

Shire of Halls Creek Tourism Plan 2011-2015





*'To all people I would say:
"Come, listen to us, we will
tell you our culture. Learn
from us. That way we will
all survive. We share this
country. We need to work
together and learn from
each other".'*

*(Kathleen Kemarne Wallace,
The Jewel in the Desert)*

Acknowledgements

The Shire of Halls Creek acknowledges the following Kimberley Aboriginal groups in the production of the Shire of Halls Creek Tourism Plan and their continuing connection to their country and communities:

Balanggarra, Bunuba, Gajirrawoong, Gooniyandi, Jaru, Kija, Kukatja, Miriwoong, Ngardi, Nyikina, Walmajarri, Wangkajunga, Warrwa, Worla, Yawuru

We pay our respect to them, their cultures, and to elders both past and present.

The production of this Shire of Halls Creek Tourism Plan was initiated and funded by the Shire of Halls Creek as part of its ongoing commitment to build upon the employment and economic benefits of the tourism sector. It was formulated by Peter Kenyon from the Bank of ID.E.A.S., with invaluable research and ideas inputted by many residents of the Halls Creek district as well as tourism organisations and stakeholders from the broader Kimberley region.

Special thanks are due to the following for their valuable input:

- Arthur and Trudy Rosenwald
- Baulu-Wah Violet Valley Indigenous Cultural Camp and Accommodation
- Bruce Thomas, Jane Morris and Shirley Purdie
- Dom Baz and Delia McCoy of Kimberley Red Earth Tours
- Gary Elford
- Glenn Chidlow of Australia's Northwest
- Halls Creek Best Western Motel
- Home Valley Station and Daniel Lukritz
- Jenny Kloss of Derby Visitors Centre
- Kimberley Hotel
- Lake Gregory Beach and Handover Camp
- Larrawa Station Nature Station Stay
- Maggie Fletcher and Warmun Art Gallery
- Mary Darkie and Robert McKay
- Matt Jennings
- Natasha Maher of Broome Visitors Centre
- Norman Cox and Nick Try - Yiyili Community and Laari Gallery

- Ngumpan Community and artists
- Nyarna - Lake Stretch Camp
- Paruku IPA Rangers
- Patsy Bedford
- Purnululu National Park management and rangers
- Rob Kendrick of Alligator Air
- Ronnie and Rosemary Jimbidee of Girloorloo Tours
- Rosie Lala and the Yaruman artists
- Shirley Brown
- Sonya Mitchell of Slingair/Heliworks
- Veronica and Jacinta Lulu
- Warliyirti Art Gallery and Sally Clifford
- Wuggubun Indigenous Nature Camp and the Trust family
- Yaruman Art and Culture Centre and Zannette Kahler
- All the Halls Creek residents who came to the workshop on Saturday 9 October 2010, especially to Kimberley McKay who volunteered to organise the Halls Creek Tourism Network.

Thanks also to David Wilson who assisted with the research and the fieldwork, Michelle Seymour for her creative work, Sarah Finn, Mark Nicholas and Chris Telenta.

Disclaimer

Whilst the information for this *Tourism Plan* has been researched, collated and expressed in good faith, no guarantee can be given for total accuracy. Secondly, the contents do not necessarily take into account all the factors, which need to be considered before implementing the specific recommended actions of the *Tourism Plan*. Accordingly, this *Tourism Plan* should be used in conjunction with ongoing research, consultation and professional technical assistance.

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Abbreviations

ABS	Australian Bureau of Statistics
ABM	Aboriginal Business Mentoring Program
AC	Australian Council
AED	WA Aboriginal Economic Development Office
AHC	Australian Heritage Council
ANKAAA	Association of Northern, Kimberley and Arnhem Aboriginal Artists
ANTW	Australia's North West Tourism
ATAP	Australian Tourism Accreditation Program
BEAR	Business Expansion and Retention Program
BLP	Better Life Project (Halls Creek)
CANWA	Country Arts Network Western Australia
CfOC	Caring for Our Community
CKCC	Central Kimberley Chamber of Commerce
COAG	Commonwealth of Australia Government
CSRFF	Community Sports and Recreation Facilities Fund
DCA	WA Department of Culture and Arts
DEC	WA Department for Environment and Conservation
DEEWR	Australian Government Department of Education, Employment and Workplace Relations
DEWHA	Australian Government Department of Environment, Water, Heritage and the Arts
DfC	WA Department for Communities
DIA	WA Department of Indigenous Affairs
DRARDLG	Australian Government Department of Regional Australia, Transport, Regional Development and Local Government
DLG	WA Department of Local Government
DOTARS	Former Australian Government Department of Transport and Regional Services
DRDL	WA Department of Regional Development and Lands
DRET	Australian Government Department of Resources, Energy and Tourism
DSR	WA Department of Sport and Recreation
DTWD	WA Department of Training and Workforce Development
ECGP	Environmental Community Grants Program
ECRES	Events Corp Regional Events Scheme
ETDO	Economic and Tourism Development Officer
FA	Festivals Australia

FRRR	Foundation for Rural and Regional Renewal
GDP	Gross Domestic Product
GFC	Global Financial Crisis
HCDHS	Halls Creek District High School
HCTN	Halls Creek Tourism Network
HCVC	Halls Creek Visitor Centre
HCWA	Heritage Council of WA
HCYS	Halls Creek Youth Services
HGP	Heritage Grants Program
HTITC	Hospitality and Tourism Industry Training Council (WA)
IBA	Indigenous Business Australia
ICAS	Indigenous Capital Assistance Scheme
ICV	Indigenous Community Volunteers
IDEAS	Bank of I.D.E.A.S
IFP	Indigenous Funding Program
IHP	Indigenous Heritage Program
INSTEP	Indigenous Skills Transfer and Exchange Partnership
IPA	Indigenous Protected Area
ISBF	Indigenous Small Business Fund
KAA	Kimberley Aboriginal Artists
KAB	Keep Australia Beautiful
KDC	Kimberley Development Commission
KCOT	Kimberley College of TAFE
KDAC	Kundat Djaru Aboriginal Corporation (Ringer Soak)
KGT	Kimberley Group Training
KLRC	Kimberley Language Resource Centre
KRI	Kimberley Ranger Initiative
MAC	Mindibungu Aboriginal Corporation (Billiluna)
MF	Myer Foundation
NACIS	National Arts and Crafts Industry Support
NEAP	Nature and Ecotourism Accreditation Program
NEIS	New Enterprise Incentives Scheme
NLP	National Landscapes Program
RDA	Regional Development Australia
RDAF	Regional Development Australia Fund
RES	Regional Events Scheme
RfRP	Royalties for Regions Program

RVA	Recreational Vehicle Association
SBC Kimberley	Small Business Centre Kimberley
SBDC	Small Business Development Corporation
SHC	Shire of Halls Creek
TA	Tourism Australia
TAAL	Tourism Accreditation Australia Limited
TRA	Tourism Research Australia
TTF	Tourism and Transport Forum
TWA	Tourism Western Australia
VoA	Visions of Australia
WA	State of Western Australia
WAC	Wirrimanu Aboriginal Corporation (Balgo)
WACC	Warlayirti Artists and Cultural Centre (Balgo)
WAITOC	Western Australian Indigenous Tourism Operators Committee
WF	Wunan Foundation
WoC	Working on Country Program
YACC	Yaruman Art and Culture Centre
YDO	Youth Development Officer
YDSP	Youth Development and Support Program

1. Executive Summary

Tourism is seen by the Shire of Halls Creek as an important way to share and protect local languages, cultures and heritage and provide economic benefit and meaningful employment for current and future generations.

The formulation of this *Tourism Plan* was instigated by the Shire of Halls Creek in October, 2010 to provide the framework and directions for the development of tourism as a significant economic and employment industry sector within the Shire of Halls Creek. Specifically, the *Tourism Plan* seeks to -

- evaluate the current status of the tourism sector, including marketing realities, current assets and challenges;
- identify development and growth opportunities;
- provide a set of recommended actions for a strategic approach to growing tourism over the next five years;
- specify future roles for both the Shire of Halls Creek and the local business community; and
- identify potential sources of funding assistance.

It reflects a key aspiration of the Shire's *Community and Economic Plan*, namely - *"to develop and implement a tourism strategy that enhances the economic, employment and cultural benefits of tourism for local residents and businesses, and creates national recognition of Halls Creek as a significant tourism centre for Indigenous, environmental and cultural tourism"*.

This *Tourism Plan* is based on six guiding principles, namely -

- Respect for the environment, cultures and sustainable practices.
- Respect for customary law and traditional owners.
- Asset and opportunity focus.
- Spirit of collaboration, partnership and networking.
- Celebration.
- Commitment to excellence in performance and customer service.

This *Tourism Plan* highlights the key tourism assets and resources of the Shire of Halls Creek, including -

- spectacular Kimberley scenery and internationally renowned physical attractions;
- Indigenous culture and heritage;
- a cultural epicentre with six Indigenous art centres;
- mining and pastoral activity and heritage;

- Kimberley lifestyle;
- strategic location;
- facilities;
- strong civic commitment;
- new business networking organisations; and
- national marketing strategies focussed on the Kimberley.

This *Tourism Plan* also summarises the key tourism challenges, including -

- global realities;
- access issues;
- negative external perceptions;
- seasonality;
- limited market awareness;
- remote environment costs;
- limited tourism product, especially on the bitumen;
- poor road conditions and maintenance costs;
- business gaps;
- limited business participation in tourism related organisations and regional marketing opportunities;
- liquor restrictions;
- access to trained staff;
- limited Indigenous participation;
- poor scheduled air services;
- decline in demand for Indigenous art; and
- physical appearance of some communities.

This *Tourism Plan* provides an overview and 37 recommended actions in relation to -

- attractions and activities;
- access, transport and infrastructure;
- customer service and staff recruitment and development;
- accommodation;
- food, dining and tourism services;
- marketing and promotion; and
- industry leadership, coordination and networking.

Finally, this *Tourism Plan* provides comprehensive summary of possible national, state and philanthropic sources of financial support.

Central to this *Tourism Plan* is the commitment of the Shire of Halls Creek to lead, facilitate and work in partnership with the local business community and other regional, state and national stakeholders to ensure a successful and sustainable Shire wide tourism sector.

2. Introduction

2.1 Background

Tourism has evolved internationally as one of the most remarkable economic and social drivers of the 21st century. Developed sensitively, tourism can bring significant employment, business, cultural and environmental returns to a community. However, tourism is a highly competitive and volatile industry sector, and successful tourism destinations need to be continuously refining their markets, product development and information systems in order to maintain and enhance their market position.

Tourism has been a feature of the economic life of the Shire of Halls Creek over the last three decades, given its strategic location within the Kimberley, its unique physical landscapes, the presence of rich Indigenous cultures and its role in the State's pastoral and mining development. In 2001, the Shire opened a \$1 million purpose built tourism facility - the Halls Creek Visitor Centre. It attracts approximately 50,000 visitors per year. The Shire allocates an annual budget of approximately \$450,000 to tourism services.

In 2008, the Shire of Halls Creek finalised a *Community Strategy* for the period 2008-2018 which contained the amongst its community goals the following statement - *"to develop and implement a tourism strategy that enhances the economic, employment and cultural benefits of tourism for local residents and businesses, and creates national recognition of Halls Creek as a significant tourism centre for Indigenous, environmental and cultural tourism"*. This Tourism Plan is a response to that community goal and aspiration.

The Shire of Halls Creek recognises the limited employment basis of the shire - 85% of labour force is in government, health and community services, and thus the need to diversify economic activity. Tourism is the world's biggest industry, and has immense potential in a region with such unique tourism product. The Shire of Halls Creek is also a mosaic of remote communities. Indigenous art and tourism initiatives represent major potential sources of meaningful economic and employment development for many of the remote community residents.

Located within the heart of the Kimberley, the Shire of Halls Creek has major location and attraction advantages. The Kimberley region is one of Australia's iconic outback regions and the Shire of Halls Creek offers a unique tourism experience based on its natural, cultural and heritage environments.

*'A full time permanent job
is created by every
additional 18 international
visitors or 117 domestic
trips in NSW.'*
(Tourism New South Wales)

In October 2010, the Shire of Halls Creek commissioned the Bank of I.D.E.A.S. to prepare the Tourism Plan for the Shire. Its intention was to gain consensus among a wide range of local and external tourism stakeholders about the fundamental assets, issues, needs, opportunities, expectations and directions of an industry that offers so much in terms of unrealized potential regarding economic development, job creation, cultural development and community pride.

2.2 Australian Tourism Industry Overview

The tourism industry encompasses the supply of goods, services and attractions to visitors and day-trippers for entertainment, accommodation, food and beverages, tourism services, retail, tours and transport. The Department of Resources, Energy and Tourism (DRET) believe that tourism in Australia is a \$41 billion industry. In the year ending November 2010, Australia experienced 69 million domestic overnight trips and 5.9 million international visitor arrivals (0.6% of global international visitors). Tourism exports are calculated at \$24 billion, representing almost 10% of Australian exports. This is comparable to the entire value of rural goods (\$25.5 billion). Tourism only trails metal ores and minerals (\$53.4 billion) and coal, coke and briquettes (\$36.5 billion) on export value. The Tourism and Transport Forum (TTF) estimates that for the 2009-10 period, Australia's tourism consumption was \$93.56 billion, which contributed \$33.9 billion directly to GDP, representing 2.6% of GDP.

It is estimated that 46 cents in every dollar is spent in regional Australia. Spending by Indigenous tourism visitors was valued at \$7.2 billion, representing 12% of total visitor expenditure. Direct tourism employment across Australia is now 500,500 representing 4.5% of total national employment.

DRET forecast that by 2018 total tourism consumption will amount to \$105.3 billion (international - \$34.9 billion, domestic - \$70.4 billion) and the number of international visitors will reach 7.9 million persons.

2.3 Kimberley Tourism Industry Overview

Currently, approximately 291,300 tourists a year visit the Kimberley region reflecting the following key characteristics:

- Generates two million visitor nights.
- Approximately 55%, 30% and 10% of visitors are classified as holiday / leisure, business and visiting friends and relatives respectfully.
- 21% of domestic visitors came to the Kimberley for an outdoor / nature experience.
- 85% of visitors are domestic travellers.
- International visitors are primarily from the UK and Europe (especially Germany, Holland).
- 40% of international visitors visit both the Kimberley region and the Red Centre;

Australian Tourism Figures at a Glance

- *Economic contribution: \$41 billion*
- *Export earnings: \$24 billion*
- *International visitors: 5.9 million*
- *Domestic overnight trips: 69 million*

Kimberley Tourism Figures at a Glance

- *Total visitors: 291,300*
- *Intrastate visitors: 145,700*
- *Interstate visitors: 100,700*
- *International visitors: 44,900*

- Broome is the key tourism centre and increasingly becoming a gateway for the region with direct flights now operating from Perth, Sydney, Melbourne, Adelaide and Brisbane, as well as coastal cruises. It has also become a major backpacker destination.
- A strong demographic is the 55+ age group, the early retirees.

For more detailed tourism statistics, see Appendix (ii).

2.4 Purpose of the Plan

This *Tourism Plan* provides the framework and directions for the development of tourism as a significant economic and employment industry sector within the Shire of Halls Creek. Specifically, the *Tourism Plan* seeks to -

- evaluate the current status of the tourism sector, including marketing realities, current assets and challenges;
- identify development and growth opportunities;
- provide a set of recommended actions for a strategic approach to growing tourism over the next five years;
- specify future roles for both the Shire of Halls Creek and the local business community; and
- identify potential sources of funding assistance.

2.5 The Planning Process

The formulation of this *Tourism Plan* involved the following elements -

- Desktop research regarding publications and websites relevant to tourism in Australia, the Kimberley region and specifically Halls Creek.
- A 12 day trip throughout the Shire of Halls Creek visiting all key tourism sites and interacting with key tourism and community stakeholders.
- Face-to-face and/or telephone interaction with staff in Visitor Information Centres in Broome, Derby, Fitzroy Crossing, Kununurra, Darwin and Alice Springs.
- Telephone interviews with 50+ stakeholders with involvement or awareness of tourism in Halls Creek.
- Production of draft *Tourism Plan* for stakeholder feedback.
- Production of final *Tourism Plan*.

2.6 Plan Vision, Goals, Guiding Principles and Indicators of Success

Plan Vision: "to develop and implement a tourism strategy that enhances the economic, employment and cultural benefits of tourism for local residents and businesses, and creates national recognition of Halls Creek as a significant tourism centre for Indigenous, environmental and cultural tourism".

*'When spider webs
unite they can tie up a
lion.'
(Ethiopian Proverb)*

Plan Goals:

Given the vision of this *Tourism Plan*, eight goals guide its recommended actions, namely -

- to identify and support the development of new tourism attractions and businesses;
- to develop the Shire of Hall Creek as a unique and appealing tourist destination based upon its heritage, environment and local cultures;
- to enhance local appreciation of the value and contribution of tourism to economic, employment and social development and environmental and cultural sustainability;
- to enhance local tourist business performance, profitability and service;
- to increase the net number, quality and variety of employment and training opportunities for local people;
- to strengthen the spirit of collaboration, networking and cross promotion among tourism operators and businesses;
- to preserve, manage and enhance the unique environment, heritage, character and local cultures found in Halls Creek; and
- to identify the necessary financial, technical and stakeholder support to achieve tourism aspirations.

Plan Guiding Principles:

Guiding principles are the core values that act as the driving forces for this *Tourism Plan*, and collectively define the culture in which recommended actions need to operate within. Six guiding principles that have been identified are -

- **Respect for the environment, cultures and sustainable practices** - appreciating and valuing the national environment, local cultures, heritage and community character and a commitment to ensuring that the needs of the present are met without compromising the ability of the future generations to meet their needs.
- **Respect for customary law and traditional owners** - ensuring pace and level of tourism development impacting Indigenous communities will be guided by the Traditional Owners.
- **Asset and opportunity focus** - focussing upon local assets, opportunities and creativity and building upon, and strengthening existing initiatives and groups.
- **Spirit of collaboration, partnership and networking** - creating and strengthening stakeholder collaboration, coordination, networking and cross promotion.
- **Celebration** - encouraging pride and times of celebration relating to local cultures, heritage, uniqueness and achievements.
- **Commitment to excellence in performance and customer service** - ensuring strong dedication to quality tourist experiences and outstanding customer service where every visitor experiences respect, hospitality and friendliness.

Indicators of Plan Success:

- Local employment growth and greater diversity.
- Growth in community appreciation and understanding of the value of tourism.
- Local business creation, retention and expansion.
- Improved business capacity and service quality.
- Positive change to external perceptions of Halls Creek.
- Growth in Visitor Centre statistics - number of tourists, length of stay and degree of satisfaction.
- Growth in level of tourism investment and new tourist initiative.
- Greater visitor expenditure on local products and services.
- Improved level of collaboration, cross promotion and networking between tourism operators.

2.7 Summary of Recommended Actions

Below is a summary of the 37 recommended actions related to the following themes - attractions and activities; access, transport and infrastructure; customer service and staff recruitment and development; accommodation; food, dining and tourism services; marketing and promotion; and industry leadership, coordination and networking.

- | | |
|-------------------------------------|--|
| <u>Recommended Action 1:</u> | The Shire of Halls Creek appoint an Economic and Tourism Development Officer with a job mandate targeting new business and tourism product development. |
| <u>Recommended Action 2:</u> | The Shire of Halls Creek prepare an action plan to enhance the number, quality and sustainability of indigenous tourism operators and product within the Shire. |
| <u>Recommended Action 3:</u> | Funding be secured to commission Birds Australia to prepare a specific brochure on birds in the Halls Creek Shire, and specifically within the Paruku IPA. A similar brochure on the Shire's native flowers and plants should be prepared. |
| <u>Recommended Action 4:</u> | A task team be formed to explore initiatives that can leverage off the promotional value of the film 'Wolf Creek'. Such initiatives could include special signage associating the Wolfe Crater to the film, reproduction of the 'Emu Creek Hotel' frontage made famous in the film as a photographic opportunity on the Tanami Road, film video sales etc. |

- Recommended Action 5:** A task team be formed to explore new tourism initiatives related to the pastoral industry, including station experiences, station accommodation, a Halls Creek Picnic Horse Race and the creation of a Pastoral Interpretive Site.
- Recommended Action 6:** Funding be secured for the design and implementation of a plan to interpret the heritage of the Old Halls Creek site with an initial focus on photographic interpretation at all significant sites, cemetery interpretation and restoration of the entry information site.
- Recommended Action 7:** Assessment be undertaken of the current monuments and interpretive displays in the Halls Creek Park and Town Walk with a view to improving their interpretation, presentation and maintenance.
- Recommended Action 8:** Examination of options for the creation of opportunities for visitors to experience gold prospecting, including identification of sites, permit systems and hire of gold prospecting equipment.
- Recommended Action 9:** Creation of a Central Kimberley / Halls Creek / Kutjungka football competition focussed on the communities within the Shire of Halls Creek. Such an initiative would be very significant in terms of visitor expenditure in 'home' game destinations.
- Recommended Action 10:** Instigation of an Oral History Project targeting senior citizens in the Shire of Halls Creek.
- Recommended Action 11:** Formation of a task team to develop an action plan to promote the Duncan Road as an iconic drive similar in appeal to the Gibb River Road. The Duncan Road has extensive tourism product that could be linked - China Wall, Old Halls Creek, Kundat Djaru settlement, Yaruman Art and Culture Centre, Caroline's Pool, Palm Springs, Morella Gorge and Sawpit Gorge.
- Recommended Action 12:** Formation of a task team to continue advocacy for the sealing of the Tanami Road.
- Recommended Action 13:** Financial and staff commitment be made by the SHC to maximise the Shire tourism benefits of being part of the Savannah Way.
- Recommended Action 14:** Design and implementation of a Shire-wide 'Tidy Towns' initiative that provides a focus on the appearance of communities. Use of *Keep Australia Beautiful Week* in August could

provide a tool for such an initiative and help awareness about reducing litter and enhancing community appearance.

Recommended Action 15:

Continuation of the focus on maximising the economic benefits of the airport facility, and seek to expand the number of airline companies utilising the site as a base for tourism and charter work.

Recommended Action 16:

Undertaking of an audit of the current and potential employment positions that exist in tourism focussed businesses throughout the Shire of Halls Creek and the skill requirements. Such information be then provided to relevant employment and training institutions.

Recommended Action 17:

Implementation of a campaign to achieve national accreditation for 90% of tourism orientated businesses within the Shire of Halls Creek within a two year period.

Recommended Action 18:

Design and implementation of a local *Halls Creek Ambassador Program* that would provide the opportunity for the staff of any business in the Shire of Halls Creek to experience one day training program that would input customer service principles and international benchmarks and develop a deep collective appreciation of local tourism attractions and services.

Recommended Action 19:

Utilisation of the Australian Government's *Youth Development and Support Program* (YDSP) with its current theme of '*Youth Arts and Creative Enterprises*' to support young Indigenous people to explore income generation and business creation through the arts and creative industries.

Recommended Action 20:

Formation of a Task Team to review options in achieving backpacker facilities in the town site of Halls Creek.

Recommended Action 21:

Formation of a task team to audit current remote camping sites and recommend improvements regarding facilities with a special focus on improving ways to enhance access to freshwater, use of renewable energy, rubbish disposal and compostable toilets.

Recommended Action 22:

Formation of a task team to design and manage a *Business Expansion and Retention (BEAR) Program* that involves a systematic visitation and dialogue initiative with all tourism related

	businesses in Halls Creek. Such an exercise would involve discussion about responses to business gaps.
<u>Recommended Action 23:</u>	Upon closure of the Better Life Project, adoption of the <i>'Heart of the Kimberley'</i> website by the Halls Creek Visitor Centre and be modified to become the central website for the promotion of the community and business life of the communities in the Shire of Halls Creek.
<u>Recommended Action 24:</u>	Involvement of the new Economic and Tourism Development Officer with local tourism orientated businesses on upgrading the quality of their promotional information and assisting with the creation of opportunities for media exposure.
<u>Recommended Action 25:</u>	Implementation of a media campaign entitled <i>'Things are A' Changing in Halls Creek'</i> which systematically highlights the positive changes and stories associated with the community and business life in the Shire of Halls Creek.
<u>Recommended Action 26:</u>	Formal adoption by SHC of the brand - the <i>'Heart of the Kimberley'</i> and utilise this slogan brand on all promotional and correspondence material.
<u>Recommended Action 27:</u>	Utilisation by SHC of the four designs produced by Michele Seymour of Asvante Designs to stimulate community discussion and involvement in a strategy to create a series of attractive Shire and town entrance signs.
<u>Recommended Action 28:</u>	Establishment of communication links with the Recreational Vehicle Association (RVA) to ascertain their needs and expectations and implementation of marketing initiatives that target their huge membership.
<u>Recommended Action 29:</u>	Design and distribution of a series of specific and attractive map flyers, namely - <ul style="list-style-type: none"> - Shire Map Halls Creek - incorporating all attractions and settlements - Halls Creek - Epicentre of Indigenous Art - Drivers Guide to the Tanami - Drivers Guide to the Duncan.
<u>Recommended Action 30:</u>	Negotiation and dialogue with the Kununurra Visitors Centre regarding their award winning publication <i>'The Glove Box Guide to the East Kimberley'</i> which focuses on Kununurra and

Wyndham, with minimum content on Halls Creek as an integral part of the East Kimberley region.

Recommended Action 31:

Identification of support to increase the *Savannah Way* interpretive and directional signage in the Shire of Halls Creek, and increasing their online promotion of local attractions.

Recommended Action 32:

Ongoing commitment, support and involvement by the staff of the Shire of Halls Creek and ANWT in helping to build the capacity of the Halls Creek Tourism Network and the Central Kimberley Chamber of Commerce to function as active partners in tourism development.

Recommended Action 33:

Commitment by the Shire of Halls Creek to commit additional funding to appoint an Economic and Tourism Officer, expand marketing initiatives and enhance the appeal of the Halls Creek Visitor Centre.

Recommended Action 34:

Design and promotion by the Shire of Halls Creek for a new rate differential for commercial businesses with the proviso that the additional rate increase is given to business development and marketing initiatives.

Recommended Action 35:

Instigation of a regular program of '*Business After Hours*' events.

Recommended Action 36:

Design and implementation of improved mechanisms to systematically ascertain visitor numbers, expenditure, monuments and feedback.

Recommended Action 37:

Promotion of hospitality traineeships as a means to increase Indigenous participation in the tourism industry.

3. Shire of Halls Creek: Overview

3.1 Location

The Shire of Halls Creek is located in the Kimberley Region of Western Australia. It consists of 142,908 square kilometres of predominantly desert and pastoral country,

3.2 Physical Environment

The Shire of Halls Creek experiences a monsoonal climate pattern typical of much of northern Australia, with a distinctive 'Wet' Season (November - March) and a 'Dry' Season (April - October), the latter being the key tourism period. Average annual rainfall is about 570mm, but highly variable. Halls Creek has been known to experience more than 200mm of rain in a single day. Daily maximum temperatures range from 27-33 degrees Celsius, though 'Wet' season maximum temperatures are usually in excess of 33 degrees Celsius.

3.3 Demographics

The Shire of Halls Creek has a population of approximately 4,300 persons and constitutes 10.6% of the population of the Kimberley Region. It is predominantly Indigenous in population composition (93%), has the youngest population median in Western Australia (20 years compared to a WA state median of 36 years) and is the fourth fastest growing shire within the State of Western Australia.

3.4 Major Settlements

The major settlements within the Shire of Halls Creek are -

- **Halls Creek**- situated in the heart of the Kimberley Region, 2873km north east of Perth and 362km south of Kununurra. Besides being the administrative centre for the Shire of Halls Creek, it is a vital service centre for surrounding pastoral properties and over 60 Aboriginal settlements / homelands. It is home for approximately 1500 - 2000 residents.
- **Balgo (Wirrimanu)** - located 275 kms southwards from Halls Creek and 85 kms from WA's border with the Northern Territory, in the area where the Tanami and Great Sandy Deserts merge. The 2006 Census estimates the population at 460 persons with 89% being Indigenous residents. 58.8% of Balgo's population is 24 years and younger,

with the median age of Aboriginal residents being only 20 years. Balgo is home to one of the most significant Indigenous Art Centres in Australia, namely the Warlayirti Artists and Cultural Centre.

- **Billiluna (Mindibungu)** - Billiluna is a remote community located in the Kutjungka region, 180kms south east of Halls Creek. It is located at the junction of the Tanami Road and the Canning Stock Route. Home to the Kururrungku 'Kangaroo' people, the community was established in 1978, following the purchase of the Billiluna pastoral station. The community has a population of 210 - 250 persons which is very youthful population - 64% of population under 24 years of age. The median age of the community is only 13 years.
- **Mulan**- a remote Aboriginal community located 320 kms southwards of Halls Creek in the area where the Tanami and Great Sandy Deserts merge. Mulan lies just east of the vast desert wetlands of the Paruku Indigenous Protected Area (IPA), 10 kms from Lake Gregory and 50km from the Canning Stock Route's Well 51. The community has a population of 150 persons.
- **Kundat Djaru (Ringer Soak)** - located 170 kms south-east of Halls Creek along the unsealed Duncan Road on the edge of the Tanami Desert. It was established in the 1980s as a community for local Djaru People following the closure of the Gordon Downs Station. Current population is estimated to be at 170 persons.
- **Warmun (Turkey Creek)**- located on the Great Eastern Highway, 180 kms north of Halls Creek and 200 kms south west of Kununurra. Warmun was created as a community for families of the Gija language group who settled in a reserve area along Turkey Creek in 1975 following the expulsion of Indigenous people from pastoral stations. Warmun and its surrounding outstations have a current fluctuating population of between 450-700 people. Warmun is the nearest settlement to the iconic Purnululu National Park and Bungle Bungle Range. Early 2011 saw extensive flooding and damage to many houses and its nationally recognised art centre.
- **Yiyili**- situated 170 kms south east of Fitzroy Crossing on Louisa Downs cattle station. Gooniyandi is the traditional language. Yiyili has a strong group of artists who are supported through the Laarri Gallery located at the local school community. The community has also fostered nationally recognised musicians.

3.5 Halls Creek Tourism Industry

It is estimated that Halls Creek attracts in excess of 60,000 tourists each year, particularly tourists driving between the centres of Broome and Kununurra. The majority of visitors are self-drive. Individual attractions within the Shire have shared that they are attracting the following approximate annual visitor numbers -

- | | |
|------------------------------|--------------|
| • Halls Creek Visitor Centre | 50,000 |
| • Purnululu National Park | 40,000 |
| • Warmun Art Centre | 6,000-10,000 |
| • Canning Stock Route | 600 |
| • Wolfe Creek Crater | 7000 |

3.6 Key Tourism Assets and Resources

The key and significant tourism assets of the Shire of Halls Creek are:

- Spectacular Kimberley scenery, including internationally renowned physical attractions -
 - Purnululu National Park and the Bungle Bungle Range
 - Wolfe Creek Crater National Park (Kandimalal)
 - Tanami Desert
 - Duncan Road and the physical attractions of China Wall, Palm Springs, Caroline's Pool, Morella Gorge and Sawpit Gorge
 - The Paruku IPA and the wetlands of Lake Gregory, Sturt Creek and Lake Stretch
 - Part of the 'Savannah Way', considered one of the 10 great national drives of Australia
 - Road between Kununurra and Halls Creek considered one of the 'stunning' nature drives of Australia.
- One of the 'cradles of Aboriginal culture' with evidence of occupation going back 70,000 years.
- Strong Indigenous component of population -93% of the population, with five major Indigenous language groups residing within the Shire.
- Pastoral and mining activity and heritage.
- Huge tourist interest in authentic Indigenous tourism experience - Halls Creek is already a cultural epicentre with six Indigenous art centres and a growing number of Indigenous owned enterprises.
- Kimberley lifestyle- relaxed and laid back, with attractive weather patterns during the 'Dry' Season.
- Heart of the Kimberley -central location between the growing communities and mature tourist destinations of Broome and Kununurra. Both centres have grown significantly over the last decade. With increasing air flights from interstate and overseas, Broome is poised to become a major national tourist gateway. The \$200 million commitment from the WA Government will see the doubling of the Ord Irrigation Scheme, based on Kununurra. Halls Creek will continue to benefit from such developments.
- Previous Shire studies and plans - Community and Economic Strategy, Youth Strategy, Upgrading the Tanami Road Economic Impact Study and Visitor Centre Business Plan
- Facilities located in the Shire's service centre of Halls Creek including sports / aquatic centre, fully equipped gymnasium, grassed oval, racecourse meeting facilities, ATM's, diverse accommodation options, communication services and two restaurant dining facilities.
- Strong Shire commitment for, and resourcing of tourism.
- Newly created business networking groups - Halls Creek Tourism Network and the Central Kimberley Chamber of Commerce.



The Bungle Bungle Ranges

- National Landscapes Program (NLP) - an initiative of Tourism Australia and Parks Australia to promote Australia's iconic landscapes like the Bungle Bungle Ranges. The NLP also promotes the '*rich aboriginal experiences*' and '*abundant wildlife*' as other reasons to visit.

3.7 Key Tourism Challenges

Tourism within the Shire of Halls Creek is faced with a series of key challenges including:

- Global realities - the recent Global Financial Crisis (GFC) and other world events leading to 4.3% decline in global tourism over the last year.
- Access - the Shire of Halls Creek is located in a remote part of Australia, resulting in high travel costs for visitors and limited travel options.
- A widespread perception that there is very little in terms of tourism attraction between Broome and Kununurra along the Great Northern Highway.
- Seasonality - May to September is the popular tourist time in the Kimberley's with an entrenched view that the Kimberleys is not desirable / suitable for visitors during the 'Wet' Season.
- Limited market awareness and desire to visit - limited tourism information and promotion.
- Significant number of Kimberley visitors seeking an authentic Indigenous experience, but not finding it.
- Remote environment and the subsequent high business operation cost factor.
- Negative perceptions - repercussions of adverse national publicity in 2008-10 due to a range of alcohol and social challenges.
- Limited tourism product and opportunities, especially on the bitumen.
- Poor tourism infrastructure especially in terms of road access, signage and basic remote facilities.
- Gaps in business services e.g. bank, pharmacy, 24 hour roadhouse, internet café, backpacker accommodation, hairdresser/beauty salon.
- Poor road conditions - due to weather conditions and limited resources for road sealing and regular maintenance.
- Travel restrictions during the 'wet season'.
- Maintenance of tourism product due to weather extremes.
- Limited local business participation in tourism related organisations and regional marketing initiatives
- Limited tourism coordination, collaboration and networking.
- Poor customer service - limited appreciation of the concept with very few businesses having achieved nationally recognised accreditation.
- Provisions of the 'Liquor Restrictions' with its limitations of alcohol purchases.
- Limited access to trained staff and/or to training programs.
- Poor scheduled air services

- Decline in demand for Indigenous art due to the *GFC* and recent proliferation of Indigenous art centres across Australia.
- Physical appearance of some remote communities - acts as a 'turn off' to many visitors.

4. Key Tourism Attractions and Activities

The Shire of Halls Creek is asset rich in terms of tourism products. Below is a summary of the major attractions and activities operating within the Shire. Appendix (i) provides a brief summary snap shot, including tourism services.

4.1 Environmental Tourism

The Shire of Halls Creek contains many outstanding physical features, providing the location for unique eco tourism experiences, including-

- **Purnululu National Park and the Bungle Bungle Range**- one of the world's most fascinating geological landmarks, involving orange and black sandstone domes which rise 300 metres above the grass-covered plain. This 2397 square km National Park was created by a process of sedimentation, compaction, uplift and erosion that started 300 million years ago. Purnululu has seven defined walking trails from 500metres to 27 km's and its own Visitor Information Centre.
- **Wolfe Creek Crater National Park** - the second largest crater in the world, measuring 880 metres across and to a depth about 60 metres below the rim. The appeal of the Crater was enhanced through its association with the 2005 horror film 'Wolf Creek'.
- **Lake Gregory within the Paruku IPA** - an inland wetland with at least 89 species of waterbirds and 175 species of aquatic invertebrates. The area has developed a national reputation for bird watching. It is also home to herds of wild Arabian thoroughbred horses, originally shipped from Melbourne racing stables for the Pallentine brothers at Balgo. A significant tourism support service within the IPA is the Paruku IPA Ranger Initiative.
- **China Wall**- a six-metre high wall of quartz rock believed to be part of the longest single fault of its type in the world.
- **Duncan Road** - and the physical attractions of **Palm Springs**, **Caroline's Pool**, **Morella Gorge** and **Sawpit Gorge**
- **Mimbi Caves** - a spectacular cave complex that is part of a 400 million year old Devonian Reef system. The cave system contains ancient rock art galleries, an important fish fossil site, crystal clear rock pools and rock formations.
- **Canning Stock Route**- the longest stock route in the world and one of Australia's most challenging four wheel drive routes. Beginning near Halls Creek, it stretches to the town of Wiluna and passes through the Gibson, Great Sandy and Tanami Deserts. The trip involves more than 800 sandy hills (see below for more heritage details).
- **Tanami Track** - one of Australia's iconic roads running 1015 kms between Halls Creek and Alice Springs.
- **Savannah Way** - one of Australia's ultimate adventure drives passing through five World Heritage listed areas and 15 national parks as it links Cairns with Broome. Over 450 kilometres of the Savannah way is located in the Shire of Halls Creek.
- **Balgo Hills** - attractive range rising to 358 metres.



Balgo Hills

Savannah Way

A brand that encapsulates a themed tourism adventure drive linking Cairns in the East to Broome in the West. The drive passes through four World Heritage Areas and 15 national parks.



Wolfe Crater

- **Lake Monty** - an attractive water resource for water based activities.
- **Pastoral Stations** - there are 31 pastoral stations in the Shire, some offering accommodation and access to ruins and gold detecting.
- **Halls Creek Meteorological Station tours.**
- **Ord and Fitzroy Rivers** - both have their origins in the Shire of Halls Creek.
- **Flora and fauna Diversity** - e.g. within Purnululu National Park there are 149 bird species, 85 reptile species, 32 native mammal species, 12 frog species and 600 plant species have been identified.

4.2 Indigenous Tourism

As mentioned, the East Kimberley is considered by many archaeologists to be one of the 'cradles of Aboriginal culture' with evidence indicating that parts of the Shire have supported an Indigenous population for up to 70,000 years. The languages of the Halls Creek Shire include Gooniyandi, Djaru, Kukatja, Kija, Malngin, Ngardi, Walmajarri and Wangkajunga. 44% of the population of the Shire of Halls Creek speak a language other than English at home.

The Shire of Halls Creek is home to many nationally and internationally acclaimed artists and art galleries. In addition there are several emerging indigenous owned tourism enterprises. The following attractions and initiatives represent the diversity of indigenous tourism experiences available in the Shire of Halls Creek-



- **Warmun Art Centre** - Warmun has developed as a significant producer of indigenous art over the last twenty years due to the emergence of a number of highly successful artists including Rover Thomas, Queenie McKenzie, George Mung Mung, Patrick Mung, Paddy Jaminji, Hector Jandany, Beerbee Mungnari and Jack Britten. Warmun artists focus on sharing their Gija culture and country and use only traditional ochres and natural pigments collected locally. The Warmun Art Centre is impressive complex offering a working artist environment and a quality gallery space. Each year the Centre attracts 6,000-10,000 visitors and retail sales exceed \$1 million, all of which is returned to the artists. Unfortunately, the March 2011 floods did extensive damage to the Centre and ruined 90% of the art collection.
- **Warlayirti Artists and Cultural Centre** - located in the remote community of Balgo, this Arts Centre has achieved a positive international and national reputation for the quality of their work. The Centre has 200 people on their books, 70 contributing artists and 15 who paint fulltime and earn a living from their art production. Its sales exceed \$1 million per year.
- **Yarliyl Halls Creek Arts Centre** - located in the Halls Creek Town Hall on the Great Northern Highway, the Centre provides workspace and a gallery for a growing number of Halls Creek artists.
- **Yaruman Art and Culture Centre** - located in the remote Kundat Djaru community, Yaruman is a Djaru word meaning 'waterhole' and refers to the vast number of 'soaks' located throughout the region. These culturally important



Warlayirti Arts and Cultural Centre

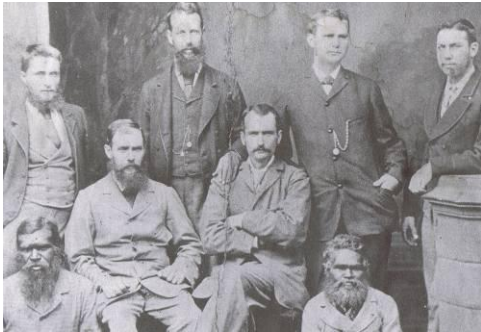
landmarks - the 'living waters' are consistently referenced by Yaruman artists along with the resulting abundance of bush tucker to paint their Dreaming and their contemporary life in a distinctive style.

- **Laarri Gallery** - situated in Yiyili Aboriginal Community between Halls Creek and Fitzroy Crossing, just 5 km off the Great Northern Highway. Laarri Gallery was established as collaboration between the Yiyili Community School and the Yiyili Community Aboriginal Corporation in 1999.
- **Warrayanta Art Centre** - a small, but growing workspace and gallery in the community of Mulan.
- **Kimberley Language Resource Centre** - established in 1984 as a regional organisation, the Centre undertakes a wide range of activities to promote and strengthen Indigenous languages, including the sale of a range of local publications.
- **Kapululangu Women's Law and Culture Centre** - During 2011, six six day Women's Camps will be held enabling women from across Australia to participate in an experience that allows cultural awakening, connection with community and insights into one of Australia's most remote communities.
- **Girloorloo Tours** - an Aboriginal owned and operated tour business that focuses on the Mimbi Caves and incorporates an introduction to local culture, bush tucker and medicine.
- **Pulungi Jack Tours** - operating in Violet Valley Outstation, this tourist business offers a unique accommodation facility as well as Indigenous tour experiences.
- **Bush Tucker availability** - e.g. in the Paruku IPA an abundance of bush foods can be found including fish, freshwater mussels, goanna, bush turkey, black headed python, frogs, bush tomatoes and bush yams.
- **Puranyangu-Ranka Kerrum Radio Station** - an Indigenous owned and operated station operating from a base in Halls Creek.
- **Contemporary Rock Art** at Turkey Creek Roadhouse.

4.3 Cultural Tourism

Halls Creek has a rich music tradition. Country singers Kevin Gunn, Peter Brandy, Geoffrey Fletcher and Ernie Bridge all hail from Halls Creek. The country rock band Walkabout Boys (from Yiyili Community) and bush balladeer Keith Lethbridge are two other famous cultural performers. In terms of cultural events, the following are significant in terms of tourism -

- The Nguyuru Waaringarrem Halls Creek Music Festival - the inaugural festival was held in August, 2010 and attracted over 1500 people to a full program of traditional dance, hip hop, country and western, country rock, choir, comedy, fireworks, a broad range of children's activities and music and dance workshops.
- Annual Christmas Parade- sponsored by local businesses.
- NAIDOC Week.
- Gija Day (Warmun).



Alexander Forrest Expedition Party,
1879



Poster from the horror film
'Wolf Creek'

4.4 Non-Indigenous Heritage Tourism

Besides being rich in terms of Indigenous heritage, Halls Creek has also played a significant role in European settlement and development in the Kimberley from the 1880's, especially in terms of the mining and pastoral industries. Important heritage tourism attractions and assets include-

- Old Halls Creek- the site of Western Australia's first gold discovery in 1885, when it became the prospecting grounds to more than 15,000 people from all over the world. The site today contains the old post office, cemetery and the foundations of the old mineshaft.
- Ruins of the Old Stone Hut at Sophie Downs.
- Canning Stock Route - originally created by Albert Canning in 1908 for Kimberley cattlemen to take their stock to the southern markets. The Route includes 51 historical wells, stretching over 2,013 kilometres.
- Pioneer Cemeteries - located at Old Halls Creek and Red Hill.
- Monuments and interpretive displays located within an attractive park in the Halls Creek town site.
- Pastoral industry heritage - old station ruins.
- Wolfe Creek and its connections to the horror movie 'Wolf Creek'.
- Purnululu National Park and its connections to the film 'Australia'.
- Old Tracking Hut (Halls Creek town site).
- Ruby Queen Mine Site (Duncan Road).
- Heritage stories associated with the early explorers mining and pastoral industries including Russian Jack, Jack Jugarie and the Jimmy Darcy story of its connection to the birth of the Royal Flying Doctor Service.

4.5 Sports Tourism

Sport is a significant activity within all the communities of the Shire of Halls Creek, resulting in the significant movement of both locals and non locals around the Shire. Football, in particular attracts a large following, which can be a significant boost to the local economy of centres hosting home games. Besides a strong and competitive football competition, the Shire of Halls Creek has other sporting assets that can be utilised for tourism purposes including a \$7 million aquatic and recreational centre, Clontarf Football Academy, rodeo grounds and a racecourse facility.

In addition, Halls Creek sponsors several sporting special events that attract significant visitor numbers, including -

- The Halls Creek Rodeo - a three-day event held in July each year at the rodeo grounds on the Duncan Highway on the edge of Halls Creek.
- The Halls Creek King of the Kimberley Basketball Competition,

4.6 Issues and Opportunities

Specific tourism sectors in the Shire of Halls Creek face a number of challenges whose resolution could provide new windows of opportunity, namely -

- Limited Indigenous tourism operators - of the 48 Indigenous owned enterprises located in Australia's north west region and affiliated with the Western Australian Indigenous Tourist Operators Committee (WAITOC), only four are found within the Shire of Halls Creek.
- Downturn in sales for Indigenous art due to recent Global Financial Crisis and the dramatic increase in the number of Indigenous art centres being supported by the Australian Government.
- Despite the prolific birdlife in places like the Paruku IPA, there are no specific guides / brochures for bird watching within the Shire of Halls Creek.
- Limited initiatives to build upon the movie 'Wolf Creek' - the scenic Wolfe Creek National Park has never received so much attention due to the film, even though the movie title 'Wolf Creek' misspells the name!
- Despite Halls Creek's central role in the development of the Kimberley Pastoral Industry, limited tourism initiatives relate to this industry sector. The Shire of Halls Creek has the potential to be the 'Longreach' of the West.
- Interpretation of non-Indigenous heritage is minimal and provides a major opportunity.
- Despite the presence of 31 stations in the Shire, and the importance of the region in Kimberley pastoral activity and history, there is very limited opportunity to experience station life or heritage.
- Gold is an obvious aspect of Halls Creek history, and gold prospecting is an activity with possibility.
- Lack of a local Central Kimberley Football League results in considerable loss of visitors and their expenditure due to most games occurring in Kununurra.

4.7 Directions Forward and Recommended Actions

The Shire of Halls Creek currently offers a diverse range of tourism experiences. This capacity could be enhanced significantly with a number of new and planned initiatives summarised by the following recommended actions -

Recommended Action 1:

The Shire of Halls Creek appoint an Economic and Tourism Development Officer with a job mandate targeting new business and tourism product development.

Responsibility: SHC

Possible Partners: RfRP, Lotterywest.

Recommended Action 2:

The Shire of Halls Creek prepare an action plan to enhance the number, quality and sustainability of indigenous tourism operators and product within the Shire.

Responsibility: SHC, ETDO, HCVC

Possible Partners: IBA, ISBF, SBC Kimberley, SBDC, AED, DEEWR, ANTW, RDAF, FRRR.

Recommended Action 3:

Funding be secured to commission Birds Australia to prepare a specific brochure on birds in the Halls Creek Shire, and specifically within the Paruku IPA. A similar brochure on the Shire's native flowers and plants should be prepared.

Responsibility: HCVC

Possible Partners: Lotterywest, Birds Australia, Paruku IPA ANTW.

Recommended Action 4:

A task team be formed to explore initiatives that can leverage off the promotional value of the film 'Wolf Creek'. Such initiatives as special signage associating the Wolfe Crater to the film, reproduction of the 'Emu Creek Hotel' frontage made famous in the film as a photographic opportunity on the Tanami Road, film video sales etc.

Responsibility: ETDO, HCVC

Possible Partners: ANTW, RfRP.

Recommended Action 5:

A task team be formed to explore new tourism initiatives related to the pastoral industry, including station experiences, station accommodation, a Halls Creek Picnic Horse Race and the creation of a Pastoral Interpretive Site.

Responsibility: HCVC

Possible Partners: Lotterywest, ANTW, RfRP, DRET, TQUAL, RDAF, ECRESS.

Recommended Action 6:

Funding be secured for the design and implementation of a plan to interpret the heritage of the Old Halls Creek site with an initial focus on photographic interpretation at all significant sites, cemetery interpretation and restoration of the entry information site.

Responsibility: SHC, HCTN

Possible Partners: Lotterywest, HCWA, HGP, FRRR.

Recommended Action 7:

Assessment be undertaken of the current monuments and interpretive displays in the Halls Creek Park and Town Walk with a view to improving their interpretation, presentation and maintenance.

Responsibility: HCTN, HCVC

Possible Partners: HCWA.

- Recommended Action 8:** Examination of options for the creation of opportunities for visitors to experience gold prospecting, including identification of sites, permit systems and hire of gold prospecting equipment.
Responsibility: HCVC
Possible Partners: HCTW, Lotterywest.
- Recommended Action 9:** Creation of a Central Kimberley / Halls Creek / Kutjungka football competition focussed in the communities within the Shire of Halls Creek. Such an initiative would be very significant in terms of visitor expenditure in 'home' game destinations.
Responsibility: Community football clubs
Possible Partners: Garnduwa, DRS, SHC, Halls Creek Community and Sports Association.
- Recommended Action 10:** Instigation of an Oral History Project targeting senior citizens in the Shire of Halls Creek.
Responsibility: SHC
Possible Partners: local schools, KLRC, CAMWA, Lotterywest.

5. Access, Transport and Infrastructure

5.1 Access

Access to the Shire of Halls Creek is primarily by vehicle, with the vast majority of visitors arriving via a self-drive or adventure coach sightseeing tour as they travel between the two centres of Broome and Kununurra (the Great Northern Highway). It is estimated that 70-80% of visitors are arriving in Halls Creek from Kununurra. The Halls Creek Visitor Centre staff estimate approximately 80% of visitors are self-drive. A small number of visitors (primarily in four wheel drive vehicles) arrive from the Northern Territory by utilising the Tanami Road and Duncan Road. Even smaller numbers arrive via the Canning Stock Route or by an air service operated by Golden Eagle Airlines.

Below are the annual average daily traffic numbers (2009) on key roads:

- Great Northern Highway (Fitzroy Crossing - Halls Creek) 301
- Great Northern Highway (Halls Creek - Victoria Hwy) 283
- Duncan Road 159
- Tanami Road 166

Movement around the attractions of the Shire is facilitated by the following services -

- Slingair and Alligator Airways provide sightseeing flights to Purnululu National Park from Kununurra.
- Heliwork operates helicopter sightseeing tours of Purnululu National Park from Warmun.
- North West Regional Airlines operates charter flights from Halls Creek to Purnululu National Park, Wolfe's Creek Crater and the Yaruman Art and Cultural Centre (Kundat Djaru).
- Kimberley Red Earth Tours operates a variety of ground tours from Halls Creek.
- East Kimberley Tours operates ground tours of Purnululu National Park from Warmun.
- Halls Creek Toyota provides two wheel and four-wheel vehicle hire service.
- Golden Eagle Airlines operate a daily Broome-Fitzroy Crossing-Halls Creek service on Mondays, Tuesdays, Wednesdays and Fridays.

5.2 Infrastructure

The Great Northern Highway represents the key access route for the Shire. Its condition as part of the Nation's Highway 1 is continuously being upgraded. However, heavy rainfall during the 'wet season' can see the route cut off for extended periods.

Deviation from the Great Northern Highway involves the use of gravel roads and sand tracks which again, depending on weather and time lapse since grading, can limit access to four-wheel drive vehicles or aerial flights.

The Halls Creek town site is a significant service centre, well endowed with a diversity of commercial businesses and community infrastructure that enable it be promoted as a base for tourism activity. Tourism services and commercial support businesses are detailed below in Appendix (i). Specific Shire amenities that support tourism, including special event initiatives, are a \$7 million sports / aquatic centre, grassed and flood lit oval, a fully equipped gymnasium, a racecourse/rodeo facility, telecentre and a visitor information centre.

5.3 Signage

No systematic audit of signage has been undertaken within the Shire, but the following observations provide a general overview -

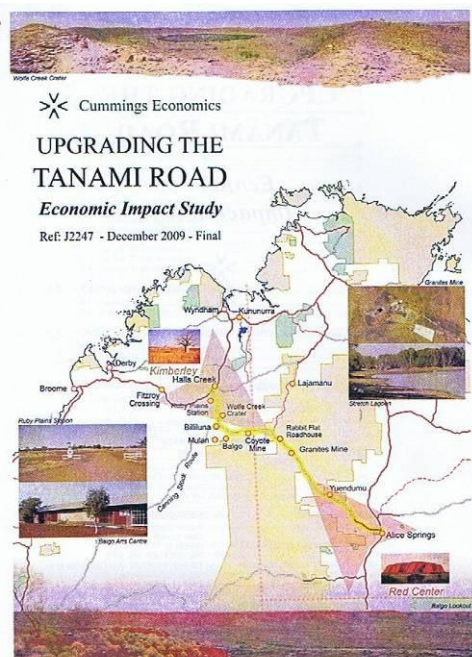
- Shire entrance signs lack appeal and focus regarding tourism attractions possibilities.
- Most signage has a 'tired' appearance.
- Interpretive signage is limited and of poor quality - one exception is the Halls Creek Tourism Walk which has been nominated for awards.
- No settlement currently has attractive entrance signage highlighting their unique appeal.

Part of this *Tourism Plan* process has involved the preparation of a series of possible Shire entrance signs prepared by Michelle Seymour of Asvante Designs, aimed at stimulating discussion on new Shire and community entrance signage (see Section 9 below).

5.4 Issues and Opportunities

Location of, and access to the Shire of Halls Creek is an obvious challenge to enhancing tourism impact. As mentioned, most tourists access the Shire and its attractions via self-driving the Great Northern Highway between the town centres of Broome and Kununurra, and any deviation from the Highway involves the need for vehicles that can cope with rough gravel roads and sand tracks, or aerial flights. For example, access to Purnululu National Park is restricted to four wheel drive vehicles, and can take up to three hours to cover the 50km entrance road from the Great Northern Highway.

Compounding the access challenge is the limited range of tourism attractions accessible on bitumen within the Shire of Halls Creek. Currently, this only includes the monuments and interpretive displays in Halls Creek town site park, Halls Creek





Toilets at Purnululu National Park

Tourism Walk, Old Tracker Hut, Aquatic Centre, Yarliyil Halls Creek Arts Centre and Visitors Centre in Halls Creek and the Warmun Arts Centre and contemporary rock paintings in the settlement of Warmun.

To increase the actual number of visitors, creative responses are required in terms of the following road infrastructural issues -

- Poor condition of the Tanami Road, Duncan Road and Purnululu National Park access road
- Regular maintenance of the network of gravel roads.
- The appeal of the iconic Gibb River Road as an alternative driving route between Broome and Kununurra, which bypasses Halls Creek communities.
- Enhancement of the 'Savannah Way' branding initiative.

Currently, the Tanami Road is classified as a local road, this sits under the jurisdiction of the Shire of Halls Creek rather than the Main Roads Department. The Shire of Halls Creek is strongly committed to the upgrading of the 753 km's of currently unsealed road from Halls Creek to Yuendumu. In the words of the *Upgrading the Tanami Road: Economic Impact Study* - "the main benefit of upgrading will be the opening up of a much shorter route with savings of up to 1100 km between the Kimberley region and the Red Centre / Alice Springs area". The positive impact on tourism is obvious. The Cummings Economic Report States that the tourism industry suggest that sealing of the Tanami Road would increase tourists travelling down to the Wolfe Crater / Balgo areas by 500% and 'through' traffic by 200%. This would increase visitor traffic from 9,000 to 27,000 persons. However, the current costs estimate for sealing the West Australian section is \$350 million.

Besides significant road development, there are other infrastructure, transport and access issues that require response including -

- Greater use of the Halls Creek airport facility and the attraction of additional air services.
- Improvement to signage throughout the Shire.
- Improvement to basic tourism facilities including remote area toilets, shelters and remote area water access.
- Creation of more accommodation facilities in remote communities associated with the Duncan and Tanami Roads.
- Enhancement of the appearance of remote communities.
- Permit arrangement to enter Indigenous remote communities.
- Closure of the Rabbit Flat Roadhouse on the Tanami Road.
- Sealing of community airstrips.

5.5 Directions Forward and Recommended Actions

Access, transport and infrastructure are fundamental tourism development issues. The following recommendations are essential steps to improvements.

- Recommended Action 11:** Formation of a task team to develop an action plan to promote the Duncan Road as an iconic drive similar in appeal to the Gibb River Road. The Duncan Road has extensive tourism product that could be linked - China Wall, Old Halls Creek, Kundat Djaru settlement, Yaruman Art and Culture Centre, Caroline's Pool, Palm Springs, Morella Gorge and Sawpit Gorge.
Responsibility: ETDO, HCVC, HCTN
Possible Partners: ANWT, Savannah Way, RDAF, RRRDG.
- Recommended Action 12:** Formation of a task team to continue advocacy for the sealing of the Tanami Road.
Responsibility: ETDO, HCTN
Possible Partners: ANWT, KDC, RDAF.
- Recommended Action 13:** Financial and staff commitment be made by the SHC to maximise the Shire tourism benefits of being part of the '*Savannah Way*'.
Responsibility: SHC, ETDO
Possible Partners: HCTN, ANWT, KDC, RRRDG.
- Recommended Action 14:** Design and implementation of a Shire-wide 'Tidy Towns' initiative that provides a focus on the appearance of communities. Use of *Keep Australia Beautiful Week* in August could provide a tool for such an initiative and help awareness about reducing litter and enhancing community appearance.
Responsibility: SHC
Possible Partners: KAB.
- Recommended Action 15:** Continuation of the focus on maximising the economic benefits of the airport facility, and seek to expand the number of airline companies utilising the site as a base for tourism and charter work.
Responsibility: SHC, ETDO
Possible Partners: HCTN, CKCC.

'You don't get a second chance at a first impression'.

6. Customer Service and Staff Development

6.1 Overview

Critical to the development of tourism in any community is the design and implementation of initiatives that support the 'people factor', namely - customer service and local staff employment. This Plan advocates strengthening actions that create and continuously strengthen -

- a culture of 'positively outrageous customer service'; and
- an environment where local people benefit from interesting and rewarding job creation, and experience continual skill development.

6.2 Issues and Opportunities

Currently both of the above issues require strategic focus and practical development actions. Customer Service (or lack of it) was a regular issue raised by stakeholders committed to building the tourism industry in Halls Creek. Currently, only four businesses have undergone the process to achieve the Australian Tourism Accreditation Standard which requires business commitment to -

- compliance with both business and industry specific regulations;
- adherence to industry sector standards and codes of practice;
- risk management procedures and training;
- corporate, strategic, business and marketing plans;
- human resources management policy and procedures;
- customer service policy and procedures;
- environmental management policies and procedures;
- and general maintenance schedules and procedures.

The Australian Tourism Accreditation Program (ATAP) is an essential business development tool and process designed to establish and enhance industry professionalism and standards. Accreditation provides both visitors and industry colleagues with an assurance that the accredited tourism business is committed to quality business practice and professionalism.

Since 1 July 2010, all tourism businesses must be accredited to Australian Tourism Accreditation standards (or higher) to participate in many Tourism WA marketing activities including -

- membership of the WA Tourism Network;

*'If you don't take care of
the customer someone
else will.'
(Tom O'Toole)*

*'We are not in business to
build products and
services. We are in
business to build
relationships.'
(Michael Lebooeff)*

- promotions and the Western Australia Visitor Centre;
- online marketing and other cooperative marketing campaigns; and
- media and trade familiarisations.

A review of most tourism operations reveals limited involvement of local, especially local Indigenous staff. A significant number of hospitality jobs throughout the Kimberley are being held by overseas backpackers travelling throughout the region. It is estimated that 50% of staffing in most Kimberley accommodation business are European backpackers. Local Indigenous people occupy less than 10% of the jobs in the tourism and hospitality industry.

6.3 Directions Forward and Recommended Actions

It is essential that strategic and practical intervention occur in the areas of customer service and staff recruitment and development. The following recommended actions provide opportunities to strengthen that direction.

'The purpose of a business is to find and keep customers.'
(Unknown)



Recommended Action 16:

Undertaking of an audit of the current and potential employment positions that exist in tourism focussed businesses throughout the Shire of Halls Creek and the skill requirements. Such information be then provided to relevant employment and training institutions.

Responsibility: ETDO

Possible Partners: HCTN, KCOT, KGT, job service providers.

Recommended Action 17:

Implementation of a campaign to achieve national accreditation for 90% of tourism orientated businesses within the Shire of Halls Creek within a two year period.

Responsibility: HCVC, HCTN

Possible Partners: ANWT, TWA, ATAP, KCOT.

Recommended Action 18:

Design and implementation of a local *Halls Creek Ambassador Program* that would provide the opportunity for the staff of any business in the Shire of Halls Creek to experience a one day training program that would input customer service principles and international benchmarks and develop a deep collective appreciation of local tourism attractions and services.

Responsibility: HCVC

Possible Partners: HCTN, ANWT, IDEAS, CKCC.

Recommended Action 19:

Utilisation of the Australian Government's *Youth Development and Support Program* (YDSP) with its current theme of *'Youth Arts and Creative Enterprises'* to support young Indigenous

people to explore income generation and business creation through the arts and creative industries.

Responsibility: HCYS, YDOs

Possible Partners: Indigenous Art Centres, IBA, INSTEP, KAA, NACIS, CANWA, DCA.

7. Accommodation

7.1 Overview

While the number of accommodation options are limited compared to other Kimberley destinations, there is a diversity, including -

- Bungle Bungle Wilderness Lodge - this award-winning Lodge is located on Bellburn Creek in the heart of the Purnululu National Park.
- Kimberley Hotel- three and half star facilities offering 74 units.
- Guest house accommodation offered at Balgo through the Parish House and the Balgo Hilton.
- Motel facilities in Halls Creek and Warmun.
- Camping grounds with basic facilities in at least nine destinations within the Shire.

7.2 Issues and Opportunities

Two issues are worthy of examination in terms of enhancing visitor accommodation options, namely -

- Creation of a backpacker facility in Halls Creek.
- Upgrade of camping facilities in remote camping sites.

7.3 Directions Forward and Recommended Actions

Recommended Action 20: Formation of a Task Team to review options in seeking backpacker facilities in the town site of Halls Creek.

Responsibility: HCVC

Possible Partners: ACTN, TWA.

Recommended Action 21: Formation of a task team to audit current remote camping sites and recommend improvements regarding facilities with a special focus on improving ways to enhance access to freshwater, use of renewable energy, rubbish disposal and compostable toilets.

Responsibility: SHC

Possible Partners: HCTN, RVA.

8. Food, Dining and Tourism Services

8.1 Overview

Most tourism related businesses are located in the settlements of Halls Creek and Warmun, both located on the Great Northern Highway. The following is a current summary of what is currently provided -

Fuel: Warmun, Halls Creek townsite (x2), Billiluna, Balgo

Food Outlets: IGA Express, Shell Roadhouse, Halls Creek Store, Halls Creek Outback Fresh and Halls Creek Meat Supply in Halls Creek, Turkey Creek Roadhouse (Warmun) and community stores in Balgo, Muan, Billiluna and Kindat Djaru

Dining: restaurant experiences available at the Kimberley Hotel and Best Western Motel (Halls Creek), Turkey Creek Roadhouse (Warmun)

Communication Services: Telecentres in Halls Creek, Balgo and Billiluna, Halls Creek Post Office and Commonwealth Bank facility, Puranyangu-Ranka Kerrum Radio Station, free to air television and Halls Creek Herald Newspaper.

Specific tourism businesses that currently service the Shire of Halls Creek are -

- Halls Creek Visitor Centre
- Purnululu National Park Visitor Centre
- East Kimberley Tours
- Girloorloo Tours
- Kimberley Red Earth Tours
- Golden Eagle Airlines
- Northwest Regional Airlines (operate from Halls Creek)
- Halls Creek Toyota Car Service and Car Hire
- Slingair Air Services
- Alligator Airways
- Pulungi Jack Tours (Violet Valley)
- Arteon W.G Kimberley Treasures - gold and diamond retail sales.





Turkey Creek Roadhouse, Warmun

8.2 Issues and Opportunities

Halls Creek is the major service centre within the Shire, and while it provides an extensive range of services to support the visitor as summarised above, there are critical businesses missing including a bank, pharmacy, auto electrician, internet café, backpacker accommodation, IT support services and 24 hour roadhouse. Each represents a tourism enterprise opportunity. Secondly, some businesses seem uncertain about how best to benefit from tourism

8.3 Directions Forward and Recommended Actions

Recommended Action 22:

Formation of a task team to design and manage a *Business Expansion and Retention (BEAR) Program* that involves a systematic visitation and dialogue initiative with all tourism related businesses in Halls Creek. Such an exercise would involve discussion about responses to business gaps.

Responsibility: ETDO

Possible Partners: IDEAS, CKCC, HCTN, Lotterywest, SBC Kimberley.

9. Marketing and Promotion

9.1 Shire Branding

Currently, the Shire projects a confusing array of images with slogans like 'Home of the Bungle Bungles', 'Oasis of the Kimberley', 'Centre of the Kimberley' and 'Heart of the Kimberley'. It is important that the Shire adopt one brand image, namely, the 'Heart of the Kimberley'.

9.2 Visitor Information Services

The Halls Creek Visitor Centre (HCVC) is the only visitor information centre on a sealed road for 300kms in one direction (Fitzroy Crossing) and 360km in the other direction (Kununurra). There is a Visitor Information Centre in the Purnululu National Park (operated by DEC). However, access to the Park is seasonal and restricted to four-wheel drive vehicles.

The Halls Creek Visitor Centre represents a major investment by the Shire of Halls Creek. Built in 2001, this attractive purpose built facility building located in a picturesque park. It opened in 2001 and attracts approximately 50,000 visitors per year. Its stated objectives are as follows -

1. Provide excellent and timely customer service with regards to information on Halls Creek and its surrounds, including the services provided by local businesses. Priority will be given to emphasising the Halls Creek area; however, when resources permit, this same service will be extended to the whole of the Kimberley region.
2. Promote the Halls Creek local attractions to ensure visitors and locals can make an informed choice on the area thereby encouraging them into extending their stay within the region and thus support local businesses.
3. Provide a high quality booking service for accommodation, scenic flights and tours in Halls Creek and the Kimberley regions.
4. Provide a range of interesting good quality souvenirs at affordable prices, in particular souvenirs that promote Halls Creek and the region.
5. Recognise and value the cultural diversity that locals and visitors bring to the Visitor Centre by treating everyone with respect, hospitality and friendliness.
6. Act as a catalyst for regional tourism business partnerships and encourage and support the creation and development of new tourism initiatives.

The Visitor Centre provides information, a booking service and a retail outlet for local books, CD's, DVD's, local jewellery, maps and art from three Halls Creek Indigenous galleries. During the June-October 2010 period, this Centre processed 585

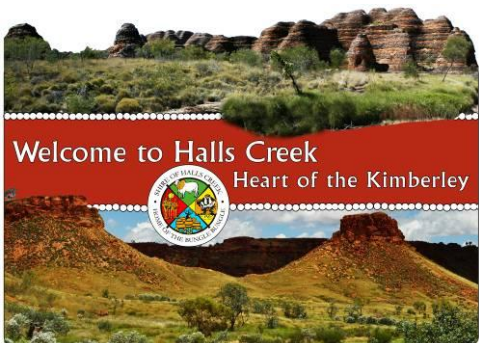
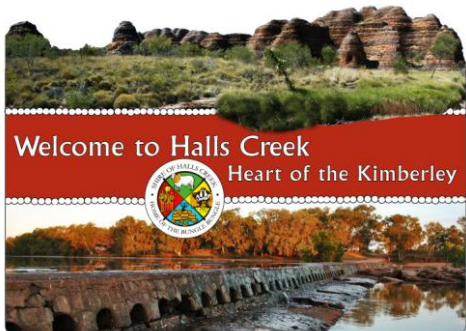
bookings (accommodation, tours, car hire) and generated \$370,000 in revenue, including \$175,000 in retail sales. Total revenue for the 2009/10 period amounted to \$586,000. The expectation for 2010/11 period is that revenue will exceed \$1 million.

9.3 Marketing and Promotional Development Issues and Opportunities

Besides the brand issue, Halls Creek currently experiences a number of challenging marketing and promotional issues, namely -

- A perception that there is not much tourism attraction between Kununurra and Broome along the Great Northern Highway.
- Kununurra has effectively marketed the Bungle Bungle Ranges as their local feature, with most tours organised by Kununurra-based businesses.
- Current motivational information is generally of a poor standard.
- Poor national image generated by negative publicity during the 2008-10 period due to alcohol and community social issues.
- Status of the 'Heart of the Kimberley' website - this excellent website currently services the needs of a number of organisations providing a confusing message from a visitor perspective.
- Seasonality perceptions - there is a strong perception that the visiting period to the Kimberley is limited and should take place between March - September.
- Information distribution systems are generally weak. For example, there is limited information about Halls Creek at key entry points e.g. Alice Springs Information Centre, Darwin Airport and Darwin Information Centre currently have no specific information on Halls Creek tourism opportunities.
- Limited investment by tourism-related businesses in marketing.
- Limited number of businesses within the Shire of Halls Creek who are current members of Australia's North West Tourism (out of 200 members of the organisation, only four are based in the Shire of Halls Creek). Within the current 2011 Guide of Australia's North West Tourism, probably the key tourism potential document of the region, only three Halls Creek businesses and the Halls Creek Visitor Centre advertise.
- Halls Creek Visitor Centre is the only business / organisation that is a member of the Savannah Way.

In terms of opportunity, the growing professionalism and promotional activities of the Halls Creek Tourism Information Centre and Australia's North West Tourism, together with state and national promotional campaigns (e.g. '*Savannah Way*' and '*National Landscapes Program*') will ensure a growing range of promotional opportunities for Halls Creek tourism businesses and attractions. It is vital that Halls Creek businesses maximise such opportunities.



9.4 Directions Forward and Recommended Actions

Raising awareness of the Shire of Halls Creek as a visitor destination and creating desire amongst tourists to visit and travel through is a critical aspect of this Tourism Plan. The following set of recommendations and action steps seek to provide practical initiatives to build awareness and appeal.

Recommended Action 23:

Upon closure of the Better Life Project, adoption of the *'Heart of the Kimberley'* website by the Halls Creek Visitor Centre and be modified to become the central website for the promotion of the community and business life of the communities in the Shire of Halls Creek.

Responsibility: SHC, HCVC, BLP

Possible Partners: ANWT, COAG, KDC.

Recommended Action 24:

Involvement of the new Economic and Tourism Development Officer with local tourism orientated businesses on upgrading the quality of their promotional information and assisting with the creation of opportunities for media exposure.

Responsibility: ETDO

Possible Partners: ANWT, SBC Kimberley, SBDC.

Recommended Action 25:

Implementation of a media campaign entitled *'Things are A' Changing in Halls Creek'* which systematically highlights the positive changes and stories associated with the community and business life in the Shire of Halls Creek.

Responsibility: SHC, HCVC

Possible Partners: Local media.

Recommended Action 26:

Formal adoption by SHC of the brand - the *'Heart of the Kimberley'* and utilise this slogan brand on all promotional and correspondence material.

Responsibility: SHC

Possible Partners: HCTN, local businesses and organisations.

Recommended Action 27:

Utilisation by SHC of the four designs produced by Michele Seymour of Asvante Designs to stimulate community discussion and involvement in a strategy to create a series of attractive Shire and town entrance signs.

Responsibility: SHC

Possible Partners: HCTN, CKCC, COAG, RfRP.



Recommended Action 28:

Establishment of communication links with the Recreational Vehicle Association (RVA) to ascertain their needs and expectations and implementation of marketing initiatives that target their huge membership.

Responsibility: HCVC

Possible Partners: RVA.

Recommended Action 29:

Design and distribution of a series of specific and attractive map flyers, namely -

- Shire Map Halls Creek - incorporating all attractions and settlements
- Halls Creek - Epicentre of Indigenous Art
- Drivers Guide to the Tanami
- Drivers Guide to the Duncan.

Responsibility: HCVC

Possible Partners: HCTN, ANWT.

Recommended Action 30:

Negotiation and dialogue with the Kununurra Visitors Centre regarding their award winning publication '*The Glove Box Guide to the East Kimberley*' which focuses on Kununurra and Wyndham, with minimum content on Halls Creek as an integral part of the East Kimberley region.

Responsibility: HCVC

Possible Partners: Kununurra Visitors Centre.

Recommended Action 31:

Identification of support to increase the Savannah way interpretive and directional signage in the Shire of Halls Creek, and increasing their online promotion of local attractions.

Responsibility: HCVC, Savannah Way

Possible Partners: RDA, TWA, ANWT.

10. Industry Leadership, Coordination and Product Networking

10.1 Shire of Halls Creek Role

As mentioned, the Shire of Halls Creek over the last decade has systematically grown its investment into the development of the local tourism industry. In 2001, the Shire built a \$1 million plus purpose built tourism facility, which was further enhanced in 2009. Currently, that Centre employs five staff (from one position in 2001), and the Shire expends over \$450,000 annually on tourism services. Such investment is certainly achieving positive results, including -

- Systematic growth in visitor numbers utilising the Visitor Centre.
- Growth in revenue from bookings and retail sales - such revenue will double over the next 12 months.
- Growth in sales of local tourism businesses, especially in the Indigenous arts field.

Besides the Visitor Centre operations, the local Council contributes significantly to tourism development through such services as -

- remote road maintenance;
- airport facility management and development;
- provision of recreational facilities, especially the aquatic and recreational centre in Halls Creek; and
- maintenance of the town appearance of Halls Creek, which receives regular accolades from visitors, and prompts many visitors to stop while driving through.

10.2 Regional Tourism Structures

Australia's North West Tourism (ANWT) is the major organisation responsible for increasing visitation to the region by marketing the destination to the domestic and international market place. ANWT is a not-for-profit member based organisation formed in 2004, which now has over 200 members. Its objectives are as follows -

- Foster the development of travel services and facilities in Australia's North West region.
- Preserve and encourage the upgrading of existing attractions and develop new ones.
- Promote the attractions of the region.
- Co-ordinate organisations, companies, businesses and individuals benefiting from the tourism industry and assist them to achieve profitable growth.
- Convey to the community the benefits that travel and tourism bring to the region.

*'If you want to go
faster, go alone.
If you want to go
further, go together.'*
(African Proverb)

- Liaise with regional, state, national and international tourism bodies in the achievement of mutual objectives.
- Produce updated tourism development plans for the region.
- Produce, or acquire, printed, audio/visual or other promotional information either for sale or free distribution.
- Foster co-operation and work for the mutual advantage with the tourist associations of other regions.
- Ensure that its promotional and marketing activities are complementary to the management of the features of the region and to the best of its ability to support proper management to ensure their sustainable use.

Besides ANWT, the other significant network is the network of Visitor Centres across the Kimberley who regularly communicate and seek to come together physically at least once a year.

10.3 Local Business Associations

During the last 12 months, two organisations have begun to function that have the potential to be key players in Halls Creek Tourism Development, namely -

- **Halls Creek Tourism Network (HCTN)** - representatives from a group of 15 plus businesses and organisations who see the need in being part of a local networking group committed to enhancing tourism in Halls Creek.
- **Central Kimberley Chamber of Commerce (CKCC)** - a business network drawing support from the communities of Halls Creek and Fitzroy Crossing.

Both organisations are essential partners with the Shire of Halls Creek in building the local tourism sector.

10.4 Issues and Opportunities

Industry leadership, coordination and networking is 'the glue' which will drive and sustain tourism development. Halls Creek is fortunate in having both committed civic and business leadership interested in achieving major outcomes regarding the Shire's tourism potential. Critical issues and, thus opportunities include -

- Greater investment by the Shire of Halls in tourism development, especially the appointment of an Economic and Tourism Development Officer and a bigger marketing budget.
- Strengthening of the new business networking groups to ensure they can function as genuine partners in development.
- Growing the pool of funding for tourism development, especially through the adoption of a special rate differential for commercial and tourism businesses like the Shire of Broome, and greater use of existing national, state and philanthropic funding programs (see Appendix iii.).
- Need for improved data collection mechanism related to visitor numbers, expenditure movements and feedback.

- Redevelopment of the Halls Creek Visitor Centre to incorporate more tourism, cultural and heritage displays and a coffee shop facility.
- Instigation of regular 'business after hours' events to enable networking and discovering of other tourism resources.
- Growth in number of local businesses becoming involved as members and advertisers in Australia's North West Tourism and 'Savannah Way' organisations.

10.5 Directions Forward and Recommended Actions

- Recommended Action 32:** Ongoing commitment, support and involvement by the staff of the Shire of Halls Creek and ANWT in helping to build the capacity of the Halls Creek Tourism Network and the Central Kimberley Chamber of Commerce to function as active partners in tourism development.
Responsibility: SHC and ANWT CEO's
Possible Partners: HCVC, ETDO, HCTN, CKCC.
- Recommended Action 33:** Commitment by the Shire of Halls Creek to commit additional funding to appoint an Economic and Tourism Officer, expand marketing initiatives and enhance the appeal of the Halls Creek Visitor Centre.
Responsibility: SHC
Possible Partners: RfRP, Lotterywest and FRRR.
- Recommended Action 34:** Design and promotion by the Shire of Halls Creek for a new rate differential for commercial businesses with the proviso that the additional rate increase is given to business development and marketing initiatives.
Responsibility: SHC
Possible Partners: HCTN, CKCC.
- Recommended Action 35:** Instigation of a regular program of 'Business After Hours' events.
Responsibility: HCTN, CKCC
Possible Partners: SHC, Savannah Way, ANWT.
- Recommended Action 36:** Design and implementation of improved mechanisms to systematically ascertain visitor numbers, expenditure, monuments and feedback.
Responsibility: HCVC
Possible Partners: SHC, KDC, ANWT.

Recommended Action 37:

Promotion of hospitality traineeships as a means to increase Indigenous participation in the tourism industry.

Responsibility: ETDO, DEEWR

Possible Partners: KGT, KCOT, HTITC, WAITOC.

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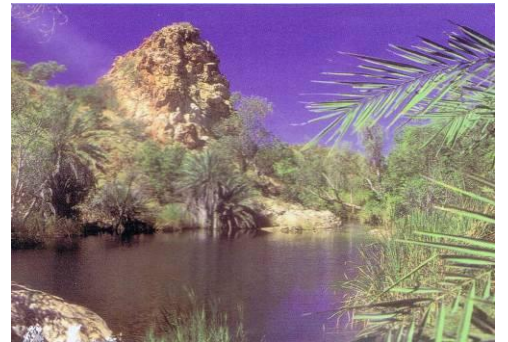
Appendix (i). Summary Snapshot of Tourism Attractions and Services in the Shire of Halls Creek

Environmental Tourism Attractions

- Purnululu National Park and Bungle Bungle Range - 7 walking trails
- Wolfe Creek Crater National Park (Kandimalah)
- Paruku IPA and the wetlands of Lake Gregory, Sturt Creek and Lake Stretch
- China Wall
- Duncan Road and the attractions of China Wall, Morella Gorge, Palm Springs, Caroline's Pool and Sawpit Gorge
- Canning Stock Route
- Mimbi Caves and Galeru Gorge
- Canning Stock Road
- Tanami Track
- Savannah Way
- Balgo Hills and Lookout
- Lake Monty
- Extensive bird and annual life
- Halls Creek Meteorological Station Tours
- 31 Pastoral Stations
- Gold prospecting

Cultural/Indigenous Tourism attractions

- Yarliyi Halls Creek Arts Centre
- Warlayirti Artists and Cultural Centre (Balgo)
- Warmun Art Centre
- Laarri Gallery (Yiyili)
- Yaruman Art and Culture Centre
- Warrayanta Art Centre
- Kimberley Language Resource Centre
- Kapululangu Women's Law and Culture Centre





Russian Jack Statue, Halls Creek town site park

- Girloorloo Tours
- Bush Tucker availability
- Contemporary rock art at Turkey Creek Roadhouse

Heritage Tourism Attractions

- Old Halls Creek site
- Ruins of the Old Stone Hut
- Monuments and interpretive displays in the Halls Creek town site park
- Halls Creek Town Walk
- Wolfe Creek Crater and its association with the horror movie 'Wolf Creek'
- Pastoral industry heritage - 31 stations and station ruins
- Story of George Canning and the Canning Stock Route and its series of wells
- Ruby Queen Mine
- Old Trackers Hut
- Old Stone Hut

Accommodation services

- Hotel - Kimberley Hotel (Halls Creek)
- Motel - Best Western Halls Creek, Turkey Creek Roadhouse Warmun
- Caravan Parks - Halls Creek, Turkey Creek Roadhouse
- Rented Accommodation Rooms - Parish House (Balgo), Balgo Hilton (Balgo), Billiluna
- Camping Grounds - Purnululu National Park (two public, one commercial), Wolfe Crater, Paruka IPA, Palm Springs, Morella Gorge and Violet Valley Outstation

Fuel, Food, Dining and Technical Services

Fuel: Warmun, Halls Creek townsite (x2), Billiluna, Balgo

Food Outlets: IGA Express, Shell Roadhouse, Halls Creek Store, Halls Creek Outback Fresh and Halls Creek Meat Supply in Halls Creek, Turkey Creek Roadhouse (Warmun) and community stores in Balgo, Mulan, Billiluna and Kindat Djaru

Dining: restaurant experiences available at the Kimberley Hotel and Best Western Motel (Halls Creek) and Turkey Creek Roadhouse (Warmun)

Communication Services: Telecentres in Halls Creek, Balgo and Billiluna, Halls Creek Post Office and Commonwealth Bank facility, Puranyangu-Ranka Kerrum Radio Station, free to air television, Halls Creek Herald Newspaper



Tourism Services

- Halls Creek Visitor Centre
- Purnululu National Park Visitor Centre
- East Kimberley Tours
- Girloorloo Tours
- Kimberley Red Earth Tours
- Golden Eagle Airlines
- Northwest Regional Airlines (operate from Halls Creek)
- Halls Creek Toyota Car Service and Car Hire
- Slingair Air Services
- Alligator Airways
- Pulungi Jack Tours (Violet Valley)
- Arteon W.G Kimberley Treasures - gold and diamond retail sales

Events

- The Ngayuru Waaringarrem Halls Creek Music Festival
- The Halls Creek Rodeo
- The Annual Christmas Parade
- The cultural camps of the Kapululangu Women's Law and Culture Centre
- Halls Creek Music Festival
- Halls Creek King of the Kimberley Basketball Competition

Appendix (ii). Tourism Statistics

Australian Tourism – 2009/2010 Period

- Value of tourism: \$41 billion
- Tourism consumption: \$93.6 billion
- Tourism contribution to GNP: \$33.9 billion
- Direct tourism employment: 500,500 (4.5% of total employment)
- International visitors: \$5.8 million
- Domestic overnight trips: 69 million nights involving 260,000 tourists

Top 5 International Visitor Markets to Australia in 2009

- United Kingdom: 13.1% (worth \$3.2 billion)
- China: 11.2% (worth \$2.8 billion)
- New Zealand: 8.2% (worth \$2 billion)
- USA: 8.1% (worth \$2 billion)
- Japan: 5% (worth 1.2 billion)

WA Tourism Year Ending Sept 2010 Estimates

- Total spend: \$4.7 billion
- Total visitors: 5.5 million
- Intrastate visitors: 3,738,000
- Interstate visitors: 1,129,000
- International visitors: 680,800

North West Tourism – Year Ending Sept 2010 estimates

- Intrastate visitors: 321,000
- Interstate visitors: 148,000
- International visitors: 60,000

- Total visitors: 530,000

Halls Creek Tourism 2009 Figures

- Total visitors: 47,000
- Domestic visitors: 33,300
- International visitors: 13,900
- Domestic visitors - hotel/resort/motel/motor inn: 13,000
- Domestic visitors - caravan/camping ground: 4,700
- International visitors - hotel/resort/motel/motor inn: 3,800
- International - caravan: 8,400
- International - backpacker/hostel: 800

Kimberley Tourism - 2009 estimates

- Total visitors: 291,300
- Intrastate visitors: 145,700
- Interstate visitors: 100,700
- International visitors: 44,900
- Domestic visitors - hotel/resort/motel/motor inn: 131,700
- Domestic visitors - caravan park/camping ground: 36,000
- Domestic visitors - friends/relatives: 31,000
- International Visitors - hotel/resort/motel/motor inn: 13,800
- International Visitors - caravan: 18,900
- International Visitors: backpacker/hostel: 13,100

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www.ttf.org.au

NB. Information from Tourism Research Australia, Tourism WA, Department of Resources, Energy and Tourism and the Kimberley Development Commission

Appendix (iii). Potential Funding Sources

A summary of the most useful funding sources for tourism related projects are listed below. However, this list is not exhaustive. Given the large number of government, community and philanthropic funding programs that now exist, it is recommended the following publications are viewed and websites accessed to ensure the total range of options are considered. Below are three very useful grant directories, namely -

- WA Department of Local Government - Grants Directory www.grantsdirectory.dlg.wa.gov.au
- Australian Department of Infrastructure, Transport, Regional Australia, Regional Development and Local Government - *GrantsLINK Directory* www.grantslink.gov.au
- *Our Community* - www.ourcommunity.com.au/funding

1. Australian Government Funding

Australia Council (AC)

AC provides a wide range of grants targeting the fields of music, theatre, literature and the visual arts. In addition, there is funding for partnership development initiatives as well as specific programmes for indigenous arts organisations and artists, including:

- the JUMP National Mentoring Programme for Young and Emerging Artists;
- Skill and Arts Development Grants;
- presentation and Promotion Grants, including funding for recording projects and touring; and
- Indigenous Workers' Program.

For further details: www.australiacouncil.gov.au/grants

Australian Heritage Council (AHC)

The AHC offers both competitive and non-competitive grants' programs, including:

- *The National Historic Sites (NHS) program* - provides assistance to protect and conserve Australia's most significant historic heritage. Each year, \$4.3 million is available to assist owners and managers to maintain and conserve the special heritage values of nationally significant historic heritage sites.
- *The Indigenous Heritage Program (IHP)* - supports the identification, conservation, and promotion (where appropriate) of Indigenous heritage, and provides grants from \$5,000 to \$100,000.

- *The National Cultural Heritage Account* - helps Australian cultural organisations acquire Australian protected objects. Its purpose is to encourage organisations to buy nationally significant objects that they could not otherwise afford, with the intention that they be preserved and made accessible to the public.

For further details: www.environment.gov.au/heritage/programs/index.html

Caring for our Country

This Australian Government initiative has invested \$2 billion to achieve a real and measurable difference in Australia's environment, by funding projects across the country which improve biodiversity and sustainable farm practices. It supports regional natural resource management groups, local, state and territory governments, Indigenous groups, industry bodies, land managers, farmers, Landcare groups and communities. An important aspect of this funding initiative is

- *Community Action Grants* - aims to help community groups take action to conserve and protect their natural environment. Grants from \$5,000 to \$20,000 are targeted at established community-based organisations that have as their principal objective sustainable farming and/or protecting and enhancing the natural environment.

For further details: www.nrm.gov.au/cag/index.html

Community Heritage Grants (CHG)

An initiative of the National Library of Australia, the CHG Program aims to preserve and provide access to locally held, nationally significant cultural heritage collections across Australia. The program provides grant funding of up to \$15,000 for community organisations such as libraries, archives, museums, genealogical and historical societies, multicultural and indigenous groups, as well as preservation and collection management training through community based workshops.

For further details: www.nla.gov.au/chg

Festivals Australia

Festivals Australia funds regional and community festivals to present quality cultural projects. Grants are available for community cultural organisations seeking to produce a new or special sort of cultural activity that has never been done before and could not otherwise be afforded.

For further details: www.arts.gov.au/arts/festivals_australia

Indigenous Business Australia (IBA)

Through its Business Development and Assistance Program, IBA assists eligible Indigenous Australians to establish, acquire and grow small to medium businesses, in two ways:

- by providing prospective and existing business operators with financial assistance to access expert advice, and information and guidance on business related matters; and

- by providing business loans to eligible applicants who satisfy its lending criteria. Loans are generally provided on commercial lending terms similar to a bank, except at a discounted interested rate (subject to conditions).

For further details: www.iba.gov.au/business-ownership

Indigenous Capital Assistance Scheme (ICAS)

ICAS offers Indigenous businesses access to commercial finance, and appropriate professional and mentoring support services. The economic opportunities created through ICAS may support improved employment opportunities for Indigenous Australians. Financial support for loans ranging from \$20,000 to \$500,000 is available over three years together with business advisory and mentoring support services.

For further details: www.deewr.gov.au/Indigenous/Employment/Programs

Indigenous Culture Support (ICS)

Administered by DEWHA, the ICS Program offers various types of funding to provide support for the maintenance and continued development of Indigenous culture at a community level. It supports a wide range of cultural projects, including:

- multimedia workshops with young people in cities and remote areas, cultural workshops, traditional art and craft;
- production, such as weaving baskets, dance and theatre;
- community festivals across Australia showcasing Indigenous talent, particularly young musicians; and
- exhibitions of community-based art and craft activity.

For further details: www.arts.gov.au/indigenous/Indigenous_Culture_Support

Indigenous Heritage Program (IHP)

This program supports the identification, conservation, and promotion of Indigenous heritage, and provides grants from \$5,000 to \$100,000. The IHP will provide grants for projects which:

- conserve Indigenous heritage places;
- identify Indigenous heritage places;
- undertake planning for Indigenous heritage places;
- interpret or explain Indigenous heritage places; and
- construct keeping places to house remains and/or objects that require restricted access.

For further details: www.environment.gov.au/heritage/programs/ihp/index.html

Indigenous Small Business Fund (ISBF)

ISBF provides funding to indigenous community-based organisations to help indigenous people learn about business, develop business skills and expand their business. Funding can be used to help identify and develop business opportunities, skills training and provision of advice.

For further details: www.workplace.gov.au

National Arts and Crafts Industry Support (NACIS)

Administered by DEWHA, this program aims to provide direct funding support to Indigenous art centres and arts support organisations. The overall objective is to help art centres to become stronger and to build a more sustainable Indigenous visual arts industry.

For further details: www.arts.gov.au/indigenous/NACIS

New Enterprise Incentive Scheme (NEIS)

An initiative of DEEWR, NEIS provides assistance to eligible job seekers who are interested in starting and running a small business. NEIS can provide applicants with accredited small business training, business advice and mentoring, as well as ongoing income support for up to 52 weeks.

For further details: www.deewr.gov.au/Employment/JSA/EmploymentServices/Pages/NEIS.aspx

Regional Development Australia Fund (RDAF)

The RDAF funds projects that support the infrastructural needs, and will enhance economic and community growth of Australia's regions. RDAF focuses on locally driven solutions to regional needs. Grants of between \$500,000 and \$25million are available to support projects.

For further details: <http://www.regional.gov.au/regional/programs/rdaf.aspx>

Regional and Rural Research and Development Grants (RRRDG) Program

Administered by DRARDLG, the RRRDG program is an initiative intended to facilitate research into issues affecting Australia's regions, and to support this research being communicated to national and regional decision makers. Funding from \$5,000 to \$25,000 is available for projects that address the following priorities:

- *Australian Government regional priorities* - including regional infrastructure needs, innovation, regional disadvantage and regional planning.
- *Small local government and community support* - including the identification of local needs, strategic planning, innovative management practices, capacity building and community services.

- *Regional development conference support* - sponsorship funding to support nationally recognised conferences that contribute to the advancement of regional issues.

For further details: www.regionalpartnerships.gov.au/grantsprogram.aspx

Satellite Phone Scheme

The purpose of this scheme is to distribute grants to individuals, small businesses and community groups through a third party for the purpose of purchasing a satellite phone. The objective of the scheme is to provide people in remote areas with a mobile phone service in areas where there will never be any standard terrestrial phone service. The current grant is set at \$1,000 including GST.

For further details: www.dbcde.gov.au/mobile_services/the_satellite_phone_subsidy_scheme

TQUAL Grants

The objective of *TQUAL Grants* is to stimulate sustainable growth in the Australian tourism industry by supporting initiatives that:

- develop innovative product, services or systems within the tourism industry;
- contribute directly to long-term economic development in the host region; and
- develop or support high quality visitor services and experiences.

For further details: www.ausindustry.gov.au/Tourism/TQUALGrants/Pages/TQUALGrants.aspx

Visions of Australia

Visions of Australia aims to make exhibitions of cultural material accessible to more Australians. It provides grants to cultural and community organisations to develop and tour exhibitions of historical and scientific material, visual arts and craft, multimedia and Aboriginal and Torres Strait Islander culture throughout Australia. Exhibitions should have a predominantly Australian source or theme.

For further details: www.arts.gov.au/arts/visions_of_australia

Youth Development Support Program (YDSP)

YDSP is a national program of the OYA designed to provide financial support to non-government, not-for-profit organisations to deliver community-based projects to develop the capacity of young people by creating practical and innovative opportunities in their community. Grants of up to \$40,000 are available.

For further details: www.youth.gov.au/ydsp

2. Western Australian Government Funding

Community Arts Network Western Australia (CAN WA)

CAN WA is a peak body for community arts and cultural development. It supports ventures that promote the unique identity of social groups. It has three funding programs:

- *Catalyst Community Arts Fund* - supports projects that facilitate and support Western Australian community-determined arts and culture activities that express local culture and identity, and that promote the values of community empowerment, social inclusion, respect for diversity and self-determination. It provides grants from \$15,000, \$30,000 and \$75,000 for categories of innovation, creation and development in community arts
- *Creative Networks Fund (CNF)* - supports local regional government authorities to develop their capacity to use art and culture to improve the lives of their citizens.
- *Sharing Stories Community Sponsorship Fund* - for projects that centre on inter-cultural dialogue.

For further details: www.canwa.com.au/what-we-do/funding

Community Sporting and Recreation Facilities Fund (CSRFF)

This program provides government financial assistance of \$20 million annually to community groups and local government authorities to develop basic infrastructure for sport and recreation. The program aims to increase participation in sport and recreation, with an emphasis on physical activity, through rational development of sustainable, good quality, well-designed and well-utilised facilities.

For further details: www.dsr.wa.gov.au/facilitiesfunding

Country Arts WA Regional Arts Fund

The Regional Arts Fund provides funding to support creative and innovative regional, remote and very remote/isolated communities in which participation in and access to cultural activities contributes to the sustainable cultural, social and economic capacity and wellbeing of individuals and communities. It has three funding categories:

- *Projects & Residencies* - grants of up to \$25,000 for projects which support communities to work with professional artists to create work in any art form that is innovative and has the potential to develop partnerships across the community
- *Mentorship Program* - grants of up to \$30,000 to create partnerships between people to share knowledge and experience while developing new networks and skills. Each year two mentorships are offered - one to an emerging artist and one to a mid-career artist
- *Quick Response Grants* - grants of up to \$1,500 to support small-scale arts development initiatives and professional development opportunities.

For further details:

www.countryartswa.asn.au/cms/cawa/pages/communities/communities_funding.html

Department of Culture and the Arts (DCA)

DCA has a wide range of funding programs that address different categories: art forms; Artist-In-Residence Grants Program (AIR); community cultural and arts facilities; contemporary music; designer fashion; Indigenous Arts Organisations; Performing Arts; regional; visual arts and craft; writing; and young people and the arts

For further details: www.dca.wa.gov.au/funding/grants

Department of Sport and Recreation (DSR)

The DSR, through grants and scholarships, provides funding to organisations who facilitate sport and active recreation, with the aim of supporting the industry and providing active opportunities for every Western Australian. It offers many avenues to obtain funding for sport and community organisations and their facilities, including:

- Country Sport Enrichment Scheme - aims to help country Western Australia experience and conduct major sporting events and sport development initiatives; and
- Active Regional Communities (ARC) - assists both sporting and active recreational groups, with grants from \$2,000 to \$15,000, through funding from the Sports Lotteries Account (sporting groups) and the Sports Wagering Account (active recreation groups)

For further details: www.dsr.wa.gov.au/funding

Environmental Community Grants Program

A total of \$1.5 million is available annually across seven categories:

- biodiversity conservation;
- sustainable catchment management;
- fauna rescue and rehabilitation;
- nature appreciation in natural areas;
- Regional Parks and Bush Forever sites;
- support for major conservation/environment organisations; and
- protection of high value areas by landholders on private land.

For further details: www.dec.wa.gov.au

Healthway Arts Sponsorship Program

This program provides sponsorship support for community based arts and culture activities such as festivals, theatre/dance productions, concerts, exhibitions and workshops and where there is a significant opportunity to change behaviours and environments to improve health. Funding from \$5,000 to \$50,000 is available.

For further details: www.healthway.wa.gov.au

Heritage Grants Program

Administered by the Heritage Council of Western Australia, this program provides assistance to private owners of State-Registered Places. Grants of \$20,000 to \$100,000 are available to undertake conservation work, such as structural repairs. Grants of \$3,000 or more are available for the preparation of conservation plans, which guide the conservation and future use of a heritage place.

For further details:

www.heritage.wa.gov.au/owning-a-heritage-property/Financial-Assistance/Heritage-Council-Grants.html

Lotterywest

Lotterywest provides funding for a wide range of purposes. It aims to support people with special needs, disadvantaged people in the community, and initiatives that contribute towards the quality of life for all members of the Western Australian community. Grants are available to community groups, not-for-profit organisations and local government authorities. Five broad objectives provide the framework for Lotterywest's community funding:

- Extending the Capacity of Not-For-Profit Organisations
- Strengthening Community Service Delivery
- Enhancing Community Development Initiatives
- Valuing the State's Heritage
- Advancing Participation in Community Life

Various grant opportunities are offered within these five areas.

It also has broad types of grants that may be requested under the five areas. These include: equipment; information technology; vehicles; service accommodation and community facilities; time limited projects; and research.

For further details: <http://www.lotterywest.wa.gov.au/grants>

Lotterywest Trails Grants Program

In partnership with the DSR, Lotterywest provides funding to further enhance the establishment and promotion of an integrated statewide network of recreational trails. Funding from \$1,000 to \$100,000 is available under the following categories: trail planning; trail construction; trail promotion and marketing; and upgrades to existing trails

For further details: www.dsr.wa.gov.au/trailsfunding

Natural Resource Management (NRM) Program

Administered by the SNRMO, this program aims to provide funding to community groups, not-for-profit organisations, local government authorities and educational institutions to take action to help protect and conserve priority assets in Western Australia. \$35 million has been allocated for funding from 2011 to 2014 for projects that will address the following priorities: biodiversity conservation; biosecurity; water quality; NRM interaction with planning; climate change adaptation; and community engagement.

For further details: www.nrm.wa.gov.au/stateNRMprogram.htm

Office of Multicultural Interests (OMI) Community Grants Program

The OMI seeks to promote an inclusive and cohesive society drawing on the cultural and linguistic diversity of its people to enhance the social, economic and cultural development of the State. The aims of its Community Grants Program are to:

- support the involvement of Western Australians in inclusive activities reflecting the state's cultural diversity;
- inform the community of the shared benefits of living in an inclusive, multicultural society; and
- enhance community harmony by bringing together Western Australians of different religious, cultural and ethnic backgrounds.

For further details: www.omi.wa.gov.au/omi_grants.asp

Regional Events Scheme (RES)

RES is designed to assist with the development of events as tourist attractions within regional Western Australia. It is intended to support established or new regional events that have the ability or potential to attract large numbers of visitors, achieve significant media attention, and/or develop a national profile for the event and the region.

For further details: www.tourism.wa.gov.au/Events/Pages/Regional_Events.aspx

Royalties for Regions - Kimberley Regional Grants Scheme

The primary objective of the scheme is to improve economic and community infrastructure and services in the Kimberley Region through funding projects that will assist in attracting investment and increasing jobs or help to improve the quality of life in the region. Funding is intended to support the development of resilient communities and contribute to regional areas being vibrant and interesting places to live. Funding is available to assist the development of infrastructure, services and community projects including the provision of headworks, and to assist in the broad development of the community, including the establishment of services and programs.

For further details: www.kdc.wa.gov.au

WA Grants for Women Program

Funding of up to \$5000 is available for community organisations to develop projects that strengthen the social and economic wellbeing of women, increase their participation, promote positive images of women in the community, encourage women's leadership and/or encourage women's sense of safety.

For further details: www.communities.wa.gov.au/serviceareas/women/Grants/Pages/default.aspx

3. Foundation Funding

Foundation for Rural and Regional Renewal (FRRR)

FRRR is the only national foundation dedicated to stimulating the renewal of rural and remote communities. They administer 12 different funding programs, including:

- *FRRR/ANZ Seeds of Renewal Program* - provides up to \$15,000 to assist rural communities to work towards a more sustainable future. A current priority is the creation of education and employment opportunities.
- *Small Grants for Small Rural Australian Communities* - offers grants of up to \$5,000 for purposes that contribute to development in social and community welfare, economic, environmental, health, education or cultural areas.
- *FRRR/John T. Reid Charitable Trusts CATCH (Culture Arts Tourism and Community Heritage) Program* - provides grants from \$1,000 to \$20,000 to not-for-profit organisations pursuing projects that contribute to the development of communities in welfare, economic, environmental, health, education or cultural areas.

For further details: www.frrr.org.au

Harold Mitchell Foundation

The Harold Mitchell Foundation provides funding for charitable organisations with DGR Status, with the aim of investing in initiatives and projects which:

- initiate **discovery** in the arts and or health fields to break new ground and set up opportunities for the future;
- increase the **capacity** of communities and individuals to advance their arts and health activities; and
- enable the **establishment** of arts or health activities with real potential to take off and be ongoing.

For further details: www.haroldmitchellfoundation.com.au

ScreenWest

ScreenWest has several funding and support programs:

- production;
- development;

- production company and practitioner support;
- Indigenous programs;
- industry engagement; and
- digital.

For further details: www.screenwest.com.au/go/funding/funding-programs

4. Non-Funding Support Programs

Australia Business Arts Foundation (AbaF)

ABAF's Woodside Better Business program assists in connecting volunteer business people with the arts and cultural sector, enabling arts organisations to access free expert business advice. Business people can contribute to their community by applying their skills to a specific cultural project (adviceBank), or by bringing their experience to the board of an arts organisation (boardBank).

For further details: www.abaf.org.au

Aboriginal Business Mentoring (ABM) Program

The Business Growth Centre is offering a new program providing culturally appropriate and personalised mentoring and coaching services through its specialised Business Advisors across Western Australia. The ABM Program offers Open Space Forums in regional areas across WA to discuss challenges and what help is needed. It also offers one-on-one Business Mentoring in the workplace to provide relevant support and advice. The Business Growth Centre is a Government subsidised program, which allows this help and support to be accessible to all small business owners.

For further details: <http://bgc.wa.gov.au/aboriginal-business-mentoring>

Commercialisation Australia Volunteer Business Mentor Program

This program provides the opportunity to connect with a range of experienced mentors who will assist small business people and companies by offering the knowledge, skills and insights needed to turn their intellectual property into a commercial reality. Volunteer Business Mentors will assist small businesses by offering tailored advice on how best to commercialise their product, process or service.

For further details: www.commercialisationaustralia.gov.au/Mentors

Indigenous Community Volunteers (ICV)

ICV works in partnership with Aboriginal and Torres Strait Islander people to design and implement community development projects. Any Aboriginal and Torres Strait Islander individual, family, business, organisation or community can apply for ICV's assistance. ICV assists Aboriginal and Torres Strait Islander people to improve their quality-of-life, wellbeing and social inclusion. The organisation brings together volunteers to work on community-owned and driven projects.

For further details: www.icv.com.au

Indigenous Skills Transfer and Exchange Partnership (INSTEP)

Administered by the National Seniors Community Foundation, INSTEP is a skills exchange, with senior volunteers working on specific projects identified by the Indigenous communities as projects that they believe will benefit their members. The program utilises volunteers drawn from National Seniors Australia's membership base, corporate volunteers and the wider community.

For further details: www.nationalseniors.com.au/page/Giving_Back/INSTEP

Malian Foundation

The Malian Foundation is an Australian charitable institution which provides free products and services to assist charitable causes. It focuses on providing management consulting services and technology solutions through two programs offered without charge:

- Empowering Communities Program - provides management and open-source software tools focusing on common issues surrounding non-profit organisations such as volunteer management, fundraising, strategic planning and donor relations
- Consulting Services Program - provides strategy, process, information technology and people related management consulting services.

For further details: www.malianfoundation.org.au