor Centre). Mount Sheila offers spectacular views looking out over the Hamersley Ranges. Access is 4WD only.

KINGS LAKE

A popular recreational area for both locals and visitors alike. The recreational area features a man-made lake (no swimming), BBQs and public toilets. Located approximately 5kms from town, this is a great location for kicking back and taking a break, listening to nature and bird-watching.



BUCKET LIST EVENTS

April

Karijini Experience

This amazing event is held each year in the heart of the Karijini National Park. This event offers a great platform for all people to come together in a celebration of Aboriginal achievement.

Many Aboriginal people and language groups are represented from diverse backgrounds from all corners of Australia and we believe it will gain a reputation as being a celebration of reconciliation: a fusion of many cultures sharing in the beauty of our culture and country. The event is held over the April school holidays. In 2017, it attracted 1235 visitors, featured 90 artists and headlined 37 individual events.

www.karijiniexperience.com

August

Mt Nameless Jarndunmunha Festival

Tom Price is home to this annual community festival with the event planned for August 10 and 11 in 2018. Featuring a street parade, live music, fireworks and even a dog show. You can also show off your ride in the Grease, Gears & Grills where vehicles from the normally hidden away beauties to the all-out 4x4 machines mixed in with roaring motor bikes will be on display for everyone's enjoyment. The festival also lists on its program a Retro Queen of the Green, a talent show called TP Factor, a King of the Mountain running race with great prizes on offer and a Festival Ball to bring it all together.

www.namelessfestival.com.au



Tom Price has an abundance of dining options boasting cafes, clubs, restaurants and a pub; Tom Price will have a choice to suit any taste or budget.



ACCOMMODATION

Accommodation can be booked out well in advance throughout the Pilbara. Therefore, we strongly recommend you secure your bookings as soon as possible to avoid disappointment. Caravan and camping sites however have much more availability.



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Photo courtesy of Dan Arlia and Australia's North West Tourism

Tom Price Tourist Park









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No bookings are required for sites. Reception is open **8am – 6.30pm daily**.

Tom Price Tourist Park is the ideal base to explore Karijini National Park, drive or walk to the top of Mt. Nameless, tour Tom Price mine or just relax in our picturesque, peaceful surrounds.



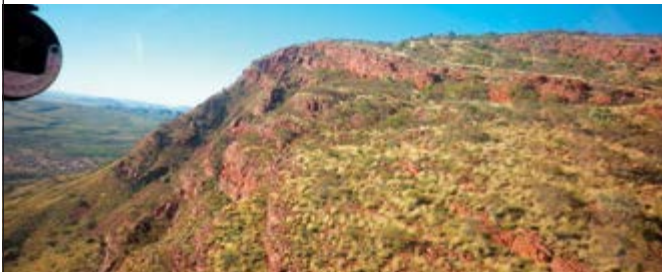
Tom Price Tourist Park, Nameless Valley Rd, Tom Price. 6751.
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Ph: (08) 9189 2155

Fax: 9189 2155 • Email: tom.price@my.betta.com.au

Distances from Paraburdoo

Paraburdoo Airport	9km
Tom Price	80km
Karijini Retreat	136km
Karijini Visitor Centre	165km
Millstream Chichester National Park (via Tom Price)	256km
Nanutarra Roadhouse	274km
Pannawonica (via Tom Price)	348km
Karratha (via access road)	370km
Onslow	387km
Exmouth	540km
Broome	1069km
Perth	1390km

Paraburdoo – Town Centre**LEGEND**

	Sealed road		Parking
	Unsealed road		Public telephone
	Railway line		Barbecue
	Public toilets		Petrol Station
	Drinking water		Lookout
	Caravan Park		Dump Point

Paraburdoo

TOWN MAP



Emergencies (Dial 000)

Ambulance	000
Fire Brigade	000
Hospital	9159 8222
Medical Centre	9189 5069
Police	000 (non emergency 9159 8600)

TOWN AMENITIES

Town Services

- Visitor Information / Library
- Information Bay
- Paraburdoo Ashburton Hall
- Shire Office
- Drive-in
- Swimming Pool
- Waste Disposal Site

Parks & Playgrounds

- Golf Course
- Skate Park
- Anzac Memorial Garden
- Peter Sutherland Oval
- Train Park & Playground
- Judy Woodvine Oval
- Federation Park
- Mininer Park

Essential Retail

- Australia Post
- Chemist
- Shopping Centre

Churches

- St Theresa Catholic Church
- Anglican Church

Dining Out / Accommodation

- Paraburdoo Inn – 9189 5303
- Paraburdoo Caravan Park – 0409 662 254
- Rocklea Palms – 0409 662 254



Produced by

shire of Ashburton
reef to range



Shire of Ashburton / Visitor Information

Ashburton Avenue, Paraburdoo

Ph: 08 9190 2220

Email: paraburdoo-reception@ashburton.wa.gov.au

www.ashburton.wa.gov.au

PARABURDOO

THE NAME PARABURDOO COMES FROM THE ABORIGINAL NAME "PIRUPARDU" MEANING 'MEAT AND FEATHERS', IN REFERENCE TO THE ABUNDANCE OF WHITE COCKATOOS IN THE AREA.

THINGS TO SEE AND DO

Paraburdoo is another town on the edge of the Karijini National Park you may want to visit, it is popular not just with tourists but also with the mining community.

Built in 1970 and with a population of around 2,000 there are some interesting sights to take in. For most visitors Paraburdoo will be a stop-over rather than a long stay, and it's the access to the nearby gorges and National Park that make it a must stop destination to tourists passing through. With a supermarket, chemist, petrol station, post office, hospital and other amenities, Paraburdoo is a great place to re-stock and re-fuel before heading into Karijini National Park.



Paraburdoo was developed in the early 1970s to support Hamersley Iron's (now Rio Tinto) local iron ore mining operations, and was gazetted as a town in 1972.

Once mined, the iron ore is transported via rail to Dampier and shipped overseas.

The Red Dog Story

Red Dog (1971 – November 21, 1979) was a friendly kelpie cross who lived his life hitching rides and travelling throughout WA's north before he died in November 1979.

Red Dog is believed to have been born in the town of Paraburdoo in 1971 and had a variety of names to those who knew him, including: Bluey, Tally Ho, Pilbara Wanderer and Dog of the Northwest. Tally Ho was his first name, given to him by his first owner and the one who brought him to Dampier. The nickname "Red Dog" has been attributed to the red dirt of the Pilbara.

His second owner was a bus driver, whose work allowed Red Dog to travel via bus around Dampier,

Karratha and surrounding districts thus becoming very well known by the locals.

After his second owner died, Red Dog spent a lot of time travelling on his own and was taken in by many members of the community, some who took him on trips as far afield as Perth, Broome, Roebourne, Point Samson & Port Hedland.

Although he had many friends, it is believed that his death in 1979 was caused by poisoning. Red Dog is buried in an unmarked grave somewhere between Roebourne and Cossack.

Kelly's Pool

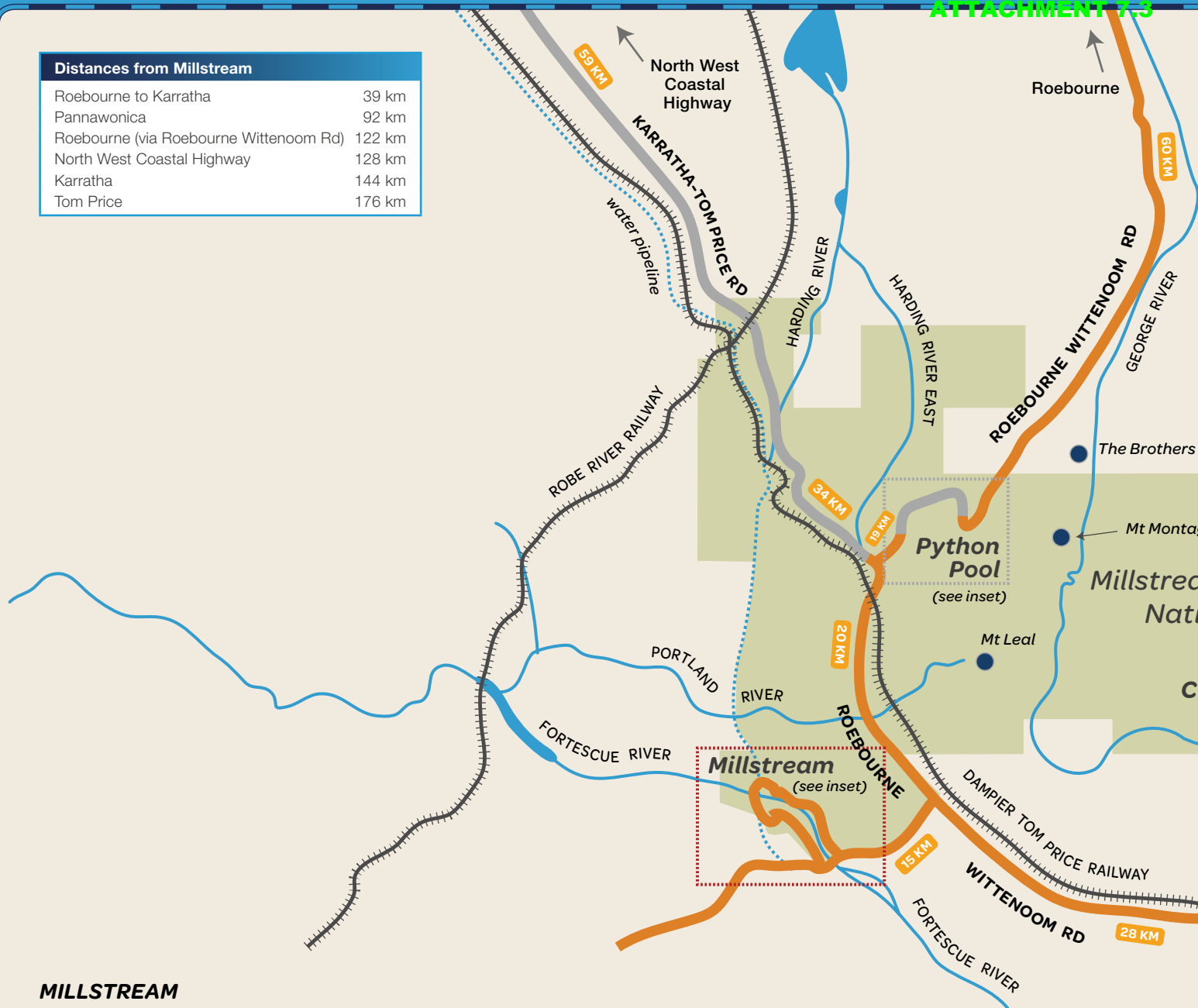
8kms out of town and the local year round water hole with picnic facilities (swimming prohibited).

RESILIENCE SCULPTURE

Made from materials sourced from the local mine site and created through a collaboration of community support. The sculpture, titled 'Resilience', is located three kilometres from Paraburdoo, on the road to Tom Price, and is a landmark of great significance for the community and for visitors to the region.

Distances from Millstream

Roebourne to Karratha	39 km
Pannawonica	92 km
Roebourne (via Roebourne Wittenoom Rd)	122 km
North West Coastal Highway	128 km
Karratha	144 km
Tom Price	176 km



MILLSTREAM



Rail A
(
Permit re
Ro

LEGEND





Map information courtesy of the Department of
Biodiversity, Conservation and Attractions

Map of the Wittenoom Rd area showing the route to George River remote camping area. The map includes Roebourne, Mt Herbert, Python Pool, and McKenzie Spring. A red dashed line indicates the route. Icons for a picnic table, fire, and a dog are shown. A sign for "To George River remote camping area" is also present.

am Chichester
ional Park

HICCHESTER RANGE

ROEBOURNE WITTENOOM RD

Tom Price

94 KM

ROEBOURNE WITTENOOM RD

43 KM

















27 KM

Auski
Roadhouse

41 KM

Rio Tinto Iron Ore
Access Road (Private Road)
107 KM UNSEALED ROAD)
Required – Tom Price Visitor Centre
ad conditions – 9143 6464

- D
- Sealed road
- Unsealed road
- Railway line
- Waterways / Gorges
- National Park
- Entry station (fees apply)
- Chichester Range Camel Trail
- Walk and cycle trails
- Walk trail only
- Water pipeline

- | | | | |
|-------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------|------------------|
|  | Locations of interest |  | Camping |
|  | Visitor Information |  | Gas barbecue |
|  | Public toilets |  | Picnic area |
|  | Drinking water |  | Hiking |
|  | Telephone (card only) |  | Swimming |
|  | Ranger's station |  | Universal access |
|  | Lookout / scenic views |  | No fires |
|  | Caravan Area |  | No dogs |



Tom Price Visitor Centre
1 Central Road (PO Box 291)
Tom Price WA 6751 Ph: 9188 5488
visitorcentre@ashburton.wa.gov.au
www.tomprice.org.au   tripadvisor

MILLSTREAM CHICHESTER NATIONAL PARK

MILLSTREAM
CHICHESTER NATIONAL
PARK IS A 200,000
HECTARE AREA
SURROUNDING THE
FORTESCUE RIVER.

PYTHON
POOL

THINGS TO SEE AND DO

MOUNT HERBERT

Millstream echoes the soul of the Pilbara with its rugged gorges contrasting against tropical rock pools, meandering watercourses and water-lily blanketed wetlands.

The heartland of the Yindjibarndi people, the park is of great Aboriginal significance as it is the home of the mythological serpent, the 'Warlu'.

Mount Herbert forms part of the Chichester Range within the picturesque Millstream-Chichester National Park.

The peak of Mount Herbert offers spectacular panoramic views of the surrounding countryside. Park your car at the base of the mountain and take the challenging 45 minute return climb.

DEEP REACH POOL

A short 200m walk from the car park will bring you to Deep Reach, which is a very large, wide pool and home of Barrimurdi, the Warlu, or serpent. The Yindjibarndi people ask that you treat the site with respect and keep noise to a minimum.

Swimming, canoes, kayaks and sailboards are welcome at Deep Reach. Motorised watercraft of any kind however, is not permitted due to the cultural significance of the area. Fishing is permitted. Please ensure you use entry steps to access the water as there may be submerged trees and rocks. Toilets are located at the car park and BBQs are close to the water's edge, making it a perfect spot for the whole family.

Swimming is not permitted at Jirndawurrunha Pool near the Homestead or surrounding streams because of their cultural significance to the traditional Aboriginal custodians.



PYTHON POOL

One of the park's most popular locations. Enjoy a picnic and refreshing swim in the permanent freshwater plunge pool at the base of the Chichester Range escarpment. The day use area has a BBQ available and a number of walking trails leading from the area. Please note that the pool can be dangerous after rain due to currents and debris, and from algal blooms in the dry season.



MILLSTREAM HOMESTEAD VISITOR CENTRE

1920's pastoral station homestead is the hub for exploring the Millstream-Chichester National Park. The Homestead features restored shearer's kitchen, irrigated lawns, shady picnic and bbq areas, toilets and card phone.

In the Homestead Visitor Centre and along interpretive walk trails you can find out about the Yinjibarndi people's resourcefulness and the pastoralists lifestyle, as well as the natural communities of wetlands, woodlands and arid lands of range and plain.

The Homestead Visitor Centre is open daily between 8am and 4pm. It is not always staffed but rangers frequently visit as they are stationed here. There is an intercom telephone at the front counter to the Ranger's Office but it is not always attended. In an emergency call at the Ranger's house.

The Homestead Trail: explores station life from the 1930s at Millstream through the eyes of a 12 year old boy. It is an easy 750m return walk. Allow 30 minutes.

The Murlamunjunha Trail: links the Homestead with Crossing Pool and the Fortescue River. Trailside signs reveal traditional Yinjibarndi plant use. It is a moderately easy 6km return walk. Allow two hours.

The Camel Trail: starts at Python Pool & is an eight kilometres, three hour (one way) moderate walk which follows part of the old camel road. The trail winds up at the rugged sandstone escarpment of the Chichester Range, through rolling Spinifex covered hills & large termite mounds.

Traditional landowners

Yindjibarndi people are the traditional landowners of WA's Millstream-Chichester National Park. The Juluwarlu Aboriginal Corporation has produced "Ngurra Wardurala Buluyagayi: Exploring Yindjibarndi Country".

In consultation with the elders, the Corporation has compiled accurate

site descriptions, including songs and stories that are linked to the land, in English and Yindjibarndi.

The book also includes a fold-out (A3) map of Millstream-Chichester National Park making this an essential guide for any visitor who seeks a deeper understanding of Yindjibarndi country.

Snappy Gum Drive is a 20km scenic loop road linking the Homestead with Pannawonica Road. Scenic lookouts provide beautiful views across the Fortescue River Valley and the undulating hills and several important indigenous areas can be seen from the road. It can be accessed by 4WD vehicles year round and by 2WD (low clearance) vehicles when indicated on signs found at either entrance point.

SCENIC DRIVE

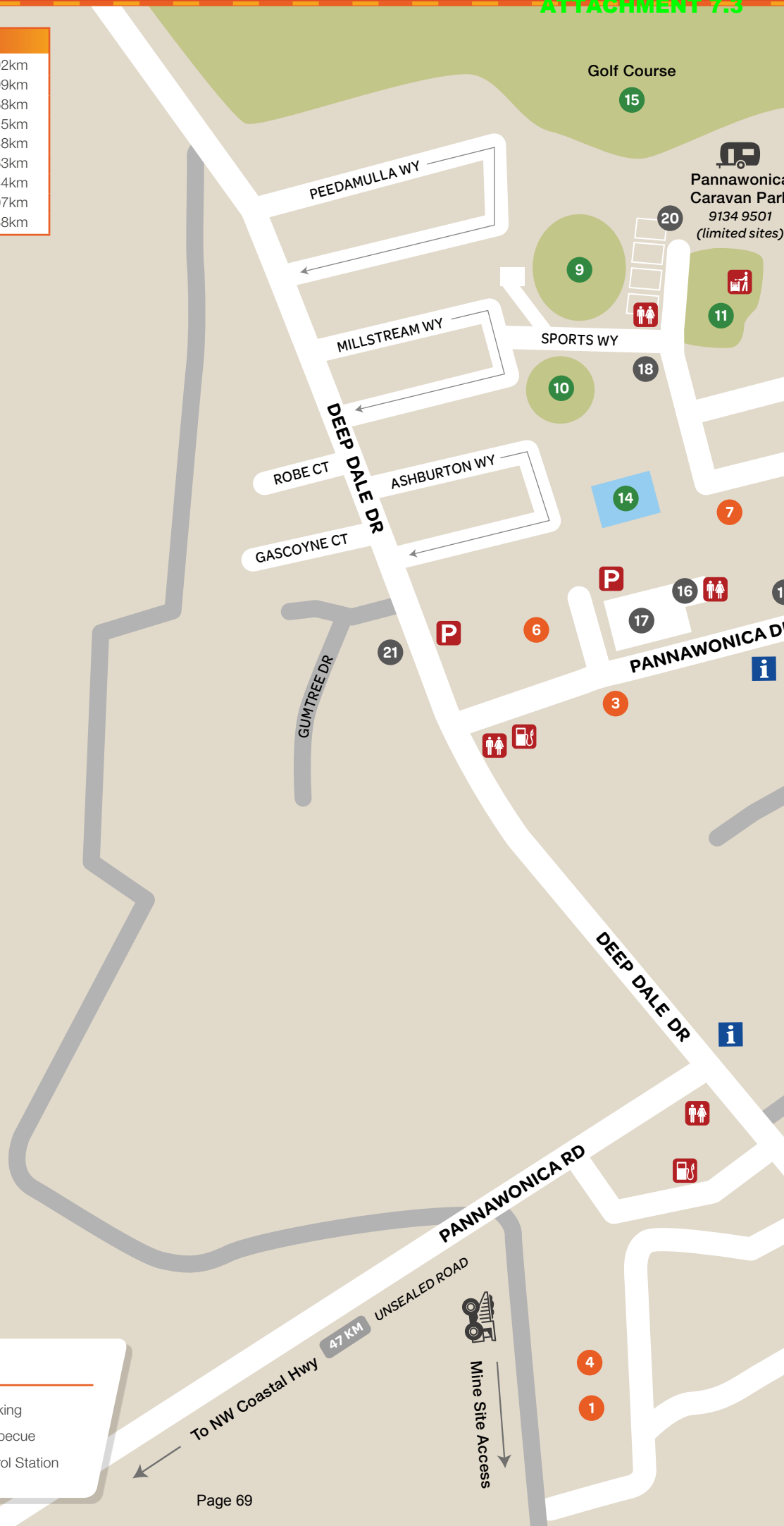


Camping is available at Miliyanha and Stargazers campground. Miliyanha has a camp kitchen, toilets and is generator-friendly. It has some shade in the mornings and afternoons. Stargazers is a more open site and generators are not permitted. A gas BBQ and toilets are provided. Both campgrounds are suitable for tent camping up to very large National Park caravans and motorhomes, and can be accessed by 2WD vehicles in good weather. Fees apply and are payable at the self-registration stations in the campgrounds or via the camp hosts.

Distances from Pannawonica

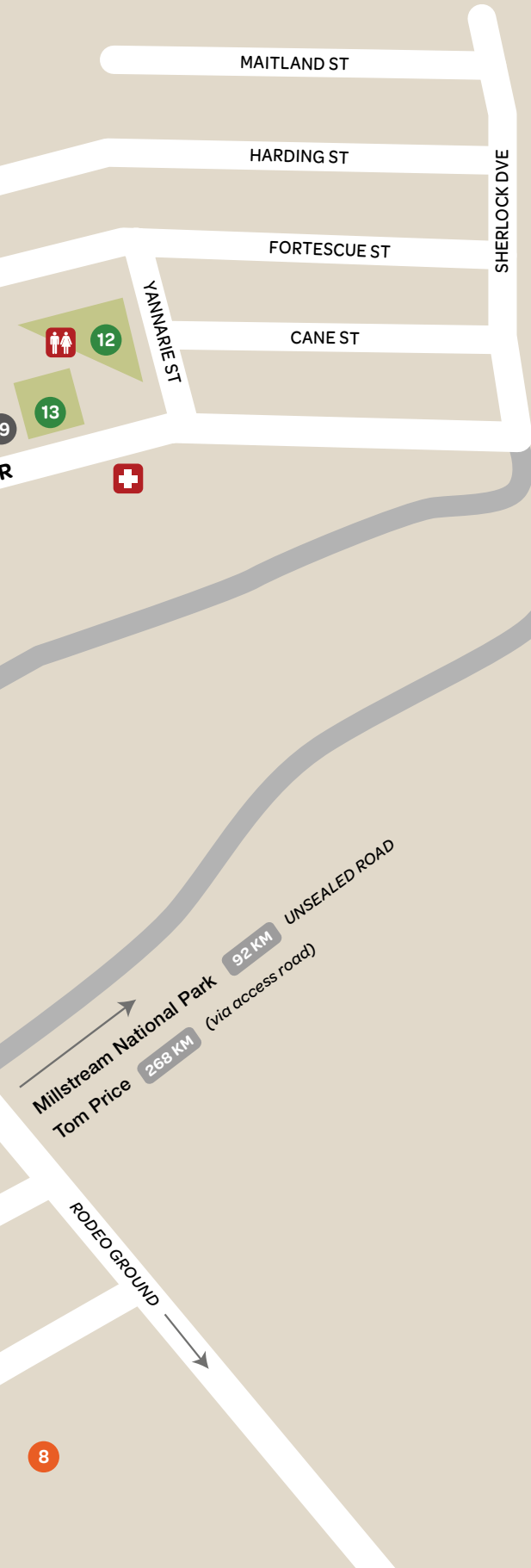
Millstream	92km
Karratha	199km
Tom Price (via access road)	268km
Port Hedland	315km
Paraburdoo	348km
Karijini (via access road)	363km
Exmouth	444km
Broome	907km
Perth	1338km

LEGEND	
	Sealed road
	Unsealed road
	Public toilets
	Parking
	Barbecue
	Petrol Station



Pannawonica

TOWN MAP



Emergencies (Dial 000)

1	Fire Brigade	000
+	Medical Centre	9184 1586
3	Police Station	000 (non emergency 9184 2444)
4	Emergency Management Office	9159 3200

TOWN AMENITIES

Town Services

- 1 Visitor Information / Library / Shire Office
- 6 Mayu Mayu Centre
- 7 Community Hall
- 8 Waste Disposal Site

Parks & Playgrounds

- 9 Sports Oval
- 10 Tony Lyons Park
- 11 The Rocks Picnic & Playground
- 12 Skate Park
- 13 Tennis Courts
- 14 Swimming Pool
- 15 Golf Course

Essential Retail

- 16 Australia Post
- 17 Shopping Centre

Churches

- 18 Our Lady's Catholic Church

Dining Out / Accommodation

- 19 Pannawonica Tavern – 9134 9300
- 20 Pannawonica Caravan Park – 9134 9501
- 21 Pannawonica Mess – 9159 3340

Produced by



Shire of Ashburton / Visitor Information
 Pannawonica Drive, Pannawonica
 Ph: 08 9134 9501
 Email: pannlib@ashburton.wa.gov.au
www.ashburton.wa.gov.au

PANNAWONICA

PANNAWONICA'S NAME WAS TAKEN FROM THE NEARBY PANNAWONICA HILL, WHICH DREW ITS NAME FROM THE ABORIGINAL WORD MEANING 'THE HILL THAT CAME FROM THE SEA'.

PANNAWONICA
HILL



ROBE RIVER RODEO

The highlight of the year is the Robe River Rodeo in Pannawonica. The Rodeo is the only event of its kind in the Pilbara and is well supported by the local community and pastoral properties, with competitors and visitors coming from across the State and interstate for this spectacular event. The event sees the town's population more than double over the action packed weekend.

Spectators can enjoy many exciting events, including the Bull Ride – a highly entertaining show. Each day of the event draws to a close with a live band for entertainment. The grounds, which are located on the outskirts of the town of Pannawonica provide free camping for visitors. For further information please go to the following link www.roberiverrodeo.com

Legend has it that an ownership argument caused the sea spirit to drag the hill inland, gouging the land and forming the Robe River. The town is a purpose built mining town and houses more than 1000 people who work the nearby mines. Built in 1970 and gazetted as a town site in 1972, Pannawonica is a 'closed town', meaning its facilities are mainly reserved for staff and contractors. However, visitors are always welcome, and Pannawonica makes for a fantastic spot to stop for supplies and refuel.

The town's facilities include a post office, supermarket, milk-bar, pub, a public swimming pool, sports fields, police station, petrol station, primary school, tavern bistro, gym and a free drive-in cinema with takeaway facility, free movies show on Friday and Sunday nights.



THINGS TO SEE AND DO

Robe River

The Robe River near Pannawonica offers well shaded swimming holes, picnic and camping areas. These unique pools are a haven for much of the areas native flora and fauna.

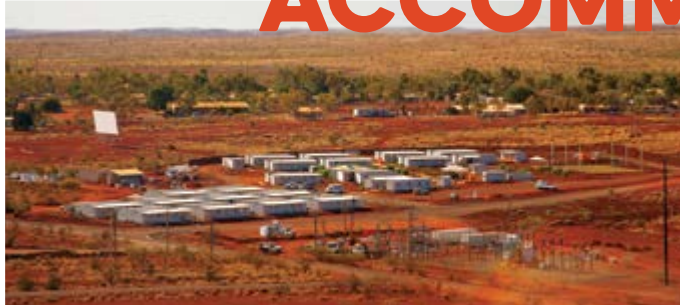
Aboriginal Rock Art

For the adventurous traveller keep your eyes peeled for world class rock carvings from hundreds of years ago on the rock faces near Pannawonica. A four wheel drive is recommended as the trail is unsuitable for ordinary vehicles.

ACCOMMODATION

Pannawonica Caravan Park

3 bays available with shower and toilet facilities - 3 night stay maximum. Bookings in advance recommended by contacting the local shire library on 9184 1038.



Distances from Onslow

Pannawonica	204km	Tom Price (via 48km unsealed)	408km
Millstream (via Pannawonica)	296km	Tom Price (via Paraburdoo)	471km
Karratha	321km	Auski Roadhouse (via Roebourne/Wittenoom Rd)	517km
Paraburdoo	328km	Karijini (via Millstream/Access Rd/Hamersley Gorge)	556km
Coral Bay	382km	Broome	1163km
Exmouth	402km	Perth	1836km

Indian Ocean



Onslow

TOWN MAP

Onslow – Town Centre



Emergencies (Dial 000)

1 Ambulance	000
H Hospital	9184 3200
3 Police	000 (non emergency 9159 9100)
4 Volunteer Emergency Services	9184 6555 (non emergency 9188 1712)
5 Volunteer Marine Rescue Group	0429 688 714

TOWN AMENITIES

Town Services

- i Visitor Centre & Museum
- 7 Cemetery
- 8 Shire Depot / Dog Pound
- 9 MPC – Evacuation Centre
- 10 Shire Office – 9184 6001
- 11 Swimming Pool
- 12 Multi-Purpose Courts

Essential Retail

- 20 Chemist
- 21 Post Office
- 22 Supermarket

Parks & Playgrounds

- 13 Anzac / War Memorial
- 14 Community Garden
- 15 Ian Blair Boardwalk (BBQ area)
- 16 Playground (BBQ area)
- 17 Thalanyji Oval (cold water showers)
- 18 Skate Park
- 19 Water Park

Dining Out

- 23 Onslow Beach Club
- 24 Onslow Sports Club
- 25 Beadon Bay Hotel

Accommodation

- 25 Beadon Bay Hotel – 9184 6002
- 26 Discovery Park – 9184 6007
- 27 Ocean Beach Resort – 9184 6586
- 28 Ocean View Caravan Park – 9184 6053
- 29 Onslow Sun Chalets – 9184 6058

Beadon Bay

BEACH

BIDAN ST
GULIGURU WAY

WAVE

MARNA RD

CAULLAY RD

4 KM

To Onslow Airport

Discovery Park
Ph 9184 6007



BEADON CREEK RD

INDUSTRIAL AREA

SHANKS RD

CORNISH WY

GROYNE RD

WHARF

GROYNE

BEADON CREEK



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Page 74
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reef to range



Onslow Visitor Centre & Museum
Second Avenue, Onslow WA 6710
Ph: 08 9184 6644
Email: onslowtc@bigpond.com
www.ashburton.wa.gov.au

ONSLOW

ONSLOW IS
A BEAUTIFUL
COASTAL TOWN
WITH A NICE,
SUNNY CLIMATE,
PARTICULARLY
APRIL-SEPTEMBER.

ONSLOW
BEACH

IAN BLAIR MEMORIAL WALKWAY

THINGS TO SEE AND DO

It is the oldest town in the Ashburton Shire, with a colourful history including pearl lugging and devastation by cyclone and Japanese bombing in World War II.

Onslow will appeal to those with an avid interest in fishing, history and nature.

Heritage Trail

Feel like a leisurely stroll? Why not do Onslow's Heritage Trail Walk. It provides some insight into the town's history and is an interesting and educational way to spend some time.

Bobby's Tree

60 kilometres from Onslow, on the Onslow Access Road, you may be interested in stopping to have a look at "Bobby's Tree". The inscription reads.

This tree is respectfully known as "Bobby's Tree". Bob McAullay, a Shire grader operator from 1969 to 1980, nurtured this tree in its infancy and in recognition of this, the Main Roads Department and Shire Council ensured that the tree remained when the Onslow Access road was aligned and sealed.

Extremely popular boardwalk, starting at Beadon Point and winding 1km through natural vegetation to Sunset Beach. The walkway commemorates Ian Blair, a former WA Policeman who was posted to Onslow in 1959 and remained an active member of the community until his death in 1998.

Good Shed Museum

The Good Shed Museum is a historical building, listed by National Heritage. The building was moved from Old Onslow in 1925. The museum contains historic artefacts from the Onslow region. Onslow has a long and extensive history and the museum is a great place to get some background on the town. Come in and have a browse.

WAR MEMORIAL

A must see in Onslow, the War Memorial depicts a Diggers Badge and has been designed for the sun to rise through the centre each Anzac Day. Located at Beadon Point, the War Memorial also has a gazebo and lawn area and marks the beginning of the Ian Blair Memorial Walkway.



OLD ONSLOW

The original Onslow was proclaimed a town in 1883, and named after Sir Alexander Onslow, the acting Governor and Chief Magistrate of Western Australia at the time. The site supported the nearby pastoral stations that had been established along the Ashburton River and the gold mines that had developed in the proximity and in the hinterland. One of the first recorded stations was Minderoo, established in 1882.

The original townsite was abandoned in 1925, now home to recently refurbished ruins of the 'Old Onslow', The cemetery, Police Station and remains of the jetty that served the sailing vessels are well worth a visit, as is the mighty Ashburton River.

During World War I camels, carried urgently needed copper and lead to the port at Old Onslow. The precious elements

were then shipped to London via Singapore.

The early pearling industry out of Onslow relied on cheap and expendable labour. Pearl diving was incredibly dangerous, resulting in the death of many divers. Until 1885 all divers in the North West were Aboriginal but Asian divers gradually replaced them.



Onslow Salt

The Onslow salt field occupies 90 sq km of salt flats, with seawater pumped by three pumps at a maximum rate of 4,000L/s each for approximately 18 hours per day depending on tides. Onslow Salt Pty Ltd is capable of producing nominally 2.5 million tones of sodium chloride per annum. The project has handling facilities to transport, process, store and load

salt into ships for export. The jetty is approximately a 1.3 kilometre steel trestleway and is situated off Sunset Beach.

Staircase to the Moon

One of the best places in WA to view this beautiful optical illusion phenomenon over exposed mudflats

FISHING HOT SPOTS

Sunrise beach: fish, snorkel, collect shells, boat ramp, beach shelter

Sunset Beach: fish, swim, shell collecting, shaded picnic area, fish cleaning facilities, sunset viewing

Four Mile Creek: fishing, crabbing, picnic, BBQ area, shaded shelter

Ashburton River: fish, picnic, bushwalking, camping

Beadon Creek: fish at the Groyne

Fishing Charters: April to October - call: 08 9184 6644 for availability



TERMITE MOUND VIEWING AREA

Marvel at these prolific ant nests in their natural state. 'Termite City' as it is called is covered with large brown mounds built by Spinifex Termites. This species builds the largest mounds in Australia and amongst the tallest anywhere reaching up to 7 metres high. Termite mounds are located 10km out of town on Onslow Road.



Explore Onslow

A coastline of unique natural beauty and history

- **Ian Blair Memorial Boardwalk** winding from the Anzac Memorial to Sunset Beach
- **Goods Shed Museum and Visitors Centre**
- **Gateway to the Montebello and Mackerel Islands**
- **Staircase to the Moon** (March to October when the conditions are just right)
- **Fishing** – Beadon Creek wharf, Four Mile Creek, Sunset Beach, Sunrise Beach or take your boat out
- **Fishing Charters** (April to October) Contact Onslow Tourist Centre for information
- **Historical Old Onslow Townsite**
- **Onslow Salt Mine – Salt Jetty** capable of producing 2.5m tonnes of sodium chloride per annum

Located on the foreshore, Ocean View Caravan Park offers:

- Self-contained cabins
- Disability access
- Powered and unpowered sites
- BBQ areas
- Playground
- Recreation area
- Camp kitchen
- New amenities

OceanView
Caravan Park

6 Second Avenue, Onslow WA 6710 | Phone: 08 9184 6053
oceanviewmanagers@ashburton.wa.gov.au
ashburton.wa.gov.au/onslow-ocean-view-caravan-park

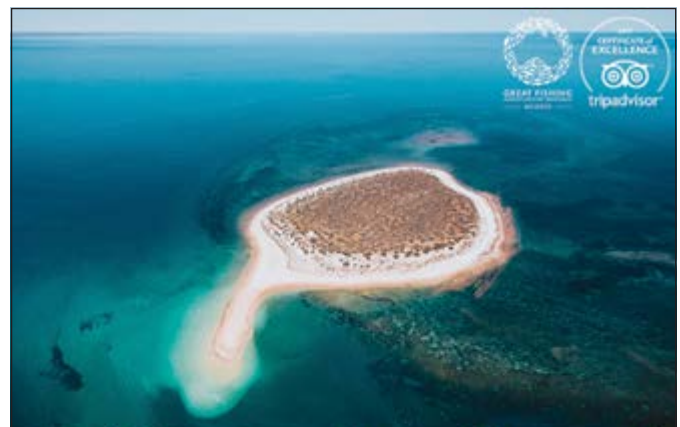




THE INCREDIBLE COASTAL OUTBACK

Getaway on an outback adventure to the Onslow Beach Resort, the gateway to the Mackerel Islands. This absolute beachfront resort offers relaxed, civilised sophistication - a refreshing welcome when travelling through the remote, rugged beauty of the Pilbara region. Stay in stylish, modern self-contained apartments with ocean or pool views. Enjoy a bite to eat at the stunning Beach Club restaurant and bar overlooking the bay. Resort facilities include free Wi-Fi, Foxtel, barbeques, tour desk, car hire and ample parking.

Onslow THE BEACH CLUB

» (08) 9184 6586 » WWW.ONSLOWBEACHRESORT.COM.AU

ESCAPE. DIVE. FISH.

Reconnect with your true nature at the Mackerel Islands, located a 2-hour flight or 1400km drive from Perth, in the spectacular Pilbara region. Go wild in style in a choice of beachfront cabins and club accommodation. Or for the ultimate wilderness escape, rent your own island with a sole beach shack. Watch sea turtles hatching, glimpse dolphins and whales, snorkel among colourful fish and stingrays, reel in the catch of your life and stargaze in awe while soaking up the quietness. This is the amazing, off the beaten track experience you've been looking for.

MACKEREL ISLANDS
WILDLIFE ESCAPE HOLIDAYS

» (08) 9184 6444 » WWW.MACKERELISLANDS.COM.AU

MACKEREL ISLANDS

THE MACKEREL ISLANDS ARE A UNIQUE ADVENTURE PLAYGROUND, BOTH ON LAND AND IN THE SEA.

THEVENARD ISLAND

THEVENARD ISLAND

Go wild in style on Thevenard Island in a choice of two, three or five bedroom beachfront cabins overlooking the bay with stunning ocean views, or club village single and double rooms for the more budget conscious.

THINGS TO SEE AND DO

Direction Island

For the ultimate wilderness experience, rent your own island with a sole beach shack on Direction Island. Nestled within its own coral reef, you can have the entire island to yourself to explore with up to eight of your family and friends.

Facilities

Thevenard Island: Swimming pool, BBQs, gym, guest laundry and an island general store for food supplies, alcohol, ice, bait, tackle and boat fuel. The restaurant and bar are open seasonally, opening times vary. The island is powered by a solar and desalination plant.

Direction Island: The island is untouched apart from the beach shack which is solar powered with a generator backup and freshwater supply.

Easy to get to, the islands are located off the mid-coast of Western Australia, 22km from the mainland of Onslow, or approximately 1,400km north of Perth, in the spectacular Pilbara region.

A collection of ten islands and atolls, the Mackerel Islands welcome guests to two of these – Thevenard Island and Direction Island – with accommodation, facilities and activities.

Whether you're seeking a family holiday, a group getaway, a castaway-style adventure or a romantic retreat, you'll find your ideal escape here. This is the place to reconnect with loved ones, where you can experience true relaxation or be as active as you like surrounded by sand, water and nature.





MARINE LIFE

Watch sea turtles haul themselves up the beach to lay eggs, glimpse dolphins and whales playing in the blue-green waters, admire the kaleidoscope of colourful fish, crabs and stingrays among the coral reefs while you snorkel, or reel in the catch of your life from the Pilbara's fishiest waters. Then as the sun goes down and the night

sky lights up with a dusting of silver, you can simply stargaze in awe and breathe in the quietness.

The Mackerel Islands are the amazing, off the beaten track experience you have been looking for. Visit www.mackerelislands.com.au for more.

Activities available

The Mackerel Islands operate fishing charters, diving charters and whale watching charters (in season). You can hire plaka boats with a recreational skipper's licence, as well as kayaks, SUP boards, snorkel sets and fishing gear.

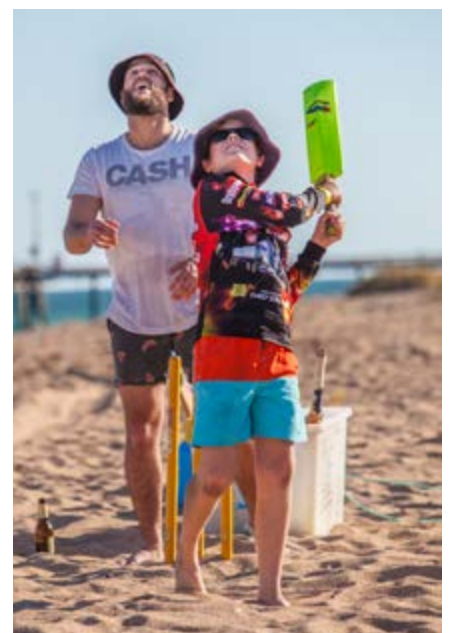


Boat transfers

The Mackerel Islands operate a ferry transfer service from the Onslow mainland to the islands, or you can take your own boat and hire a mooring at the islands.

Scenic flight transfers

Take a charter plane and land on the Mackerel Islands' airstrip! Light plane scenic tours operate out of Exmouth and can be arranged to transfer guests directly to the islands.



THE WARLU WAY

The way of the Warlu, or sea serpent, traverses an ancient and sacred land rich in natural beauty and enchanting Aboriginal stories.

It sends you back in time to a mystical era when a mighty Warlu emerged from the sea and travelled through the pulsing red heart of northern Western Australia, forming waterways as he moved.

The Warlu Way reveals the mysteries of the Warlu and other Aboriginal legends by taking you on a 2,480 kilometre self-drive journey through Western Australia's Gascoyne, Pilbara and Kimberley regions – areas resplendent with sapphire seas, towering cliffs, ancient Aboriginal art, rugged ranges and inland oases.

The Coastal Drive Trail

On this spectacular journey along the Pilbara's coastal drive trail, you'll be surrounded by clear blue skies and sparkling sapphire waters.

The Inland Drive Trail

The Pilbara's inland drive trail is worlds away from anything you've experienced before. It's a harsh yet beautiful landscape with red earth for as far as the eye can see.



Old Onslow Townsite	📶 ⬇️	De Grey Rest Stop	📶 ⬇️
Onslow Road turn off	📶	Cape Keraudren	📶 ⬇️
Robe River	📶 ⬇️	Nullagine	📶 ⬇️
FMG Rail Lookout Area	📶	Karijini Drive Rest Stop	📶
Port Hedland Info Bay	📶	Hamersley Gorge	📶
6 Mile	📶		
Free WiFi	📶	Dump Point	⬇️

Each Welcome Rest Stop has its own distinctive artwork laser-cut into its steel canopy. The designs were developed in creative workshops with local Indigenous artists, each interpreting the concepts of shelter and meeting place.

For more information, visit: www.welcomereststops.com



TRAVELLING IN THE PILBARA

Experience the beauty of the Pilbara

Literally billions of years old, the Pilbara both astounds and welcomes you in a way that makes you instantly feel a part of its majesty. It is a place where you slowly let go and allow yourself to be immersed in its magnetic charm.

Maybe it's the sheer scale of the place, with its towering red cliffs of ancient rock, tranquil pools of turquoise cupped amongst lush greenery and fields of lavender Mulla Mulla swaying to the rhythm of calming breezes. The Shire of Ashburton is a haven for history, nature and adventure seekers alike.

Whether you are travelling by car or tour bus, exploring the Pilbara will leave you with memories of a lifetime.

Safety while travelling in the Pilbara

It is best to plan out your journey before you start, so that you are well prepared and can enjoy an amazing experience. You don't have to go far before you can be on an isolated track, the weather changes or you encounter wildlife. You need to be aware of the risks and take responsibility for your own safety and the safety of anyone else, including children, in your care.

Whenever you are in parks and reserves, it is always advisable to stay on existing tracks. If you get lost, stay where you are. You'll be found sooner if you don't stray from

tracks. If your vehicle breaks down or becomes stuck, stay with your vehicle. A vehicle is much easier to spot from the air than a person.

Make sure you always carry plenty of water and plan out where your next available fuel service is.

When travelling through the Pilbara, it is important to keep an eye on road conditions due to weather and road works as these can change quickly particularly in the case of bad weather and bushfires. We recommend you regularly check the Main Roads WA reports for current updates.



EXPLORE THE PILBARA AND SURROUNDS

Carnarvon Visitors Centre (Mt Augustus)

21 Robinson Street,
Carnarvon WA 6701
Phone: (08) 9941 1146
info@carnarvon.org.au
www.carnarvon.org.au

Ningaloo Visitors Centre (Exmouth & Coral Bay)

Murat Road
Exmouth WA 6707
Phone: (08) 9949 1176
reservations@exmouthwa.com.au
www.visitningaloo.com.au

Karratha & Roebourne Visitors Centre

Lot 4548 De Witt Road
Karratha WA 6714
Phone: 9144 4600
KVCCounter@karrathavisitorcentre.com.au
www.karrathavisitorcentre.com.au

Port Hedland Visitor Centre

13 Wedge Street
Port Hedland WA 6721
Phone: 9173 1711
info@visitporthedland.com
www.visitporthedland.com

Broome Visitor Centre

1 Hamersley Street
Broome WA 6725
Phone: 9195 2200
enquiries@visitbroome.com.au
www.visitbroome.com.au

Newman Visitor Centre

Newman Drive Newman WA 6753
Phone: 9175 2888
newmanvc@bigpond.com
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OPEN HOURS

Monday to Friday 8.30am-5.00pm

Saturday, Sunday & Public Holidays 8.30am-12.30pm

Closed Sundays & Public Holidays November to March

**Hours are subject to change due to public demand*

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