

south west action statement

south west action statement

foreword

The South West is an area of 24,000 square kilometres. It generates an estimated \$11.3 billion in regional product and has one of the most diverse regional economies in Western Australia. It is a region that has been going through enormous transition with industry restructuring in key areas, new industries emerging, greater competition from outside the region, new markets and significant population growth.

It is also a region that has a considerable amount of its land area committed to national parks and various forms of conservation reserve and has a series of listed biodiversity and significant wetlands areas.

The consequence is that we are a diverse region that is very important to the people who live and work here. There are growing pressures in relation to foundation resources including land, water and our environmental footprint. In the areas that are developed or are available for development, there are critical questions about the best use of our resources for the common good, what types of industries should be fostered and how we can maintain and promote job and career opportunities.

The task of regional development is very simple. How can we encourage people to visit or live in the region and how can we assist people who choose to live here to have a quality of life that means they want to stay here? This translates into the quality of community infrastructure we have, the opportunities for work in a range of industries and occupations, the opportunities for career development and further education and the opportunity to retire in the region.

There are many groups within the South West who are addressing different aspects of the regional development task. The South West Development Commission has the role of advising the State Government and Regional Development Australia – South West has the role of advising the Commonwealth Government on important priorities for the region. Together with the support and assistance of local Government we can focus our efforts and provide a coordinated approach to obtaining the resources we need to advance the region.

At our last estimate various bodies within the region proposed around \$2.5 billion in regional projects together with a range of ideas for new services to help improve quality of life. These projects are all significant at the local level and can make an enormous difference to a local community but we will not be funded simply because we believe the projects are important. Our challenge is to identify those that can contribute more broadly to the region's development and in so doing help contribute to State and national objectives.

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This document sets out an initial snapshot of important projects. Over time we hope these will be funded and as the region grows and develops and planning of other key projects advances, new projects will be added. We are confident at this point, the projects listed below can proceed in a timely manner and are well advanced in the planning pipeline. It does not replace the projects that have a more local focus, that are important and which will continue to have an important place in the total funding mix.

It is also not a strategic plan or vision. It is a business document based on the strategic plans of the South West Development Commission and Regional Development Australia – South West and should be read in conjunction with them. It is designed to provide succinct information to the State and Commonwealth governments about projects that we are ready to roll out over the next four years.

south west action statement background

The South West Action Statement is a group of projects for which planning is well advanced and reasonable estimates can be made of forecast construction timelines based on funding availability.

Inclusion in this group has been based on the following criteria:

- The project will have a significant effect on the region's social, economic or environmental outcomes or it is a critical part of a broader strategy that will support the development of the South West; and
- The project has advanced to a point where construction or implementation can be committed to, and funds spent, within a predictable time scale.

The projects have been identified from existing local government, industry and government planning and each has been subject to various processes of consultation.

Funding for these projects may come from industry, the community and/or State and Federal government funding programs.

The purpose of this document is to communicate what immediate projects Regional Development Australia – South West and the South West Development Commission agree to forward for consideration of Federal and State funding. It is extremely useful in this process to have the collective support of key stakeholders, including local governments across the region and this document has been referred to local government representatives for comment.

The Strategic Snapshot

Bunbury-Wellington

The region is a high population growth area with significant mining, services, agriculture, mineral processing, construction and manufacturing sectors. It is constrained by land supply either as a consequence of State forest or sensitive environmental values associated with the Swan coastal plain.

It is a major centre for mineral processing in alumina, coal and mineral sands. Strategic assets include the Bunbury Port, and industrial areas at Kemerton, Preston and Shotts.

Challenges include expanding transport and freight logistics into the Bunbury Port and removing conflicts with local commuter traffic or vehicles heading to southern parts of the region.

Population growth forecasts for the South West as a whole indicate an additional 20,000 people moving into the region over the next 10 years. This will drive significant job growth in the Bunbury-Wellington area and place significant pressure on community infrastructure.

