The
Exploring Wildflower Country
MIDLANDS ROUTE
Product Development Plan

Prepared for the 9 Local Governments that make up Western Australia's "Wildflower Country"

Moora	*Dalwallinu*	*Coorow*
Perenjori	*Carnamah*	*Morawa*
Three Springs	*Mingenew*	*Greater Geraldton*

in November 2011 by

Opening doorways to nature and our cultural heritage
Kulbardi Hill Consulting

TRANSPLAN PTY LTD
Planning and Design

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CONTENTS

EXECUTIVE SUMMARY 1

SECTION 1: PROJECT BACKGROUND AND BRIEF 4

Background to the Exploring Wildflower Country concept 4
"Wildflower Country" 5
Expanding the visitor appeal of Wildflower Country – through space and time 6
The project brief 6
Project benefits 7

SECTION 2: SHAPING THE PROJECT 9

The site selection process 9
List of sites considered 9
Summary of sites included in Midlands Route project 23
Map of sites selected 25
Exploring Wildflower Country – both routes 26
Two possible local loops 27
Staging the project 28
The "ArtBelt" project 29
Possible local add-on projects 30

SECTION 3: INTERPRETATION – THE KEY TO SUCCESS 32

What is interpretation? 32
Guided walks and talks 32
Displays, artwork / sculpture, artefacts 32
Steel cut-outs images 33
On-site signage 33
Brochures, maps, written guides 35
Electronic media – primarily audio (CD, narrow-cast FM, pod-cast etc) 35
The thorny issue of themes 35
Getting the interpretive mix right 36
Steel cut-outs – putting life into the landscape 38
Interpretive structure suggestions 41
Interpretive signage – filling in the background 42
Site and advance warning markers – a creative approach 46
Site & advance warning marker locations 47
Cost estimates – all interpretive elements 49
Steel cut-outs and associated first-person panels 49
Interpretive signage 49
Site and advance warning markers 50

SECTION 4: INFRASTRUCTURE / SITE WORKS / SIGNS 51

Infrastructure recommendations 51
Land tenure, native title and other permissions 52
Main Roads WA 52
Department of Environment and Conservation 52
Department of Indigenous Affairs 53
Land clearing / native title permits 53
Directional and other signs 54
Directional and information sign designs 54
Directional and information sign – numbers and locations 59
Cost estimates – directional and other signs 61

SECTION 5: WORKS LIST & COST ESTIMATES 63

Summary table – ALL project costs 74

SECTION 6: SITE PLANS 75

GPS Coordinates for all Sites 75

SECTION 7: INTERSECTION DRAWINGS 99

SECTION 8: POSSIBLE FUNDING SOURCES 104

Introduction 104
Funding Programs 104
TQAL (formerly known as the Australian Tourism Development Program 104
Regional and Local Community Infrastructure Program (RLCIP) 107
Regional Development Australia 108
Indigenous Heritage Programme 109
Royalties for Regions – Mid West Regional Grants Scheme 110
Lotterywest - Cultural Heritage - Interpretation Grants 110
ArtsWA 111
Country ARTS WA 113
Shire Council Contributions 113
Corporate Sponsors 113
Green Corps 114
Volunteers 114
Conservation Volunteers Australia (CVA) 114
Prison crews 114

EXECUTIVE SUMMARY

In June 2009 the original "Exploring Wildflower Country" Planning Study was finalised. This work had been commissioned jointly by the Shires of Dalwallinu, Perenjori, Morawa, Mullewa and the then City of Geraldton-Greenough, with the goal of creating a "drive trail" linking Dalwallinu to Geraldton via the Mullewa-Wubin Road. The intention was to encourage more travellers to use this route on their way north or south, or as a destination-specific holiday attraction.

One of the key goals was to help this region expand its tourist season beyond the two to three months of "wildflower season". The area is rightly famous for fabulous wildflower displays from late July to early October – and its visitor numbers skyrocket during that period. However, capacity constraints in the small towns involved meant that numbers could not be effectively increased in these three months. While there was a clear understanding that summer was not a strong prospect for expansion, there was still the capacity to extend visitation to potentially cover the period from late March to late November.

To do this it was clear that it was necessary to awaken the understanding that this is an interesting and enjoyable region to visit in any of the cooler months – that there are things to see and do *beyond* just looking at wildflowers. However, here lay the second part of the challenge that faced this project: the strongest "branding" (and therefore the greatest visitor awareness) was based on the very effective promotion of "Wildflower Country"!

So, in shaping the outcomes of the project the consultants were faced with the challenge of expanding visitation to Wildflower Country – without focussing on wildflowers! And they were faced with another challenge – how to "package" a set of interesting but widely disparate sites into a functional single product, for the best of the possible stopping places had a distinctly scattered set of themes.

Another factor that influenced the direction of this project was the desire expressed by the client group that the outcome not be limited in terms of potential future growth, whether that might be in their own areas or in the wider constituency of Wildflower Country.

The net result of all of this was the "Exploring Wildflower Country" concept enshrined in the Report delivered in 2009. The sites nominated in that Report all fell close to the main through route: the Great Northern Highway – Mullewa Wubin Road – Geraldton Mt Magnet Road link – and therefore it was proposed that this "Stage 1" be promoted as: *"Exploring Wildflower Country – The Wildflower Way"* (originally known as the "Eastern Route"). The Report envisaged that other routes such as the Midlands Road or Brand Highways could be similarly developed and promoted, in order to expand the whole Exploring Wildflower Country concept – and it was this prospect that led directly to the work outlined in this Report.

Western Australia's Wildflower Country region takes in 9 Local Government areas, stretching from Moora and Dalwallinu in the south to Mullewa and Geraldton in the north, and from the coast at Leeman and Greenhead inland to Perenjori and Morawa. These 9 Shires have made a significant investment in establishing the official "Western Australia's Wildflower Country" brand – and all see it as being the best vehicle for the future of tourism promotion across the region.

Within this context, the current development of the "Wildflower Way" interpretive project is clearly a pointer to the priority work required for effective marketing of the whole of Wildflower Country – the expansion of this creative and exciting concept across all 9 Shires. While there is no doubt that direct promotion of the Wildflower Way will have a positive impact on visitation to places like Dalwallinu, Perenjori, Morawa and Mullewa, in the medium to longer term marketing the *whole* of the Wildflower Country region will be far more effective for all of those concerned.

The proposed Midlands Route winds through a series of attractive rolling rural landscapes, and in doing so it passes by a number of fascinating historic and natural sites. Traffic volumes on the Midlands Road are generally light to moderate, making travelling in theses areas very relaxing. Clearly, developing a selection of interpretive stopping places along the way will complement the work currently taking place along the "Wildflower Way".

More importantly, this will enable future promotion of the *whole* Wildflower Region to expand in terms of its focal points and its seasonality – and this is the key purpose of the project: *to grow the visitor appeal in both time and space, across the whole region*, ultimately making the expenditure of funds more effective for all.

This project will also help "bond" the 9 Shires the make up the Wildflower Region, and will ultimately give the grouping a coherent region-wide set of attractions upon which to base future marketing – attractions which are *not dependent on seasonal wildflower displays.* This has the potential to open up new markets and to bring tourism dollars into these towns during what have been quieter months of the year. A significant parallel benefit is the capturing and presentation of local heritage, which is important in sustaining community spirit.

In summary the "Exploring Wildflower Country – Midlands Route" project proposes:

- Developing a further 23 interpretive sites broadly spread either side of the Midlands Road, (see below)
- Use of the same uniquely designed and visually appealing "site markers" that are being installed on the Wildflower Way – this will brand the experience and tie it into the Wildflower Country connection;
- A continuation of the Wildflower Way's potent interpretive program, focusing strongly on creative visual images (rusty steel sculptures), with traditional text-based signage forming a "supporting act" only;
- An expansion of the application of the concepts being proposed in the ArtBelt Planning Study to the whole of Wildflower Country;
- Exapnded / ongoing promotion of the outcomes of the "Exploring Wildflower Country" concept (both routes) via updating and recapitalising the Marketing Plan prepared for the Wildflower Way.

Proposed interpretive sites – Midlands Route

SHIRE OF MOORA • Koojan Salmon Gum Reserve • Moora (Information Bay) • Berkshire Valley • Watheroo Park • Jingemia Cave	SHIRE OF COOROW • Marchagee Nature Reserve • Coorow (Information Bay) • Coorow Community Farm • Waddy Forest Hall
SHIRE OF CARNAMAH • Yarra Yarra Lakes Lookout • Macpherson Homestead • Carnamah (New information area)	SHIRE OF THREE SPRINGS • Three Springs (Information Bay) • Talc Mine • Arrino
CITY OF GREATER GERALDTON • Butterabby Graves • Burma Road Nature Reserve • Ellendale Pool	SHIRE OF MINGENEW • Yandanooka • Mingenew (Information Bay) • Depot Hill • Tracking Station • Coalseam National Park

This is a *very exciting concept* – it is different, it "fits" the region, it is creative, and it is infinitely expandable. Not surprisingly, it comes at a cost. The table below brings together all components of the project:

Project budget – Midlands Route

Item	*Total cost*
Major & minor site markers, and advance warning markers	110,960
Steel and galvanised cut-out interpretive sculptures	22,460
First-person interpreritve signs for steel sculptures	34,800
Research, write, design and supply interpretive & map panels	84,480
Fabricate and supply steel cut-out support pedestals for map & interp panels	23,520
Directional signs, fingerboards and warning signs	89,380
Installation and construction works outlined in Section 6	33,590
Major infrastructure items (tables, seats, shade shelters etc)	123,800
Site finalisation and Project Management of puchasing & installation process	50,410
Write, design & supply 20,000 copies of updated brochure/map	11,230
Update marketing plan to accommodate this project	5,000
Marketing budget for expenditure as per plan above	51,500
SUB-TOTAL (not inc GST)	**$641,130**
Contingency allowance for cost increases - Report to Implementation (5%)	$32,060
TOTAL PROJECT BUDGET (not inc GST)	**$673,190**
TOTAL INC GST ($66,055)	($740,509)

At a first glance this may seem like a *substantial* total cost for the project. However, in reviewing the table above and its implications for the future of this project, several matters are worthy of consideration:

- A quite conscious decision has been made to pitch this project above and beyond the common "drive trail" kind of tourism attraction. This choice was always going to have ramifications in terms of cost. However, as with most things in life *"you get what you pay for"*.
- There are 6 local governments involved (inc City of Greater Geraldton). Simply splitting the total project cost 6 ways brings this in at $112,000 per Shire – and that is without grant funding. No question this remains a significant sum, especially for smaller councils, but it does put a clearer perspective on the scale of costs overall.
- There are a number of large grant programs that would appear ideally suited - especially the project crosses regional boundaries – and especially given the existence of the (grant funded) Wildflower Way!

In the end, it must be recognised that this project has the capacity to be the foundation of a significant region-changing process. As such, it comes at a cost. Pruning can be undertaken, but that too will have a cost. In this case, it is highly like that boldness will be rewarded.

SECTION 1: PROJECT BACKGROUND AND BRIEF

Background to the Exploring Wildflower Country concept

In June 2009 the "Exploring Wildflower Country" Planning Study was finalised. This work had been commissioned jointly by the Shires of Dalwallinu, Perenjori, Morawa, Mullewa and the then City of Geraldton-Greenough, with the goal of creating a "drive trail" linking Dalwallinu to Geraldton via the Mullewa-Wubin Road. The intention was to encourage more travellers to use this route on their way north or south, or as a destination-specific holiday attraction.

One of the key goals was to help this region expand its tourist season beyond the two to three months of "wildflower season". The area is rightly famous for fabulous wildflower displays from late July to early October – and its visitor numbers skyrocket during that period. However, capacity constraints in the small towns involved meant that numbers could not be effectively increased in these three months. While there was a clear understanding that summer is not a strong prospect for expansion, there was still the capacity to extend visitation to potentially cover the period from late March to late November.

To do this it was clear that it was necessary to awaken the understanding that this is an interesting and enjoyable region to visit in any of the cooler months – that there are things to see and do *beyond* just looking at wildflowers. However, here lies the second part of the challenge that faced this project: the strongest "branding" (and therefore the greatest visitor awareness) is based on the very effective promotion of "Wildflower Country".

So, in shaping the outcomes of this project the consultants were faced with the challenge of expanding visitation to Wildflower Country – without focussing on wildflowers! And they were faced with another challenge – how to "package" a set of interesting but widely disparate sites into a "drive trail", for the best of the possible stopping places have a distinctly scattered set of themes.

Following the fieldwork associated with this project it was apparent that a traditional drive trail would not be the best way to fulfil the desired outcomes of this project. A major factor that influenced the new shape of this project was the desire expressed by the client group that the outcome not be limited in terms of potential future growth, whether that might be in their own areas or in the wider constituency of Wildflower Country. This weighed heavily against a traditional drive trail as such entities tend to become "set" in terms of signage and promotional / visitor guide materials.

The net result of all of this was the "Exploring Wildflower Country" concept enshrined in the report delivered in 2009. While this concept was built around the development and promotion of an initial set of stopping places or sites, it did not include packaging these into a point-to-point drive trail. Rather, it envisioned them being promoted as a "pick and mix" set of opportunities – places that are bound together by common visual and interpretive elements, but which each responded to a strong local theme. And it envisioned them as a foundation or framework that could be infinitely expanded to "grow" the concept both in terms of locations and of site-specific attractions.

The sites selected for development in Stage 1 of what became the Exploring Wildflower Country Project all fell close to the main through route: the Great Northern Highway – Mullewa Wubin Road – Geraldton Mt Magnet Road link. A quick look at a map shows that this is one of the logical routes through WA's primary wildflower zones, and therefore this report proposed that this be promoted as follows: *"Exploring Wildflower Country – The Wildflower Way"*. The Report envisaged that other routes such as the Midlands Road or Brand Highways could be similarly developed and promoted, in order to expand the whole Exploring Wildflower Country concept – and it was this prospect that has led directly to the work outlined herein.

"Wildflower Country"

The packaging of this broader region as "Wildflower Country" has been notably successful. In its current format, there are nine Shires involved: Moora, Dalwallinu, Greater-Geraldton (inc Mullewa), Morawa, Perenjori, Coorow, Carnamah, Three Springs and Mingenew.

It is worth noting that while there are naturally a whole series of east-west roads in the region, the primary through routes are the Midlands Road (linking Moora to Mingenew and Mullewa) and the Mullewa-Wubin Road (which then connects directly to Dalwallinu via the Great Northern Highway). These two "spines" probably cater for a majority of travel through Wildflower Country.

With the merger between Mullewa and Geraldton, and the consequent inclusion of the new City of Greater Geraldton in the Wildflower Country grouping there are now two moderately coherent routes further to the west, being Brand Highway and the new Indian Ocean Drive. While the Shire of Irwin (Dongara) is not yet a part of the grouping there appears to be some logic in this taking place (to round out the regional coverage) – and then it would be logical to consider extending this developmental process to these other north-south routes through Wildflower Country.

The large glossy promotional Wildflower Country handout very effectively captures the main thrust of this packaging in its introduction on Page 2:

Welcome to Wildflower Country

A true country experience just hours from home.

From Coorow in the South to Mullewa in the North 'wildflower country' offers you the opportunity to view some of the most magnificent displays of Australian Native flowering plants anywhere. Add the chance to experience the country way of life and you have a great holiday experience, all within easy reach of Western Australia's capital city Perth.

If you're heading north for the winter or just looking to break away from the city, take the time out to enjoy all that 'wildflower country' has to offer.

Getting There

All roads heading north from Perth travel through some sections of wildflower country.

If you're looking for a nice relaxing holiday, consider avoiding the main highways in favour of the quieter Midlands Road, that will lead you through the heart of Wildflower Country and offer easy access to all the area has to offer.

Wildflowers

Wildflower Country is home to one of the most diverse and colourful range of plants in the world. From fields of everlastings to the diverse flowering plants. You will continue to be amazed.

The western and southern section of Wildflower Country is one of the world's richest flora areas – and home to acres of shrubby vegetation known to Aborigines as "kwongan", a dense mixture of different plants, including the scarlet flowers of the staghorn bush, the soft grey of smokebush and the pink and yellow of verticordias.

The eastern and northern Wildflower Country is a complete contrast, with carpets of everlastings, the unique and distinctive Wreath Flower as well as the bright orange wild pomegranate, bright pink native foxgloves, many species of orchids, grevillea, acacia, purple darwinia and dampiera, thriptomene, smokebush, woody pear, cassias, eremophila, blue cornflower and yellow bells.

Take your time, pull up and have a wander around the many reserves and areas of native bushland, with 1000's of flowering plants on offer you won't be disappointed. And don't forget local knowledge, you can always ask at the tourist centres for maps and flower locations, they are only too happy to assist.

The document goes on to set out the key attractions of the region, and then gives a full A4 page to each of the primary towns. Accommodation, eateries and local services are all listed, and the whole document is gorgeously illustrated with numerous photos of vast fields of wildflowers. Apparently the uptake of this document has been extensive, and reprints are regular. Little wonder then that the proponents of these projects are keen to retain some kind of obvious link to Wildflower Country – even if they at the same time wish to expand their horizons beyond the flower season.

Expanding the visitor appeal of Wildflower Country – through space and time

As just outlined, the Wildflower Country region takes in 9 Local Government areas, stretching from Moora and Dalwallinu in the south to Mullewa and Geraldton in the north, and from the coast at Leeman and Greenhead inland to Perenjori and Morawa. These 9 Shires have made a significant investment in establishing the official "Western Australia's Wildflower Country" brand – and all see it as being the best vehicle for the future of tourism promotion across the region.

Within this context, the current development of the "Wildflower Way" interpretive project is clearly a pointer to the priority work required for effective marketing of the whole of Wildflower Country – the expansion of this creative and exciting concept across all 9 Shires. While there is no doubt that direct promotion of the Wildflower Way will have a positive impact on visitation to places like Dalwallinu, Perenjori, Morawa and Mullewa, in the medium to longer term marketing the *whole* of the Wildflower Country region will be far more effective for all of those concerned.

Discussion with stakeholders in those Shires involved in the Wildflower Way project has confirmed that they too, see the expansion of this concept to the remainder of the region as the priority promotional project for the immediate future. Developing another set of interpretive sites in the more westerly Local Government areas (Moora, Coorow, Carnamah, Three Springs and Mingenew) will generate a potential marketing impact far greater than the sum of its parts.

The whole thrust of this work must be to expand the visitor appeal of this region *in both space and time* – in other words, to "grow" the tourism season beyond just the peak spring months by developing a range of other attractions based around both natural and cultural features.

It is this thought that has led the initial client group to proceed with the work required to spread the "Exploring Wildflower Country" concept across the remainder of the region – hence this new Midlands Route product development plan.

The Midlands Route winds through a series of attractive rolling rural landscapes, and in doing so it passes by a number of fascinating historic and natural sites. Traffic volumes on the Midlands Road are generally light to moderate, making travelling through these areas very relaxing. And identifying and developing a selection of interpretive stopping places along the way is expected to complement the work currently taking place along the "Wildflower Way" (Mullewa-Wubin Rd).

More importantly, this will enable future promotion of the *whole* Wildflower Region to expand in terms of its focal points and its seasonality – and this is the key purpose of the project: to grow the visitor appeal in both time and space across the region, ultimately making the expenditure of promotional funds more effective for all concerned.

This project will also help "bond" the 9 Shires the make up the Wildflower Region, and will ultimately give the grouping a coherent region-wide set of attractions upon which to base future marketing – attractions which are *not dependent on seasonal wildflower displays.* This has the potential to open up new markets and to bring tourism dollars into these towns during what have been quieter months of the year.

The project brief

Given the priority placed on the expansion of the Exploring Wildflower Country concept, this product development plan has been commissioned as part of the promotional budget for the Wildflower Way. The work entailed has been encapsulated as follows:

- Undertake a physical audit of the proposed Midlands Route: review of attractions, nomination of stopping places, provision of site plans, and resolution of infrastructure and tenure requirements, and
- Develop a list of interpretive concepts, including selection of stories/foci, recommendation of steel sculptural elements, locations for installation of all items, and clear cost estimates of all development work (in all cases to dovetail with the existing Wildflower Way outcomes).

The following items were set down to be included in this Report:

a) A detailed route description and list of sites (with mapping)
b) Summary of rationale supporting the selection of these sites
c) Possible resolutions to issues pertaining to land tenure for stopping places
d) Comprehensive works list, with budget / cost estimates
e) Description of development processes and priorities
f) Site drawings (for each primary stopping place – note: not to engineers standards)
g) Description of infrastructure requirements & recommendations
h) Recommended interpretive sites, themes and styles
i) A "sign log" containing a list of direction & management signs, locations, styles etc
j) Future additional marketing & promotional recommendations
k) List of possible funding sources

Project benefits

The net result of this work is therefore intended to be a logical expansion of the "Exploring Wildflower Country" concept enshrined in the original 2009 report. While this concept is built around the development and promotion of set of stopping places or sites, it does not include packaging these into a point-to-point drive trail or trails. Rather, it envisions them being promoted as a "pick and mix" set of opportunities – places that are bound together by common visual and interpretive elements, but which each respond to a strong local theme.

This will enable a visitor to (for example) select all those sites that have a farming history focus, and link them up in a drive through Wildflower Country. Or they may choose a set of sites with a strong natural history focus – or a rail history focus – or an artistic focus (in the future) – or they may simply choose to go and explore, and stop at those sites that take their fancy at the moment of arrival. Promotional material could list all sites in a table, with the themes (and some sites would reference more than one theme) marked for each stopping place, allowing visitors to shape their journey to their own tastes, time-frames and travel directions.

There are a series of benefits to this approach, including:

- This concept is infinitely expandable. So long as printed promotional material is kept relatively simple, it will be quite feasible to at some future point add another set of sites – whether they are more in the areas around the Wildflower or Midlands Routes, or from other areas in Wildflower Country. The core public face – Exploring Wildflower Country – remains intact.
- It doesn't matter if two closely adjacent sites have very different themes or focal points. This in fact adds strength to the overall, by building in more choice for potential visitors.
- It retains a strong connection to the Wildflower Country branding, but does not limit the focus to just wildflowers. One could just as well call it "Exploring the Northern Wheatbelt", in that it references a region rather than an attraction or theme.

- It invites visitors to come and "explore", which hints at there being things worth discovering. The lack of a single set route only underlines the invitation to explore – yet the minor level promotion of the "Midlands Route" (or the "Wildflower Way") would also tend to channel visitors through particular towns within the region.
- It avoids the need for a whole set of directional signs, which are generally not aesthetically appealing – and rather focuses on the creative use of eye-catching site markers, which in themselves will form part of the overall attraction.
- It enables – or even encourages – each Shire to further develop location attractions that could either be added to the overall entity in a future Stage or could be locally promoted in order to encourage visitors to stay in town longer.

The use of the word "route" is deliberate, as it has quite different connotations to "trail". Indeed, it is fair to suggest that the term "trail" has been over-used in recent years, and is using both its original clear definition and therefore much of its functional appeal. There are many entities called "trails" which are in truth little more than lines on a map, and these have degraded the impact of the smaller number of true trail experiences.

A "route" is simply one possible way you can pass through an area, where-as a "trail" is something that you really should follow every step of the way – or you might get "lost" if you don't! So, the Midlands Route (or the Wildflower Way) is just one way to explore Wildflower Country – but visitors are left quite free to establish their own travel priorities, which should in the end help this whole project appeal to a wider audience.

This then, is a *product development* process – it takes the now almost-completed Wildflower Way and "grows" it in an entirely logical direction via the use of the other obvious north-south spine through Wildflower Country. Doing so will generate significantly greater regional appeal and in doing so will enhance the attractiveness of the Wildflower Way work in the eyes of a much wider audience.

In short, it will deliver better value for all other promotional work that may be done in the future, and will give the whole of Wildflower Country a significant suite of attractions to promote outside of the already busy spring tourism season.

SECTION 2: SHAPING THE PROJECT

The site selection process

The actual "sites" or stopping places are the key to this whole project – and this would be true whether the outcome was a "drive trail" or the modified concept proposed here-in. Substantial experience with similar projects right across Australia has suggested that there are a number of important factors to consider when contemplating the "ins" and "outs" of this selection process, including:

- Proximity of the site to the main through-route, or likely path of travellers;
- Access to the site: distance down any "spur" road; actual road condition; any confusing turns or junctions along the way; safe access and egress;
- Parking, or potential for parking area – including safe parking and turning for vehicles towing caravans;
- Visual appeal of the site, the approaches and the surrounds – will it be a pleasant place to spend some time, once developed?
- The key theme or focus of the site – does it have an interesting / engaging story to tell? Can it be used to flesh-out an overarching theme or story relating to the broader region?
- Variety and balance – is the focus too close to that of the neighbouring site? Are there many sites with a similar focus already included in the list?
- Use of any existing visitor facilities, and the ability to cross-promote other attractions locally/regionally.
- Is the site already included in another promotion or attraction?

These factors, and a strong "gut instinct" developed over years of assessing potential visitor sites, were applied to a long list of "possibles" gleaned from a substantial collection of background material provided by the client group. The results of this assessment process are set out in the table below.

List of sites considered

This list starts at the southern end of the study area (the Moora Shire boundary) and proceeds north to Mullewa and Geraldton. It was completed over a single major field trip; a total of 43 locations were assessed for possible inclusion, and this process has produced the final 23 sites that are proposed for the development phase.

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
SHIRE OF MOORA			
Koojan Salmon Gum Reserve	• Immediately alongside Bindoon-Moora Rd. • Large existing parking areas defined by bollards. • No signage on main road nor at turn to reserve. • Existing 550-600m walk trail with interpretive panels. • Trailhead information sign. • Picnic table. • Vast parking area defined by bollards. • Useful introduction to original wheatbelt woodlands.	0	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
	• Walk trail in need of attention and trail directional markers needed. • Old concrete foundations exist. • Existing brochure for the reserve. • Need to block/prevent vehicles entering remainder of reserve from Bindoon-Moora Rd.		
103 104 CCS - Military Site	• Immediately alongside main road. • Existing old timber routed sign at site. • Some remnants (foundations) remain. No indication of what they are. • Speedway immediately adjacent. • Site has been ripped and is now unattractive.		Out
No.2 Military Site (Mortar Bomb) – Moora - Miling Rd	• Immediately alongside Moora-Miling Rd • Plaque and flagpole exist. • Existing lay-by on other side of road. Lay-by would need to be improved. • Site is outside a private home. • Signposted on road. • Poignant story of soldiers killed by mortar explosion. • Could be where people stop on way to Berkshire Valley.		Out
Moora Town Information Bay	• Opposite Historical Society. • Information shelter and gazebo. • Opposite Federation Square and sculptures. • On main route through town. • Sealed parking area but limited parking internally; more on adjacent road. • Water fountain and rubbish bin. • Near Shire offices. • Attractive shady trees and grass. • Seating and pond. Murals.	18.4 km	In
Berkshire Valley	• Approximately 19km from Moora via Moora-Miling Rd and Berkshire Valley Road, and 14km from The Midlands Rd via Kiaka Rd. • Easily accessible via good quality roads. • Distant from The Midlands Rd. • Tremendous historical value (farming/settlement).	29.7 km	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
	• Significant military history associated with site. • Fantastic collection of historic buildings easily visible from Old Geraldton Rd. • Contains one of Australia's most significant bridges. • Pleasant/attractive/appealing rural ambiance • Appears adequate space for roadside lay-by on Old Geraldton Rd. • Would require cooperation of owner for lay-by and for any other development recommended.		
Military Site - Moora War Memorial	• Picnic table and sheltered tables. • Barbecues and public toilets. • Adjacent to main route through town. • Soldiers sculpture. • Military mural. • Defined parking areas (more than information bay has).		Out
Stack/Cooper Street Reserve	• Fenced and rejuvenating bushland. • Some existing interpretive signage along walk trail. • Trailhead signage. • Pleasant, narrow strip of native vegetation. • Access to site circuitous from centre of town. • Parking is limited. • Surrounded by rural–residential housing. • "Land for Wildlife" site. • Bench seat. • Management access gate and fencing limits unauthorised vehicles from entering site.		Out
Candy Bush Reserve	• Weed infestation detracts from appearance – significant amount of wild oats throughout reserve. • Considerable amount of regrowth vegetation. • Myriad of vehicle tracks throughout reserve. • Narrow reserve. • Limited aesthetic appeal at present; may have future appeal if fenced and managed. • Ample scope for parking on SW side beside Midlands Rd. • Extent of reserve on SW side is questionable – appears to be not a reserve but future residential.		Out

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
Cairn Hill	• Former gravel pits – not particularly attractive. • Track (1.0km) to tower on high ridge has some erosion and currently 4WD only. • Nice view west from summit. • Possibility of parking area and turnaround immediately east of railway. • Possibility of a 400m walk trail from "lower" parking area to adjacent rocky ridge (where views can be had – but not as good as from summit). • Proposed Nature Reserve – DEC approval would be required. • Future quarrying on nearby land may degrade experience. • To attain access for 2WD to summit will require upgrading of track – grading, filling, cutting back. • Threatened ecological communities. • Supposed interesting rock formations and varying vegetation types.		Out
Western Flower Farm	• Immediately alongside The Midlands Rd. • Well signposted (with advanced warning and "Tourist" signs). • Not open Sundays – thereby not available to weekend "Exploring Wildflower Country" market. • Private commercial enterprise raises issues of equity with all other commercial operators in the region. • Project focus is not actually wildflowers. • However does have access to potential interesting information on wildflower exports. • Highly likely to be visited by most tourists anyway.		Out
Old Marah Homestead and Well	• 6km south east of Watheroo on bitumen road (Watheroo-Miling Rd). • Great stories associated with site. • Remnant old water tank and trough. • Walls of homestead visible from road, 100m west of creek line – but well away from possible site location. • Whereabouts of well unknown. Not visible. • Potential parking area and shade on old road east of creek, near old tank and trough (on public owned land) ie. within road reserve.		Out

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
Watheroo Railway Station	• Immediately alongside The Midlands Rd. • Railway station built in 1894. Old Tourist site sign on road. • Station building is functioning tavern so therefore same issue as Western Wildflower Farm. • Interesting adaptive re-use. • Not particularly aesthetically attractive. • Old locomotive shed is on other side of active line; poor access and in poor condition.		Out
Watheroo Park	• Immediately alongside The Midlands Rd. • Almost directly opposite historic railway station. • Several brand new sheltered picnic tables, gas barbecue, and toilet (with disabled ramp), rubbish bin. • Attractive shade trees and gardens, well maintained. • Ample parking for cars and caravans. • Close to tavern and shop.	38.3	In
Jingemia Cave	• 4.7km off The Midlands Rd via good quality gravel roads. • Well signposted on The Midlands Rd. • Large turnaround and parking area – suitable for caravans. • Short walk trail to "cave". • Toilet and picnic table. • Attractive bushland with wildflowers – but designated walk trail in surrounding bushland would add to experience. • Absence of information about formation of cave etc. • Within National Park so would require approval of DEC. • Interesting and different site. • Views over surrounding landscape available from higher ground. • Cliff risk signs exist.	10.4	In
SHIRE OF COOROW			
Old Gunyidi Townsite	• No buildings or obvious townsite infrastructure remains. • Old expanse of bitumen (maybe wheat storage). • Scattered introduced tree (non-native). • Surrounded by Nature Reserve. • Immediately alongside railway – though no evidence of former railway siding.		Out

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
Gunyidi Pool	• 12km off the Midlands Rd, much of it gravel roads or one lane bitumen. • Pool is dry even after wettest winter in many years. • Pool surrounded by feral pine trees. • Site impacted by vehicle tracks and litter. • Access track is attractive with wildflowers. • With pool dry, site lacks obvious 'anchor'. • Surrounded by interesting Kwongan vegetation. • Within a Nature Reserve.		Out
Marchagee Townsite	• No obvious or attractive rest area. • Possible railway siding or railway company story.		Out
Marchagee Nature Reserve	• Immediately alongside The Midlands Rd. • 12.3 km from Coorow. • Attractive site on low sand ridge overlooking salt lakes. • Interesting sand mallee vegetation. • 'Informal' turnaround and parking already in existence, as is access from The Midlands Rd. • Minimal earthworks required. • Development as site could assist DEC by bollarding vehicle access deeper into reserve. • Good opportunity to interpret sand plain vegetation (as opposed to Eucalypt woodland). • Views out over surrounding landscape from higher points. • Opportunity for local walk trail throughout Nature Reserve pending DEC approval, using existing vehicle tracks. • Lines of sight onto The Midlands Rd good in both directions.	40.7	In
Coorow Rotary Park	• Kerbed and bitumen lay-by immediately alongside the Midlands Rd on south side of town. • Existing old information shelter with very old map of the Coorow locality and local drives. • Limited parking, but can accommodate car with caravan in one bay as well as enabling access through the bay. • Grassy area with picnic table, rubbish bin, old swing. • Dysfunctional water fountain. • Some shady trees and native bushes. • Rotary Park sign is incomplete.	10.4	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
Coorow Community Farm	• Circuit drive around paddocks of farm with native vegetation on one side for part of circuit and crops on other. • Features a short walk trail to viewpoint (lookout) with pleasant outlook over farm and town. • Picnic area already in place (rudimentary) with concrete table and fireplace. • Temporary plastic drums for signage. • Interpretive shelter near end of drive. • Interesting and unique experience. • Interesting and unique story to do with community development and the spirit of the local people. • Lookout offers opportunity for views out over landscape and farmland. • Development as a site would assist community.	2.5	In
Coorow Town Park	• Attractive, small park immediately opposite hotel. • Beautifully maintained gardens and lawn. • Substantial new shade shelter with two large picnic tables. • New toilets, water fountain and rubbish bins. • Opposite local shops. • New playground with solar lighting. • Bench seat and reticulated gardens. • Adjacent to co-op with interesting old photo display.		Out
Waddy Forest	• Significant historical settlement, with remnant buildings located either side of Coorow-Latham Rd. • Recommended site is approximately 14km from Coorow, but is on the road to Latham (links with Wildflower Way). • Old Waddy Forest Hall appears in sound condition and is easily accessible from road. • Adjacent old tennis courts are clearly visible and add a higher degree of interest to this site. • Ample gravel parking areas and turnaround areas suitable for caravans. • Plenty of shade trees. • Some signage exists throughout the Waddy Forest locality, including on the old hall. • Keen interest from Shire for inclusion of this site.	13.3	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
SHIRE OF CARNAMAH			
Winchester Cemetery	• 4.4km east of the Midlands Rd on bitumen road. • Established 1927 and still actively used and may be considered by some to be irreverent. • Royalties for Regions grant recently used for upgrading site. • Numerous graves, many recent. • Plenty of large shady trees. • Entrance wall and gate not especially attractive. • Well maintained site.		Out
Winchester	• Ruins clearly visible at south end from The Midlands Rd. • Virtually nothing at old siding location, apart from bitumen. • No possibility of lay-by near ruins at south end of the former settlement. • No other visible evidence of settlement. • Not particularly aesthetically pleasing and no obvious site locations.		Out
Yarra Yarra Lake Lookout (Carnamah)	• Spectacular view over lake from elevated site on east side. • Site is easily accessible from Carnamah townsite via bitumen and good quality gravel roads. • Well separated from town. • Large gravel parking and turnaround area. • Needs picnic table and/or shade shelter. • Lacks information and any other facilities. • View over lake and surrounding farmland is stunning. • Several small but shady trees in middle of turnaround.	42.7	In
Macpherson Homestead	• Fabulous old homestead building appears fully restored. • Easy access from town and close to town. • Ample parking and manoeuvring space for caravans. • Appealing site even if homestead closed. • Extensive collection of historic farm implements and machines (with interpretive panels). • Extensive views over farmland and Carnamah townsite. • Public toilets. • Excellent site with plenty of interest. • Connected to high school via walk trail.	3.3	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
Carnamah Rest Area	• Immediately accessible off The Midlands Rd in centre of town. • Large asphalt parking area and turnaround. • Toilets. • Large picnic shelter with tables, water, sinks etc. • "Rock Solid" statue is immediately adjacent to site. • Large playground with bench seats. • Ample space for proposed new interpretive elements. • Garden beds and shady trees. • War memorial. • Old information / town map.	2.3	In
SHIRE OF THREE SPRINGS			
Three Springs (new) Information Bay	• Directly opposite Visitors Centre. • New picnic shelter with two large tables. • New lockable information shelter, largely empty of information. • Close to new mural and interpreted rock garden. • In centre of town and immediately alongside The Midlands Rd. • Ample parking within this lay-by or the nearby parking lay-bys. • Plenty of roadside parking. • Plenty of space for proposed new interpretive elements. • Close to public toilets at north end (near old railway station). • Large, shady, attractive lemon scented gums. • Good Samaritan bin may need to be relocated. • Parking may need to be rearranged. • Developing this site may need to go hand in hand with decommissioning old information bay at south end of town.	22.4	In
Three Springs Talc Mine	• Approximately 11km east of Three Springs on Three Springs-Perenjori Rd, a wide sealed road. • Panoramic views of open cut mines (Imerys Talc) and stockpiled overburden available from Three Springs-Perenjori Rd. • Significant regional employer and contributor to local economy.	11.2	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
	• Second largest talc mine in world; a major, if little known story. • Possibility of development of lay-by on road, building on existing short lay-by or, if agreed by company, a larger lay-by and turnaround utilising unused land near clump of trees. • Old historic machine (drill?) near front entrance could be relocated nearer to proposed new lay-by.		
Well on Three Springs -Morawa Rd	• One of the three original springs after which the town derives its name. • Tourist sign on road, pointing to well/spring site. • Existing gravel lay-by provided for visitor parking. • Concrete well lining obscures view of original well. • Area has some potential, due to nearby vegetation and historic values. • A possible site if well could be restored, by removal of well liner, restoration of brickwork lining well and placement of safety mesh. • Moderately aesthetically appealing site, but unkempt at present. • Nearby ruins of farmhouse could add to the story.		Out
Arrino Mine	• No access to former mine site evident. • Cannot be seen from Arrino South Rd.		Out
Arrino Townsite	• Town established because of copper mine 5km south-west. • Existing large, spacious lay-by – currently of limited aesthetic appeal. • Requires upgrading and modification, including screening of, and separation from adjacent nearby residence. • Plenty of shady trees. • Town apparently was bigger than Three Springs until hotel developed in Three Springs. • Strong interpretive stories around placement of hotel and subsequent decline/demise of town. • Town has several plaques dedicated to former buildings and land uses (eg old school, store). • Public toilets are old. • Existing picnic table and rubbish bin. • Views to nearby wheat bins.	17.5	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
SHIRE OF MINGENEW			
Yandanooka	• Old hall, railway shed (now used as post office) and old residence (possibly old store) still in existence and still used. • Site has significant appeal and ambience. • Is approximately 1km off The Midland Road, yet access is easy via bitumen road. • Ample existing parking near hall and near shed. • Public toilets behind hall. • Line of mature eucalypts adds to appeal of site.	16.1	In
Mingenew Townsite	• Recommended site is immediately adjacent to The Midlands Rd – in centre of town. • Directly opposite the giant wheat stalks located in Cecil Newton Park. • Existing asphalted parking lay-by off highway. • Lots of shady trees. • Several picnic tables and rubbish bins. • Interpretive shelter focussing on military history. • Numerous planter boxes. • Town and locality map panels. • Opposite bakery and close to Visitors Centre. • Railway station building is short distance away.	20.6	In
Drovers Rest	• Large, flat, sandy parking area suitable for caravans. • Rusty, corrugated cattle at trough interpretive artwork. • "Boot" sculpture. • Drovers interpretive structure. • 2 shaded picnic tables. • Various unidentified farming implements. • Short walk from town. • Rubbish bin. • Signposted on road to Coalseam – signage needs improving. Not signposted on The Midlands Rd.		Out
Mingenew Hill	• Spectacular views from summit over townsite and surrounding landscape. • Gravel road takes visitors a fair way up hill with last 150m accessible by steep, eroded walk track. • Large parking area at foot of walk track near summit.		Out

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
	• Bench seats in car park at hill overlooking the town. • Existing walk track narrow and overgrown with weeds. Needs to be formalised and widened and perhaps taken around summit for views in all directions. • Seating and interpretation needed at summit.		
Depot Hill	• Immediately adjacent to Depot Hill Rd, approximately 10km from Mingenew. • Well developed parking bay and turnaround. • Existing interpretive shelter with information about military occupation of the site and wildflowers of the area. • 1000-1200m walk trail to firing range. • Absence of interpretation at firing range diminishes visitor experience. • Wildflowers along trail are outstanding. • Bench seating available along trail in two locations and at parking area. • Parking area lends itself to development of picnic facilities such as table. • Views along trail of interesting hills and rock outcrops. • Great opportunity to interpret WWII military history of the region in this project.	11.8	In
Moblas 5 Tracking Station	• Proposed site has magnificent views from high vantage point over surrounding farmland looking south and south-east. • Proposed site is some 80m away from gate and enables ease of turning movements for caravans and should not interfere with Tracking Station access. • However, proposed site appears to be adjoining farmland and may require public liability agreement between Shire and landowner (NB. Land is unused plateau top, ie. not cropped). • Satellite Tracking Station is unique – one of two in Australia. • 8-10 satellite dishes can be seen from approach road and proposed site is immediately adjacent to one of the biggest of the dishes. • Views over farmland enable this site to be firmly connected to the EWC Project with satellite dishes being a bonus. • Access is via good quality gravel roads. • Relationship of GPS tracking and satellite technology and modern day cropping using GPS.		In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
CITY OF GREATER GERALDTON			
Coalseam National Park (Irwin Lookout)	• Spectacular views over Irwin River cliffs and valley. • Subject to recent excellent site upgrade. • Some interpretive information on short walk trail from car park to lookout and some at lookout. • Whole park is something of a hidden jewel – not well known. • Information about, and access to, coal mining shafts is at Miners Rest Campground but this is not widely promoted. • Opportunity for EWC Project to install steel cut-out and interpretive panel at Irwin Lookout, thereby enhancing awareness of mine shaft locations and further information. • Need to liaise with DEC regarding infrastructure. May need to compromise on standard EWC Project installations (such as not having a site marker). • Road to Coalseam from Mingenew is extremely attractive and interesting. • Gravel roads throughout National Park are wide and high quality. Directional signposting to various sites within National Park is good.		In
Woongoondy Hall	• Hall is in poor condition; vandals have smashed doors and windows. • No longer an appealing site. • Immediately alongside Mingenew-Mullewa Rd • Some shady trees on south side. • Plaque on rock at site.		Out
Butterabby Graves	• Site accessible by 2km gravel road (from Mingenew-Mullewa Rd) that needs grading. • Emotionally charged site and story. • Site is currently unkempt and warrants upgrade. • Existing interpretation/story is rudimentary and warrants being done better. • Site is unique in this project, given it is about poor historical treatment of indigenous people. • Site is somewhat remote, barren and weed infested but nonetheless has merit and is very interesting.		In
Burma Rd Nature Reserve	• Potential for lay-by within road reserve (ie not in Nature Reserve) on west side of road at a point where expansive views are seen across wide valley.	39.7	In

Site Name	*Description / Key Features*	*Km from previous Site*	*In/ Out*
	• Totally different native vegetation to anywhere else on the Midlands route. • Stark contrast between uncleared heathland vegetation in Nature Reserve on one side of road and cleared and cropped landform on other side of road. • Proposed lay-by would be immediately alongside Burma Rd, which is a wide, good quality gravel road. • Neatly fills a gap in proposed sites - between Depot Hill and Ellendale Pool. • Would require support of DEC, even though proposed lay-by is within road reserve.		
Ellendale Pool	• No existing interpretation. • Spectacular site alongside Greenough River. • Site easily accessible via gravel road. • Views of adjacent colourful cliffs. • Significant European settlement history associated with site. • Would have significant indigenous history as well. Is evidently a registered Aboriginal Heritage site. • Former City of Geraldton-Greenough prepared a Management Plan for the reserve (December 2007). • Popular camping area with numerous campsites. • Popular day-use area. • Toilets, barbecues and other facilities. • Attractive location. Shade trees. • Ample parking area for day-trippers.	23.8	In

Sites range from the ultra-modern science of the Tracking Station (left) to the fascinating heritage of Berkshire Valley (right)

Summary of sites included in Midlands Route project

The table below extracts just those 23 sites selected for inclusion in the Midlands Route project, and sets them out in sequence, starting from the south. Two options are presented for north of Mingenew – going to Geraldton or going to Mullewa. Both have merits, and including these two options generates the potential for another (one day) drive route linking Geraldton, Mingenew and Mullewa and visiting sites from both the Midlands Route and the Wildflower Way.

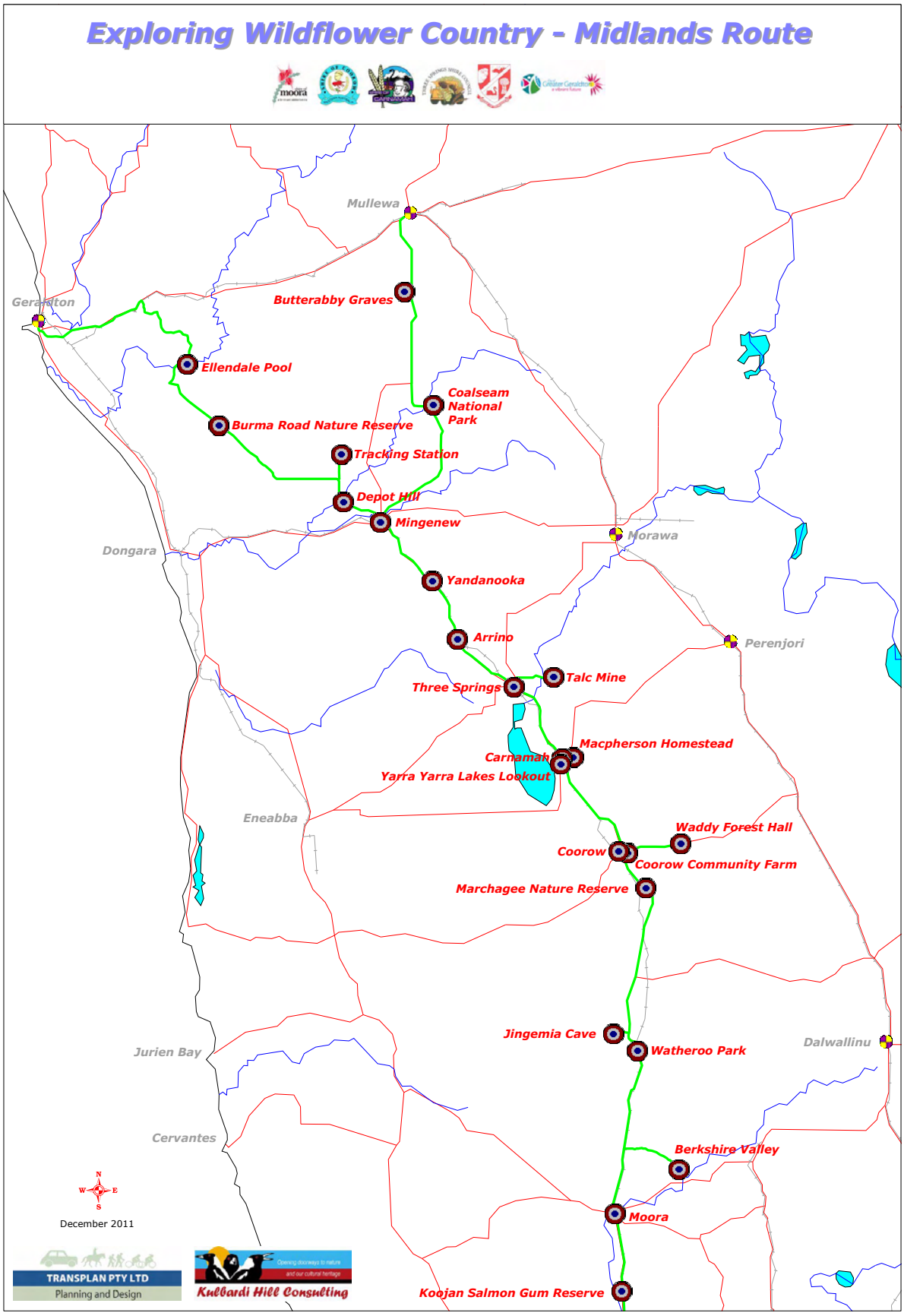
The relatively "balanced" spacing of sites becomes more apparent in this table.

#	*Site name*	*Distance in km*	*Cumulative km*
SHIRE OF MOORA			
1	Koojan Salmon Gum Reserve	0	0
2	Moora	18.4	18.4
3	Berkshire Valley	29.7	48.1
4	Watheroo Park	38.3	86.4
5	Jingemia Cave	10.4	96.8
SHIRE OF COOROW			
6	Marchagee Nature Reserve	40.7	137.5
7	Coorow	10.4	147.9
8	Coorow Community Farm	2.5	150.4
9	Waddy Forest Hall	13.3	163.7
SHIRE OF CARNAMAH			
10	Yarra Yarra Lakes Lookout	42.7	206.4
11	Macpherson Homestead	3.3	209.7
12	Carnamah	2.3	212.0
SHIRE OF THREE SPRINGS			
13	Three Springs	22.4	234.4
14	Talc Mine	11.2	245.6
15	Arrino	28.7	274.3

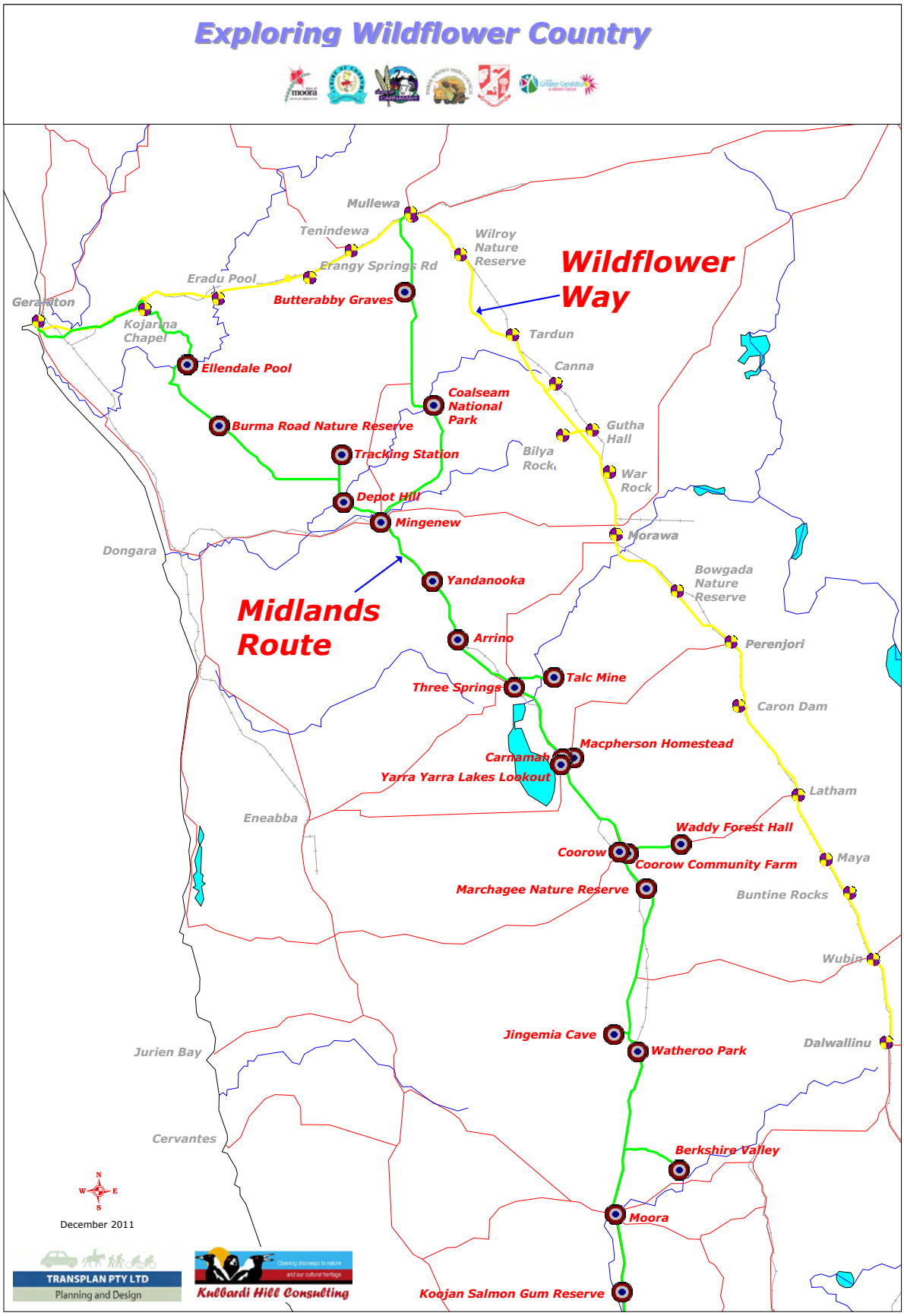
#	*Site name*	*Distance in km*	*Cumulative km*	
SHIRE OF MINGENEW				
16	Yandanooka	16.1	290.4	
17	Mingenew	20.6	311.1	
	Alternate routes from Mingenew north		GER.	MUL.
18	Depot Hill	11.8	322.8	-
19	Tracking Station	12.1	334.9	-
20	Coalseam National Park	34.1	-	345.1
CITY OF GREATER GERALDTON				
21	Butterabby Graves	36.3	-	381.4
22	Burma Road Nature Reserve	39.7	374.6	-
23	Ellendale Pool	23.8	398.4	-
	Kojarena Chapel (Wildflower Way)	24.6	423.0	-
	Geraldton	29.5	452.5	-
	Mullewa	19.9	-	401.3

In reviewing this list of sites it is also apparent that there is a broadly equitable spread of stopping places across the five local governments, with three sites each in the narrower (north-south) Shires of Carnamah and Three Springs, and also in the City of Greater Geraldton (which already has 8 sites from the Wildflower Way project). There are then four sites in Coorow, and five each in Moora and Mingenew. While this was not at all a target outcome, it is fortuitous as it will spread the burden of cost – and the potential benefits – on what could be considered a very fair basis.

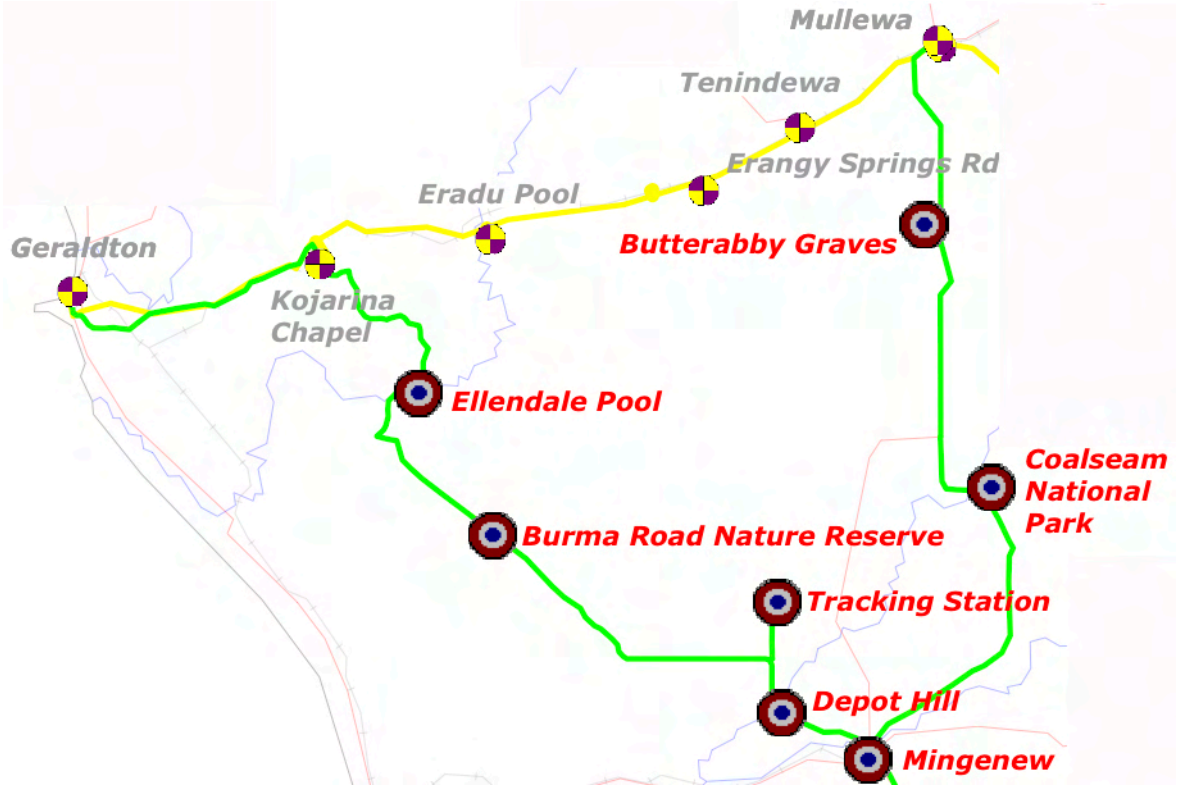
Map of sites selected



Exploring Wildflower Country – both routes



Two possible local loops



Northern Loop (above): 13 sites in 250 km – an ideal day's outing from Geraldton, Mullewa or Mingenew

Central Loop (below): 11 sites in 225 km – again an ideal day's outing from Perenjori, Three Springs, Carnamah or Coorow

Staging the project

Right from the initial thinking that spawned the Wildflower Way it was intended that this project be very much an ongoing development process – a foundation (physical or metaphorical) upon which future stages or projects could build. Indeed, it could said that there are four identifiable stages or components to the process from here onward, as set out below. In reading these it is important to recognise that the four stages are not necessarily linear in terms of their roll-out. Beyond Stage 1 any of the other three stages could be developed next – or all of them could occur in parallel.

It should also be noted that all of these stages actually follow the original "Stage 1" – being the development of the Wildflower Way.

STAGE 1:	Exploring Wildflower Country: Midlands Route	• Undertake this product development plan • Seek grant funding for implementation • Refine designs for key interpretive structures, following input for the communities involved • Develop the 23 sites listed here-in • Prepare and distribute updated promotional material that merges this work with the earlier Wildflower Way outcomes
STAGE 2:	"ArtBelt" project	• Complete the detailed community-based planning project, as outlined in the next section of this report • Seek funding for development of individual projects likely to come from planning process • Revise and re-release promotional material to incorporate added attractions
STAGE 3:	Local add-on projects	• Individual local governments generate a list of possible local projects that might augment this work, and keep visitors in town longer (local in-town heritage trails etc) • Develop these projects and, if individual outcomes meet established "site template", seek to include in Stage 4 below
STAGE 4:	Expand overall concept to include other "routes" or sets of sites	• Consider expansion of the Exploring Wildflower Country concept to include an Indian Ocean Drive Route (and perhaps a Brand Highway Route) • Encourage appropriate planning and development of other suites of sites, which may be from beyond the core study area or may be from within • Revise and re-release promotional material to incorporate additional sites and/or routes

It goes without saying that Stage 4 could be repeated on numerous occasions – there may be a number of phases of development of the whole "Exploring Wildflower Country" concept. Ultimately there could be upward of 80 designated sites and perhaps three or four "routes" – though of course care should be taken that these routes are not presented as the *only* way to explore the region!

The "ArtBelt" project

The mural in Perenjori is just one of a number that light up these small wheatbelt towns

The presence of an undercurrent of "arty" projects in Wildflower Country would be decidedly surprising to many – it is not something that naturally fits with an area generally better known for its large and often dusty wheat farms, its giant machinery, and people with (presumably) greater affinity with a welding torch than a paint brush. Yet, driving through both the towns on Wildflower Way and those along the Midlands Road one is regularly surprised – and delighted – to find a range of creative attractions that would seem more likely in an "alternative" part of the country.

Murals are a common thread, featuring in (at least) Moora, Perenjori, Mullewa, Mingenew and Carnamah. Many were produced as part of the "Painted Roads" project, years ago, but they form a wonderful base on which to build – and there are many *large* flat surfaces in this area that could host a new mural! Indeed, one of the more exciting possible future add-on projects that has arisen during this work is the suggestion that *massive* murals might one day adorn some of the wheat bins that string out along the railway lines (and therefore main roads) in the region. What an extraordinary sight that would be, should it prove feasible!

Several towns' host substantial "sculptures" – the giant wheat stalks in Mingenew, the massive "Rock Solid" figure in Carnamah, and the rusty steel drover and cattle in Mullewa are good examples. Again, so much more could be done to develop this line of attraction in a vast open region that begs for "big" things.

Mingenew's giant wheat stalk sculpture (left) and Morawa's new information display (right) are further examples of the unexpected presence – and quality – of artwork in Wildflower Country

The very fact that this kind of artistic feature is so unlikely in a farming area like this makes its further development so much more appealing. Adding to this impetus is the knowledge that there is rapidly increasing evidence from overseas (and elsewhere in Australia) that strong community-based art projects can contribute *substantially* to economic and social renewal in small rural communities.

And finally, the impetus for the "ArtBelt project was further supported by the belief that to really make the interpretation of the selected stopping places and attractions most effective would require a creative and very visual approach, rather than relying on a traditional text-based signage method of delivery. This – and the intent to use "sculptural" steel site markers (rather than standard signs) – establishes a distinctly arty framework upon which to build.

The ArtBelt planning study is underway at the same time as this Product Development Plan, and outcomes will be presented to the five Shires along the Wildflower Way (in the first case) during November. It is strongly supported by this report as a logical and highly creative way to move this community development project forward. Any practical outcomes of projects flowing from the ArtBelt study would fit well into the Exploring Wildflower Country concept, and would significantly enhance the capacity to promote this as a region to visit *outside* wildflower season.

It is worth noting that while the ArtBelt project was conceived and funded as part of the Wildflower Way development, it is highly likely that very few of its recommended projects will be "site specific" – that is, the great majority will be readily transferrable to alternate locations. This means that all nine Shires in Wildflower Country could equally well pick up and develop the majority of the ideas coming from this process.

Once again, it is entirely appropriate that the outcomes of this project spread across the region as their broader uptake will benefit all members of the grouping. An early start on this work would build momentum through the next few years, and would further goals of the Exploring Wildflower Country project significantly.

Possible local add-on projects

As was the case with the Wildflower Way, it was apparent during fieldwork for this project that towns along the Midlands Route could do more to build on the benefits that may come from an increasing flow of visitors. While this may sound like a statement of the bleeding obvious – and while it clearly is a situation that is budget dependent – it is worth noting that bringing more visitors to town is one thing, but *keeping* them there (long enough to spend money etc) is another.

As a general comment there are two sets of visitor facilities that are known to be highly appealing to the majority of the travelling public:

- Pleasant shady (and grassed) in-town parks, ideally with clean toilets, attractive picnic facilities (tables, barbeques, bins) and modern play equipment for small children. If such a facility can incorporate – or neighbour – the main information display, then all the better.
- Well marked and effectively interpreted in-town walk trails – these can be either cultural heritage trails, based on built history, or nature-based walks in bushland on the town's edge.

Mingenew Hill is one place that is crying out for an "add on" project

At least ensuring that each town in the study area has these facilities would go a long way to making this an unusually pleasing area to visit. Consistency of quality contributes highly to a cohesive appeal – if visitors come to know that the heritage trail in Town #3 is of a similar standard to the one they experienced in Town #1 they are far more likely to use it. In the area at question here there is a *wide* discrepancy in standards (and availability) in this line of facilities, and this is a matter that should be attended to for the betterment of all.

Promoting the attraction

This is the second stage of a major and potentially region-changing series of projects, and therefore warrants at least an update of the professionally prepared and over-arching marketing plan prepared by Edge Tourism & Marketing for the Wildflower Way. This update process should consider (at least) the following areas of activity:

- Brochure development and distribution (see below)
- Internet distribution of information
- In-town promotion of project-wide attractions
- Travel publication advertising
- Publicity campaigns
- Industry familiarisation tours
- Industry networking – especially into key Visitor Centres
- Local "value of tourism" campaigns

An allowance has been made in the project costs outlined in this Report for both the review and updating of the marketing plan, and for funds to then implement key actions that might be contained in that document.

In order to build on the promotion of the Exploring Wildflower Country concept commenced with the launch of the Wildflower Way an allowance for the updating and expansion of the high-quality fold-out Wildflower Way map/brochure has been included in these project costings. This updated document should then be distributed across the region, and into key Visitor Centres in places like Geraldton and Perth – as is outlined in the Wildflower Way marketing plan.

Print runs should be kept moderate, so that it can be readily upgraded as required if/when additional stages / sites come on line. It is very important that distribution of this brochure be carefully tracked so that if / when it is updated all remaining "old" versions can be recalled and pulped.

Other obvious initial methods of promotion would include adding the new attraction to Shire websites, and ensuring that all local tourism operators are fully briefed on the project. However, given that the physical construction / implementation of the Midlands Route will take some time, the review of the marketing plan should be complete well before any launch date, allowing that document to guide promotional efforts in a much more coherent fashion.

The preparation of this marketing plan review should be outsourced as soon as funding is committed. An allowance of $5,000 has been included in the project budget for this marketing plan update, and a further budget allocation of $51,500 for subsequent marketing activities is also included. This figure is based on the recommended Year 2 expenditure set down in the Wildflower Way marketing plan.

This expenditure will build on the framework established through the Wildflower Way project, and will ensure that marketing is coherent across the whole region, taking into account – and maximising the benefit of - both "routes" through Wildflower Country.

SECTION 3: INTERPRETATION – THE KEY TO SUCCESS

What is interpretation?

The Interpretation Association of Australia (IAA) describes interpretation as: *"a means of communicating ideas and feelings which help people understand more about themselves and their environment. There are many different ways of communicating these ideas, including guided walks, talks, drama, displays, signs, brochures and electronic media."*

IAA goes on to say *"Interpretation is often used in national parks, museums, zoos, botanic gardens, Aboriginal keeping places, galleries, historic sites, science centres, state forests, urban parks, and reserves. Interpretation is used increasingly by guided tour operators, conservation organisations and local history associations.*

Interpretation is the key to understanding ourselves and who we are. It challenges us to work out what Australia means, as a continent and as a nation. Interpretation makes sense of life, of systems and structures. Interpreters work in Australia's most important places. They deal in stories, ideas and experiences. They explain, guide, reveal, arrange, question, share and provoke. They are central to the national conversation about meaning and significance.

Above all interpreters engage with people. They know their visitors' needs and interests. They must know how to create communication links between people and place, past and present, people and people. They know the important questions visitors want answered."

Knowing the "important questions" visitors want answered is just one part of the challenge – knowing how to answer these questions most effectively is the other. As outlined above, there are a number of common mechanisms for delivering interpretive information:

Guided walks and talks

A very personal and flexible means of delivering information to visitors – allows rapid updating of material depending on circumstances, and also allows visitors to ask questions, thereby ensuring they get answers to their particular and personal interests.

Drawbacks are the need for well-trained guides who are readily – and reliably - available, the need for visitors to fit a schedule of "tours", costs to visitors, and what some might see as the "over-structuring" of the visitor experience.

Displays, artwork / sculpture, artefacts

A number of small West Australian towns have excellent experience with the use of this type of interpretive material. In Hyden, for example, are the "PeopleScape" sculptures in the parking bay on the main street. Here, local bush "artwork" combines with interpretive signage to give an entertaining insight into the history of the community. Cranbrook is another small town to utilise local skills to produce rustic but effective "sculpture".

Two completely different styles of "sculptural interpretation: Cranbrook's rusty shearer (above) and the gorgeous brass marri nuts and leaves in Forrestfield (below)

Physical displays reach across a wide spectrum of visitors, from young to old, and from many different cultural and language backgrounds. Whether they are artistic creations or historic / natural artefacts they are approachable and they tell stories, just by their very being.

On the negative side, they can be relatively expensive to install (as in the Forrestfield example, shown on the previous page). They may also attract vandalism, and require a degree of artistic input to ensure they do not look cheap and amateurish. However, if skills and resources are available this kind of interpretive display is well worth considering at key locations, and has the potential to attract grant funds not normally associated with trail and interpretive projects.

Steel cut-outs images

Life-size steel cut-out images have become increasingly popular as a means of interpreting places that are lacking "life" or activity, and can be an excellent addition to many sites if creatively used. This kind of interpretive installation has been used in a number of projects around Western Australia to great effect, but still has not reached the kind of overload / saturation point that some say has been the case with interpretive signage.

Clever conceptualisation – and creative design work – is crucial in making these structures "stand up and sing". They should *not* be bland cardboard cut-out facsimiles, but instead should be *alive* with life and humour. Some bending of the literal truth would aid this intent, and should be encouraged in the design process, as should the use of (say) stainless steel highlighting elements, or internal cut shapes, to add to the base figure.

The drover (on the Leonora Loop Trails) above is a good example of a very simple but effective rusty steel cut-out

Generally a minimum of 8 mm mild steel plate should be used, and this be subject to an acid or salt wash/spray to induce rusting, which is a deliberate and important component of the overall concept. Structures will commonly need to have "posts" welded to the back for installation into concrete footings, and some may require additional bracing across the back of the image to ensure it withstands both extreme weather and possible vandal attacks.

Structures like these provide wonderful photo opportunities for visitors, and can engage interest in a way that even the best signs would struggle to emulate. They can also be combined with interpretive signage to provide a greater level of information, and can be very effectively used as illustrations for that signage.

On-site signage

Perhaps the most common form of interpretive delivery, interpretive signage is now ubiquitous across Australia (and much of the western world). Some would say it is overused, and has become a form of visual pollution in some sites. It does however offer significant advantages – it is "permanent" (being always available to the visitor no matter the time of day or day of the year); it is relatively cheap to produce (compared to audio delivery, for example) and now has a respectable lifespan of between 5 and 10 years, depending on materials and conditions; when well-written it can be enjoyable and highly approachable, and it reaches a relatively high percentage of site visitors.

Signage does need to be used with caution – it can crowd and clutter a landscape, even detracting from some visitor's experiences, and "cheap" manufacturing processes can degrade quickly when exposed to harsh conditions. Writing and designing interpretive signs has become a highly-specialised task, and the difference in visitor impact between "good" signs and the "ordinary" can be substantial.

Installing signage in outdoor locations can however be a risky exercise. Vandalism and harsh weather conditions can take a toll on signs of many types, and can rapidly reduce the effectiveness and value of what are often substantial capital investments.

A wide range of materials is used for interpretive panels across Australia. These vary substantially in terms of longevity/hardiness and price. Simply put, the cheaper the panel the more prone it is likely to be to degradation by the weather and/or vandalism, and the shorter the period that it will retain its full original 'colour' and therefore its aesthetic appeal. Experience in many locations has shown that vandals and the weather can combine to make life difficult for interpretive panels, and can quickly erode the investment made by the host organisation.

Etched anodised aluminium signs can be cut to a shape that helps illustrate the story, as shown with the "camel panels" in Norseman (above) and the "leaf" panels at Capel (below)

In order to circumvent this outcome it is proposed that architectural-grade etched anodised aluminium panels be used in the majority of locations on this project. In countless similar situations across Australia these panels have proven themselves to be as close to indestructible as is possible. They are also stylish and attractive to trail users and site visitors. In locations such as those found in Wildflower Country the panels are highly likely be exposed to a high level of weather impacts. Etched anodised aluminium panels retain their high-quality aesthetics into the 10-year (and beyond) timeframe – regardless of conditions. