



TOURISM PLAN

2024 - 2029



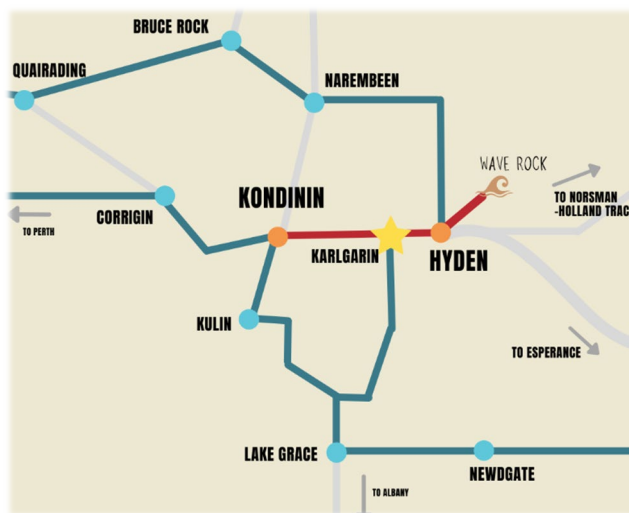
www.kondinin.wa.gov.au

Introduction

Its granite outcrops surrounded by natural bushlands, wildflowers and spectacular views are a feature for tourists and visitors to the Shire of Kondinin. The open spaces are inspiring and glimpses of fauna or a beautiful flower on a bush at any time of year; a BBQ at a quiet picnic area or camping under the millions of stars, are simple delights of the area.

Friendly people in our three towns (Kondinin, Karlgarin and Hyden) welcome visitors and provide authentic local stories of the area. There are multiple accommodation options - historic pubs and motels, B&Bs, farm stays, campgrounds, caravan parks and RV Friendly sites.

The Shire of Kondinin is large by Wheatbelt standards with some 7,340kms of agricultural land, woodlands and reserves. The towns of the Shire include from the west, Kondinin (approximately 280km from Perth), Karlgarin (approximately 44kms from Kondinin), and Hyden (approximately 16kms from Karlgarin) including Wave Rock, being more central to the Shire. In the eastern part of the Shire the Great Western Woodlands and Holland Track can be found.



Perth - Kondinin	273km
Perth - Karlgarin	318km
Perth - Hyden	334km
Esperance - Hyden	382km
Esperance - Karlgarin	398km
Esperance - Kondinin	442km
Albany - Kondinin	343km
Albany - Karlgarin	323km
Albany - Hyden	339km
Kalgoorlie - Kondinin	453km
Kalgoorlie - Karlgarin	479km
Kalgoorlie - Hyden	488km

The Shire of Kondinin is an active member of Roe Tourism and included in the well-known self-drive route, *Pathways to Wave Rock*. Roe Tourism works closely with Australia's Golden Outback, a region known as having the most road trips in the state.

Visitors to the Shire include over 100,000 intrastate, interstate and internationals to Wave Rock and a key strategy for the Shire of Kondinin is to extend their length of stay across the three communities, extend the tourism season and encourage greater visitor expenditure at local businesses.

Vision and Principles

The Shire of Kondinin has prepared this Plan in collaboration with local tourism operators, community leaders and Shire Councillors. It summarises four tourism pillars and sets out a plan to raise our profile and enhance our visitor offering to build the visitor economy.

Vision

We will be well known as a great road trip, providing unique visitor experiences that provide connection to nature and locals, encouraging extended stays and return visits to sustainably grow our visitor economy.

Our guiding principles underpin all we aim to achieve through the Strategy and they will guide how we will work together to achieve it.

We will:

- Protect and preserve our natural assets and environment.
- Coordinate and collaborate the development of tourism across three communities, in line with Tourism WA’s approach that “tourism is everyone’s business”.
- Maintain a consistent experience and service.
- Undertake inclusive communication and tourism planning.

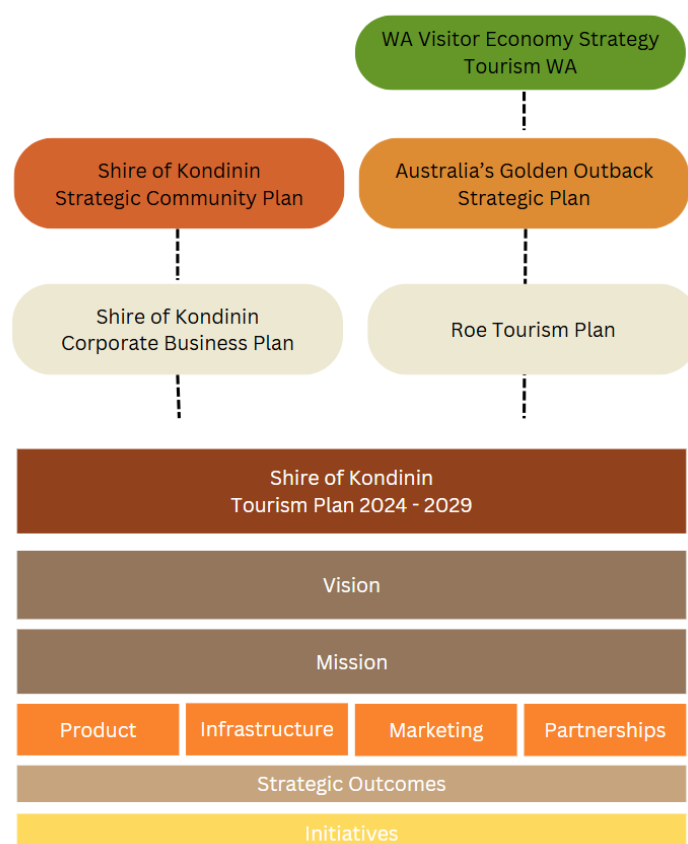
Our Strategic Plan

This Plan has been aligned to the Western Australia Visitor Economy Strategy 2023, developed by Tourism WA. Specifically the following initiatives:

- **Experiences in Protected Areas:** Support sustainable and unique accommodation offerings, attractions and experiences in and around Protected Areas.
- **Attraction and Experience:** Development of new attractions and build the density and diversity of tourism experiences to exceed visitor demand.
- **Road Access:** Increase road trip visitation and optimise tourism outcomes through improved road connectivity.
- **Regional, Destination and Community Events:** Showcase the regions and the natural beauty of Western Australia to visitors and community
- **Aboriginal Tourism Experiences:** Facilitate the development of authentic Aboriginal cultural experiences.
- **Aboriginal Cultural Centres:** To support and develop Cultural Centres to showcase Aboriginal cultures.
- **Visitor Servicing:** Provide an engaging, welcoming and informative experience for visitors across all touchpoints.

The Shire of Kondinin is a member of Australia’s Golden Outback, a regional tourism organisation that is associated with Tourism WA. Their vision is *to increase overnight leisure visitors, average length of stay and visitor spend to the Golden Outback.*

The Shire of Kondinin’s Tourism Plan is an informing document for the Strategic Community Plan and Corporate Business Plan.



Local Government and Tourism

Local government has an economic development function. Supporting the development of the tourism industry is included in this economic development function. Local governments manage or are closely involved with key tourism assets – such as visitor information services, caravan parks and reserves.

The Shire of Kondinin works with Australia’s Golden Outback (Regional Tourism Organisation) and Roe Tourism (Local Tourism Organisation) to develop tourism in the three communities and wider region. The Shire has a close interface with local businesses across the communities and develops and delivers infrastructure projects to support tourism.

Tourism has broader impacts than just the economic activity of visitors. It is an integral part of the social and cultural life of our communities and influences a range of other sectors, including hospitality, retail, arts and culture, sport and recreation, and agriculture and agribusiness.

Tourism that is well planned and managed generates widespread benefits – local businesses benefit financially; the community benefits from improved services, facilities, infrastructure, and lifestyle; and the environment benefits through greater investment in sustainable development.

The Shire of Kondinin’s Strategic Tourism Plan will become an informing strategy for the Shire’s Integrated Planning Framework specifically the Strategic Community Plan, Corporate Business Plan and Annual Budget.

Benefits of Tourism

There needs to be a focus on investing in tourism enablers to ensure a positive visitor economy. Developing the Shire of Kondinin’s tourism offer requires a continual focus on the ‘enablers of a positive visitor economy’, which includes a conducive natural, built and social/cultural environment; quality infrastructure; effective, coordinated marketing and information management; as well as collaborative management and governance.

It is important to understand that visitors and associated spending can benefit the entire community within the Shire of Kondinin. The whole community has interactions with visitors, whether direct or indirect, and how a community interacts with visitors can influence their overall experience of the destination.

At a direct level, benefits within the community are generally linked to accommodation, food and beverage, attractions, tours, shopping, entertainment and transport.

At an indirect level, flow-on benefits within the community can be linked to services (water, gas and electricity), wages and salaries, advertising, professional services, repairs and maintenance, insurance, licences, taxes, rates and charges, stock/product.

Flow-on benefits are also experienced at pharmacies, roadhouses, bakeries, cafes, government services, farmers, trades, health services, hardware stores and supermarkets.

Tourism brings more consumption, meaning that tourists want to enjoy and experience to the fullest, and take back good memories. The greater the local offerings, the greater tourists are inclined to do more and therefore may consume more.

Benefits to our Economy

- Injects new money into the economy and boosts businesses, with less reliance on just the local economy

- Creates and sustains jobs, businesses, events and attractions, thus helping diversify the local economy
- Supports small businesses and enables them to remain sustainable and even expand
- Helps encourage the development and maintenance of new/existing community amenities both Council owned and private investment

Benefits to the Environment

- Helps encourage a culture of preservation
- Boost awareness of attractions and area’s significance
- Helps encourage local community and visitors to be mindful about their impact on the natural and built environment

Benefits to our Community

- Helps improve the community’s image and pride
- Builds opportunities for healthy and useful community relationships and partnerships
- Provides research, education and work-placement opportunities for students
- Creates enjoyable opportunities for both local residents and visitors attracted to the cultural arts, history and preservation
- Boosts local investment in heritage resources and amenities that support tourism services

Current Tourism Offerings across the Shire

Kondinin	Karlgarin	Hyden
Yeerakine Rock / Anzac Memorial – Light Horseman. Statues Lake Kondinin Lake, Pioneer Cemetery and Well Kondinin Community Garden Wildflowers Kondinin Bush Walk Trail Woorkakanin Rock Kondinin Art Trail Art Exhibition ANZAC Service Gourmet in the Garden Kondinin Burnouts Op-Shop All Towns Mural Trail for all towns	Malleefowl Travel Stop Stafford Park McCann’s Rock Gilgie Races Karlgarin Country Club Mural Karlgarin Church	Wave Rock Wave Rock and the Humps Walk Trails Hippo’s Yawn Mulka’s Cave Lake Magic and Salt Pool Pioneer Town The Lace Place Wildlife Park Wildflowers Hyden Art Trail The Great Western Woodlands Katter Kich Tours Off-Road Museum Toy soldier Display Wave Rock Weekender Tree Lights Centenary Walk Sculptures, Goods Shed, Train display, Railway Barracks Amphitheatre Bakery/Supermarket 7 days Op-Shop Holland Track

Audience Insights in Australia's Golden Outback

Leisure accounts for 44% of intrastate overnight visitors, 33% of nights and 43% of spend in AGO.

36% of visitors travel as a couple, followed by friends and relatives 29% and family 19%.

68% of intrastate leisure visitors to AGO are from Perth.

The leading length of stay to the region is 2-3 nights.

Caravan and camping is now the most popular accommodation (49% of nights).

Visitors to the AGO spend on average \$158 per night.

Our Target Markets

Key Audience: Road Trippers	Travel category	Profile
International Visitors	High end (self-drive and charters) Backpackers (short term, less than one year)	Mixture of budgets Travelling with friends May be seeking short term work (backpackers)
Caravan and Campers	Grey nomads 55+ years Families 30-54yrs with their 15-19yrs children	Travelling as an older couple or with young adults Overnight trips to longer stays
Visitors of Family and Friends	Students, young families, grey nomads	Overnight stays

This Plan considers the growth areas for self-drive destinations that have been identified by Tourism Australia.

Camping and Caravans

- 11.7million caravan and camping overnight trips Australia wide;
- 88% of 55+yrs drive tourists travel to rural Australia;

Heritage and Cultural Tourism

- Visitor expenditure in heritage / cultural tourism exceeds \$14million a year.

Festivals and events, sports and culture

- Events play an important role in drive and family tourism and supporting local economies.

Rural Tourism

- Rural tourism encompasses all forms of tourism that showcase the nature/wildflowers, night skies, rural life, art, culture and heritage of rural locations.

PLAN ON A PAGE

Shire of Kondinin - Strategic Tourism Plan 2024 – 2028

Vision

We will be well known as a great road trip, providing unique visitor experiences that provide connection to nature and locals, encouraging extended stays and return visits to sustainably grow our visitor economy.

Product	Infrastructure	Marketing	Partnerships
Desired Outcomes			
<i>Create and improve facilities and attractions that enhance our liveability and the visitor experience, whilst protecting and preserving our heritage and natural environment.</i>	<i>Tourism infrastructure meets the needs of visitors, tourism operators, and our communities.</i>	<i>Promote our communities and assets to extend the visitor stay in our Shire.</i>	<i>Collaborate with local and regional partners to deliver upon our vision.</i>
Initiatives			
<ol style="list-style-type: none"> Develop an annual Events Program and support volunteers to increase the profile and attendance at local events. Develop road trip planning and information tools (itineraries) for the self-drive market as well as private charters. Create content and local experiences that provide authentic connections and tells the story of our area. Develop content and experiences in dark skies / after hours and open spaces. 	<ol style="list-style-type: none"> Conduct a signage audit and update signage as required. Attract external funding for the Wave Rock (Katter Kich) Discovery Centre. Develop a whole of Shire Trails Plan (town walks, walk and bike trails, arts and culture, supporting infrastructure). Initiate a partnership with the Shire of Dundas and State Government to seal the Hyden-Norseman Rd. Create bike path from Kondinin to small lake near town. 	<ol style="list-style-type: none"> Develop a comprehensive profile of our visitors (target market). Promote and support the development of Aboriginal visitor experiences and products. Participate in collaborative marketing campaigns. Improve the user experience on the Pathways to Wave Rock and Shire website. Coordinate a whole of Shire brand and online visitor experience. 	<ol style="list-style-type: none"> Facilitate local training to our businesses and service providers to improve visitor experiences. Convene regular meetings of the Tourism Working Group.
Indicators of Success			
<ul style="list-style-type: none"> Greater visitor expenditure at our local businesses. Sustainable visitor number growth of international and domestic visitors and the caravan and camping market, dispersed across the Shire. Visitors and tourists have multiple opportunities to engage with locals and our way of life Improved local and regional collaboration, cross promotion and networking between tourism operators and key stakeholders. Extension of our tourism season. Local businesses and communities understand the role and value of tourism in our local economy. Better reviews of experiences. Local communities to understand the benefits of tourism. 			