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The Capes

The Capes is a high growth region, with an economic base that incorporates agriculture, viticulture, premium wine production, brewing, food and tourism. There is a rapid growth in creative industries, high value professional services and similar styles of entrepreneurial businesses where people are selecting lifestyle as a primary basis for location of their business.

The regional airport and high speed broadband are key pieces of infrastructure that will support growth and development in the Capes.

Warren-Blackwood

The Warren-Blackwood lacks the high population growth rates evident in other areas of the South West. Industry includes timber, agriculture and tourism, which collectively support the small business sector. Industry change has impacted on most aspects of the Warren-Blackwood economy making it less resilient to economic shocks.

The region has a large number of smaller settlements resulting in increased costs for infrastructure and servicing. Development of new industries together with broadband and mobile telephony expansion are key themes for the sub-region.

Regional Projects

The projects presented in the South West Action Statement are divided into three broad groups. Firstly the major transport infrastructure projects described in the region's Roads to Export strategy. These projects have direct and significant benefits to both the State and National Governments in terms of national trade and income.

The second group of projects will contribute to a region that is vibrant and healthy. The benefits are clear at the regional level but are less measurable in their direct contribution to national and State income. Their benefits lie in contributing to large-scale objectives about health and safety, local jobs growth and quality of life.

The third group lists tourism projects designed to increase the range of attractions in the region to support visitation.

A brief description of the strategic context of each project is provided and the projects are supported by background information.

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background

Other significant regional projects

There are a number of other projects that are also critical to the future of our region. These include but are not limited to:

- An accelerated strategy to develop Greater Bunbury as an alternative to the Perth metropolitan area, including the Bunbury Waterfront
- Busselton foreshore
- Development of Kemerton as an industry ready park
- Development of the Preston Industrial Park
- Development of strategic light and general industry sites in the Capes region and Warren-Blackwood
- Increased capacity of the South Western Highway to Walpole
- Strategic development of tourism drive routes, including completion of Mowen Road
- Broadband capacity and speed
- Civic centre redevelopment of local towns
- Agrifood processing
- Industrial water supplies
- Three phase and network reinforcement of power supplies in key areas
- Climate change and impacts on regional infrastructure particularly drainage

These projects are either subject to ongoing planning and approvals processes or further public consultation that does not allow a predictable time frame for completion.

Local Projects

In addition, there are large numbers of local or sub-regional projects, some of which may be project ready. These projects are important for local communities throughout the region. The development of these projects will continue to be supported through specific funding programs such as contestable regional grants schemes and lotteries funding. The identification of projects in the South West Action Statement does not detract from the ability of local communities to advance local projects.

A brief description of the strategic context of each project is provided and the projects are supported by background information.

Reference Documents

- South West Development Commission Strategic Plan 2005-2020
- South West Development Commission Strategic Plan 2010-2025 (draft)
- Regional Development Australia (South West) Regional Plan 2010 (draft)
- South West Regional Investment Plan 2009
- South-West Framework. Western Australian Planning Commission

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roads to export

Roads to Export represents major items of infrastructure necessary to support jobs growth and port related exports. They are critical to the future economic and social wellbeing of the whole of the South West.

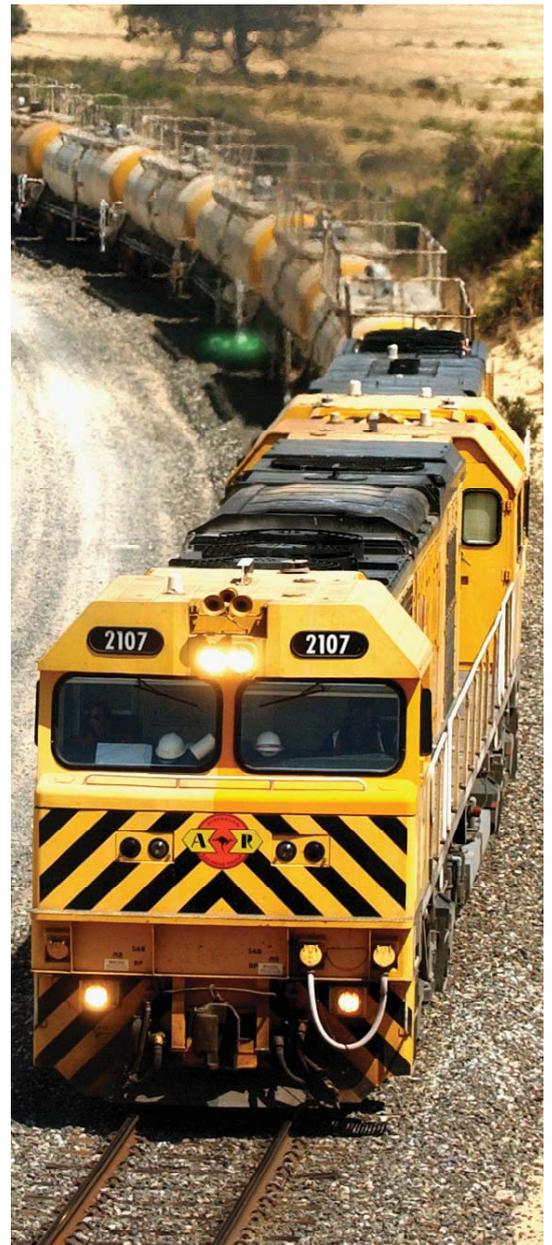
These projects have been developed in consultation with the Bunbury Port Authority, Chamber of Minerals and Energy and Bunbury Wellington Economic Alliance.

The Bunbury Outer Ring Road, diversion of the Preston River and dualling of the Brunswick to Bunbury Port rail line in particular will reduce forecast bottlenecks at the Bunbury Port associated with expansion of Alumina, export of urea and potential coal exports.

Removing these bottlenecks will also benefit local Bunbury commuter traffic and tourism traffic heading south from Bunbury.

The projects are:

- Brunswick to Bunbury Port Rail Link
- Preston River Diversion
- Stage 2&3 Bunbury Outer Ring Road
- Coalfields Highway Alignment and Safety Improvement
- Eelup Roundabout



Bunbury Outer Ring Road

What is it

The Bunbury Outer Ring Road (BORR) will link the Forrest Highway and Bussell Highway, facilitate safe and efficient access to the port and provide an alternative for through traffic to bypass Bunbury.

Why is it important

Port throughput in 2009/10 was 13.8666 million tonnes per annum and is expected to increase by 50 per cent over the next five years and double by 2020.

An estimated 2.03 million tonnes of freight is road transported to the port from south of Bunbury. There are indications tourism traffic conflicts with freight haulage and there is a need to separate the two where practical. The population of the South West is growing at 3.4 per cent with higher growth nodes along the coastal strip.

Highest priority South West road project.

What is required

- Completion of the Bunbury Outer Ring Road

What will be the benefit

These works will remove bottlenecks at the Bunbury Port and improve road transport efficiencies for the foreseeable future. Road safety will be improved by separating freight and passenger vehicles at high density areas. There are also expected tourism benefits through reduction of perceived risk and improved transit times.

Estimated cost

- Stage 1 – \$59 million (funded)
- Stages 2 and 3 – \$365 million (unfunded)

How will we know if we have succeeded

- Improved road freight connections to the port
- Improved road transport efficiencies
- Improved road safety
- Reduction of vehicle crashes attributable to road layout
- Increased tourism satisfaction levels
- Increased local traffic satisfaction
- Reduced journey times to Bunbury Port

Brunswick to Bunbury Port Second Railway Line

What is it

Construct a second railway line from Brunswick to the Bunbury Port to handle forecast increases in import and export trade.

Why is it important

Transport infrastructure in the Bunbury-Wellington area is operating at or near capacity. Port throughput is expected to increase from 13.866 million tonnes in 2009/10 to about 20 million tonnes in 2015 and 25 million tonnes in 2020. About 85 per cent of this throughput is moved to and from the port by rail.

The South West provides about 20 per cent of the world's alumina. The current rail freight task is 9.5 million tonnes per annum. Planned expansions to alumina plants at Wagerup and Worsley and a coal-to-urea plant at Collie will add another 40 per cent to the annual freight task. The second railway line is required to handle these increases.

What is required

- Construction of a second parallel narrow gauge railway line from Brunswick to the Bunbury Port.

What will be the benefit

The second railway will remove rail bottlenecks and provide the capacity to meet increases in the natural resource sector production and trade in alumina, urea and coal. This capacity will eliminate the need for producers to consider road transport as an option because of rail congestion and inefficiencies. Road and public safety will also be beneficiaries.

Estimated cost

- \$63 million

How will we know if we have succeeded

- Improved rail connections to the port
- Improved rail transport efficiencies

Coalfields Highway

Project Description

Upgrade the Coalfields Highway through geometric improvements including re-alignments and widening to increase capacity, improve road safety and heavy transport efficiencies.

The road has a history of about one fatal crash per year.

Why is it important

The highway is used extensively for daily commuter traffic between Bunbury and employment in the Collie area. It is also a popular tourism road with visitors travelling to Wellington Dam and beyond. The highway is used to move machinery and materials, including over-size items of processing equipment for the coal and bauxite industries near Collie. These loads are moved at low speed and cause congestion. The highway also serves the farming communities of the hinterland.

Upgrading the Coalfields Highway is the second highest priority South West road project.

What is required

- Re-alignment, especially in the Hamilton area
- Widening and additional overtaking lanes

What will be the benefit

The highway will be more capable of safely handling commuter, tourist and general light and heavy traffic. The bauxite and coal operations will gain heavy transport efficiencies and their respective work crews will be able to travel in safer road conditions, especially during busy shift changeovers.

Estimated cost

- Coalfields Highway upgrade: \$35 million (unfunded)
- (\$14 million has been allocated in the 2010 – 2012 period)

How will we know if we have succeeded

- Improved road freight connections to the port
- Improved road transport efficiencies
- Improved road safety
- Reduction of vehicle crashes attributable to road layout
- Increased tourism satisfaction levels
- Increased local traffic satisfaction
- Reduced journey times to Bunbury Port

Eelup Roundabout

Project Description

Modify the Eelup Roundabout to improve road safety and traffic flow and reduce crash occurrences.

Why is it important

The Eelup Roundabout has the highest roundabout accident rate in the State and accounts for 22 per cent of traffic accidents on roads between Australind and the Bussell Highway.

Heavy vehicles were directly and indirectly involved in about 4 per cent and 15 per cent of these accidents respectively. There are about 11 million traffic movements on the roundabout each year; about 2 million are through traffic that would divert onto the Bunbury Outer Ring Road.

What is required

- Improve geometry and sight lines for entry and exit to the roundabout.
- Construction of grade separation (flyover) for through traffic.

What will be the benefit

Road safety and the motoring public will be the prime beneficiaries through improved traffic flow and a reduction in accidents. Crash cost calculations estimate that vehicle repairs, medical treatments and hospitalisations are about \$5.35 million per annum.

Estimated cost

- Stage 1 improved geometry for entry and exit traffic – \$16 million (funded)
- Stage 2 – grade separation (flyover) – \$95 million (unfunded)

How will we know if we have succeeded

- Reduced traffic delays
- Improved road safety
- Reduction of vehicle crashes attributable to road layout
- Increased tourism satisfaction levels
- Increased local traffic satisfaction
- Reduced journey times to Bunbury CBD for commuters

Preston River diversion

Project Description

The Bunbury Port Authority holds 468 hectares of land that is dissected by the Preston River which currently limits development. In order to create a port with potential for expansion and the capacity to respond quickly and efficiently to proposals for development, diverting the Preston River is essential.

Why is it important

Diverting the river is the essential initial step in the transport linkages investment plan to enable final alignments for road, rail and bridge connections to the Port to be set prior to construction. Diversion of the river will also give the Port Authority the capacity to meet future demand by consolidating their land holdings.

What is required

Diversion of the Preston River along the southern and eastern boundaries of BPA land.

What will be the benefit

Diversion of the river will enable the BPA to:

- Consolidate their land holdings
- Increase the port's capacity to handle forecast growth
- Enable final locations and alignments for road and rail connections and bridges to be set prior to construction.

The river diversion will also open up the prospects for a new entrance statement for the City of Bunbury. This could involve the establishment of an historical precinct with the relocation of the historic Leschenault Homestead and the vegetation and landscaping of land along the re-diverted river.

Estimated cost

- River diversion – \$65 million

How will we know if we have succeeded

- More efficient cargo assembly and handling areas
- Reduced constructions costs for road and rail connections and bridge constructions

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regional projects



Bunbury Regional Entertainment Centre.

The nine projects identified below are either construction ready or have a predictable time frame when construction can commence.

Each makes a contribution to an overall regional strategy principally associated with either tourism development, business development and efficiency, community safety or improved civic amenity.

Whilst each project clearly has a significant local affect there is a wider identifiable regional benefit that flows from their completion.

Warren-Blackwood

- Mobile Phone coverage
- South West Home for Life
- Northcliffe Waste Water Treatment

The Capes

- Augusta Small Boat harbour
- Busselton Airport
- Margaret River Perimeter Road

Bunbury-Wellington

- Bunbury Regional Entertainment Centre
- Industry –Town Interface: Collie
- Treendale Millbridge Bridge

South West Home for Life – Accommodation for Active Ageing

Project Description

The development of appropriate independent living units in a village setting in order to keep people in local communities. The first construction project is at Walpole and the rationale is described below.

Why is it important

Ageing is a growth issue in the region with 30 per cent of the population expected to be over 60 years of age in the next 10 years.

Walpole's economic future is dependant on the retiree and tourism industry sectors. Lack of aged accommodation is forcing people to leave and deterring others from coming.

The South West Active Ageing Strategy has identified the need to retain older people in smaller communities and to reinforce affordable and appropriate accommodation supply where required. This project is expected to be one of a series of projects across the region to ensure sufficient accommodation capacity exists to meet growing demand.

It is a priority because alternative accommodation options are over 100 kilometres away resulting in significant break up of an older person's local social networks.

What is required

Six units for Stage 1. Once constructed and occupied these units will provide a finance base for a further five units and a common facility room in Stage 2. Three of these units will be specifically low cost rental social housing units. Head works are currently being completed. Construction of this facility will address the current demand in that area and provide a stimulus to the local commercial and construction industry.

What will be the benefit

The benefits are:

- Older people can remain in a local community rather than move to large centres
- Aged accommodation is essentially decentralised
- The economic viability of small settlements is improved

Estimated cost

Total: 6 x Two bedroom units: \$1,830,000 (completed)

How will we know if we have succeeded

- Increased retention of older residents from Walpole and its surrounds.

Collie town centre bulk freight management

Project Description

To address planning and configuration issues associated with the impact of large scale freight haulage through the town centre and adjacent suburbs.

What is it

Industrial expansion to the town's east will place pressure on the town's central infrastructure including traffic management and civic amenity. It is proposed to support the Shire's plans to remodel the town center around the existing rail reserve and improve the Wilson Park area to increase civic amenity.

Why is it important

Every town in the South West has some level of conflict between freight and local community amenity. The frequency and scale of train and truck freight in Collie will be the most significant of any location in the region. The town will grow as a result of industrial development and this project aims to address community concern about how the scale of industry growth will impact on the town. Addressing this issue is a critical success factor in promoting growth at the Shotts Industrial Park.

What is required

Improved usage of central rail reserve land including overhead pedestrian walkways and improved traffic management around the town centre.

What will be the benefit

- The project will improve liveability options in Collie and help to reduce the number of workers who live in the coastal areas.
- It will contribute to addressing community perception about the interaction between bulk haulage of product and the town centre.
- It will assist in positioning Collie as a desirable opportunity for major industry.

What is the estimated cost if available

\$9 million (including Industry Contributions)

How will we know if we have succeeded

There will be reduced community perception about the conflict between industry and the town's civic environment.

Bunbury Regional Entertainment Centre

Project Description

The BREC is an 810 seat regional theatre, opened in 1990, servicing Bunbury and the surrounding shires. It provides a venue for cultural and arts events from around the South West as well as national and international events. Entertainment centres are symbolic public buildings which make a statement about the region as a whole.

Why is it important

The facility has serious shortcomings, including inadequate foyer space, poor disabled access, constrained administration space and limited flat floor space for the conference market and smaller performances.

What is required

- Construction of a 250 seat, flat floor theatre for smaller performances, meetings, and conferences.
- Increased foyer space to cater for large events and for the new smaller theatre, break out rooms and other meeting rooms for hire.
- Improved dance and function space with commercial catering facilities.
- Increased administration offices to improve efficiency and functionality.
- Upgraded disabled access.

What will be the benefit

- The expanded facilities will provide a smaller theatre (therefore more economical) alternative for smaller events. This will be particularly useful for small scale and intimate performances including productions for children, puppetry and fine music soloists.
- The additional foyer space will provide greater flexibility, especially for those events involving large groups of people.
- It will provide a conference venue for Bunbury.
- It will significantly improve the scale and appearance of the center and bring it to a contemporary standard.
- Better access for senior citizens and people with disabilities.

Estimated cost

Total project cost is \$7.5m.

How will we know if we have succeeded

- Increased use of the facility.
- Greater range of users.
- Increased revenue stream to ensure financial sustainability.
- Expansion of the Bunbury conference market.

Treendale – Millbridge Collie River Bridge

What is it

The construction of a new bridge over the Collie River and associated distributor roads to link the rapidly growing suburbs of Treendale (Shire of Harvey) and Millbridge (Shire of Dardanup).

Why is it important

The project will open up the development area, encourage investment, create jobs, and reduce the costs per lot. Developments are currently occurring in isolation due to separation by the Collie River. This results in local traffic being diverted to the Old Coast Road.

The cost of the bridge is beyond the resources of the local governments involved and its absence will potentially increase congestion on the Australind Bypass as it feeds into Bunbury.

What is required

- Construction of bridge connecting Treendale and Millbridge communities and construction of internal associated feeder roads.

What will be the benefit

- It will improve traffic flows within the development node rather than diverting traffic around the outside of the urban area onto Bunbury's main arterial route.
- Improve access for emergency services to a densely populated area.
- The bridge will improve transport efficiency through shorter routes and less travelling time.

Estimated cost

- \$29 million (net unfunded cost is \$24 million).
- Note \$4.9 million in developer contributions for construction of the bridge is held by the Shire of Dardanup.

How will we know if we have succeeded

- Improved traffic routing within the development zone.
- Reduced local vehicle movements on the Australind bypass.

Margaret River Perimeter Road

Project Description

An alternative road to take the trucks out of the town centre and reduce other traffic by providing a second bridge over the river and an alternative route for the residents of East Margaret River.

Why is it important

Margaret River together with Broome are the two internationally branded tourism communities in Western Australia and contributes significantly to visitor flows to the South West.

The main street is one of the busiest pedestrian streets in the region largely made up of tourists. It is also the main freight route from the south for logs and agricultural product.

The grade of the main street together with the location of the primary and high school means that a serious hazard exists.

The volume of freight flows is restricting the potential capacity of Margaret River as an international tourism destination.

What is required

Construction of a perimeter road to the east of the Margaret River townsite to facilitate the movement of through traffic and reduce congestion in the main street. A preferred route has been identified.

What will be the benefit

Increased road safety in the town centre for school students, the local community and tourists. Heavy road transport will be diverted onto the perimeter road to the east of the town centre.

The removal of transit traffic from the main street will provide a redevelopment, urban renewal opportunity for Margaret River that will significantly enhance the ability of the town to attract overseas visitors.

Estimated cost

\$25 million.

How will we know if we have succeeded

- Reduced heavy truck traffic in the main street
- Reduced vehicle and pedestrian accident rates
- Reduced traffic congestion at the start and finish of school days
- More efficient road transport services with heavy trucks bypassing the town centre
- Redevelopment of the main street to maximise tourism potential.

Busselton Airport – Regional Flight Centre

Project Description

To increase the capacity of the Busselton Airport to be able to handle direct national and international flights and FIFO operations.

Why is it important

Aviation has a key role in regional tourism, trade and mining.

The lack of a South West aviation strategy has produced localised development with limited connection of strategic aviation requirements between locations.

Busselton is well placed to provide a regional entry point for national and international jet services.

This project will complement work to assist the upgrades of Bunbury and Manjimup airports as general aviation sites in the north and south of the region respectively. Development will result in improved tourism opportunities and provide a South West muster point for fly-in, fly-out operations improving safety.

What is required

- Improve the runway to be able to handle wide body jet services
- Improve the passenger and freight handling facilities
- Improve airport services to meet federal aviation requirements

What will be the benefit

- Increased number of visitors to the region
- Safer fly-in, fly-out employment opportunities
- Increased national and international awareness of the region as a tourist destination
- Improved access to the eastern states for business and leisure opportunities
- Provide an opportunity for direct flights to and from Asia
- New trade opportunities

Estimated cost

\$35 million to:

- Upgrade runway and taxiways to meet international ACN/PCN requirements
- Upgrade terminal facilities (freight and passenger including security)
- Upgrade of ancillary services

How will we know if we have succeeded

- Commencement of direct flights into the region from the eastern states
- Improved occupancy rates for tourist accommodation
- Increased visitation by eastern states and overseas visitors

Cape Leeuwin/Augusta Small Boat Harbour

Project Description

To construct a safe boat launching and berthing facility at Flat Rocks, Augusta.

What is it

The Augusta Small Boat Harbour (ASBH) is a sea-wall protected small boat harbor that will provide safe launching and anchorage facilities for up to 50 boats.

Why is it important

The ASBH will provide the only safe harbour between Busselton and Albany. It is a coastline which is subject to severe storms and swell conditions.

What is required

Construction of:

- Two breakwaters (using rock from on-site)
- A jetty and mooring facilities
- A three lane launching ramp
- Car-trailer parking, and public toilets.

What will be the benefit

The construction of the ASBH will provide a safe harbour that can be used by vessels plying between Albany and Busselton.

The harbour will support the local fishing industry including proposed sea water aquaculture of abalone.

It will support Augusta's economy that is dependant on retirees and local tourism.

It will provide safe embarkation facilities for the local whale watching tourism industry.

The harbour is a significant component of the region's marine facilities planning.

Estimated cost

\$25 million.

How will we know if we have succeeded

- Increase in tourists and holiday makers in Augusta
- Increase in fishing and eco-tourism because of the safer operating base
- Improved response times for Augusta sea search and rescue
- Improved safety for transiting vessels

Mobile phone coverage in the South West

Project Description

Comprehensive mobile phone coverage of South West communities and major road linkages.

Why is it important

The South West has a large area not supported with mobile phone access due to terrain. It is a high risk area due to isolation and has a significant bush fire risk. Mobile phone coverage will improve access to emergency services as well as directly support local business and tourism markets.

What is required

The Commission has identified the following priority gaps in coverage in consultation with local government:

- South Western Hwy (North of Walpole) (2)
- Donnybrook-Boyup Brook Rd (Noggerup)
- Sues Road (2)
- Brockman Hwy(Jalbarragup)
- Mowen Rd (2)
- Brockman Hwy (Nannup-Bridgetown)
- Coalfields Hwy east of Muja
- Stewart Rd
- Gracetown
- Vasse Hwy (Nannup-Busselton)
- Vasse Hwy (Nannup-Pemberton)
- Muir Hwy

What will be the benefit

- Access to mobile coverage for emergencies services in dealing with bushfires and other incidents
- Improved safety for tourists travelling through the region
- Better access to communications for regional businesses and residents

Estimated cost

\$15 million to maximise coverage in the lower South West.

How will we know if we have succeeded

- Extent of improved mobile phone coverage
- Improved access to emergency services for bushfire, traffic, traffic and medical incidents in the region

South West Waste Treatment Program

Project Description

The South West has a number of locations reliant on traditional septic systems for waste water management. No longer reliable, these systems cannot be economically linked to reticulated sewerage programs. Models for stand alone programs have been developed with the first pilot at Northcliffe.

Why is it important

Northcliffe residents and businesses are currently serviced by individual septic systems.

Local conditions and ageing infrastructure has led to significant surface run off of waste water.

Northcliffe is a growing tourism destination and the presence of waste water sewerage detracts from local civic amenity and tourism potential. Although an important local issue it has become more significant regionally as Northcliffe's brand develops through improved tourism product.

What is required

A reticulated sewerage system that can be operated locally.

What will be the benefit

A reticulated sewerage system will deliver health benefits to the community and lift restrictions of lot sizes. This will free up land in the town for further development and improve tourism opportunities.

What is the estimated cost

The Shire prefeasibility study has costed a sewerage system at \$1.98 million.

How will we know if we have succeeded

- Sewerage no longer pools
- An efficient and effective reticulated sewerage system has been installed and is being well managed
- More land development occurs in Northcliffe
- Improved tourism feedback

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tourism



The region must increase visitor numbers, length of stay and visitor spend in order to protect and build the tourism industry. Projects listed in this section represent specific investments to improve tourism for the region. Each project is about improving regional infrastructure to make existing attractions more interesting with a greater focus on active things to do.

The projects have been grouped into one strategy as no individual project has the critical mass to substantially extend length of stay or visitor spending. Regionally based attractions that encourage visitation to a number of localities is key to overall growth and provides the rationale for these projects to be grouped as a single strategy.

All of these projects can proceed immediately.

- Collie Drag Strip
- Ngilgi Cave Adventure Park
- Dolphin Discovery Centre
- Mega Fauna and Biodiversity Centre
- Jewel Cave completion
- Bunbury Big Swamp Wildlife Attraction
- Boyup Brook Music Bowl
- Sealing Pile Rd Tourist Drive
- Donnybrook Fun Park

South West Tourism Infrastructure Program

What is it

A series of targeted infrastructure investments to build on existing tourism attractions and facilities in the region.

Why is it Important

Tourism in the South West is based on small business investment in wine, food nature based attractions.

Accommodation capacity is now far in excess of demand in many areas, and there is an urgent need to increase visitation, length of stay and expenditure. For example, the Shire of Busselton is Western Australia's largest tourism destination outside of Perth, but the occupancy rate is now less than 50 per cent of capacity (48.8 per cent).

This strategy aims to stimulate demand through increased investment initiatives in activity-based attractions that will generate expenditure from both national and international markets.

What is required

- Improve the quality, quantity and diversity of regional tourism infrastructure
- Prioritise infrastructure needs based on the social and economic benefits to the State and region
- Assist the development of tourism infrastructure initiatives that have international and national appeal

What will be the benefit

- Provides facilities and infrastructure for both locals and visitors
- Helps maintain the family unit by providing new employment opportunities especially for young people in regional areas
- Diversifies economic base by providing an alternate sources of income for local businesses as well as creating new business opportunities
- Assists in creating additional employment opportunities, especially for youth, mature age and migrants

Estimated total cost

- Collie Drag Strip (\$5.2m)
- Ngilgi Cave Adventure Park, Yallingup (\$1.1m)
- Dolphin Discovery Centre, Bunbury (\$4.9m)
- Mega Fauna and Biodiversity Centre, Margaret River (\$6m)
- Jewel Cave completion (\$90,000)
- Bunbury Big Swamp Wildlife Attraction (\$300,000)
- Boyup Brook Music Bowl (\$200,000)
- Sealing Pile Rd Tourist Drive (\$800,000)
- Donnybrook Fun Park (\$550,000)

How will we know if we have succeeded

- Improved occupancy rates for the accommodation sector.
- Increase in visitor numbers related to SWTIP projects.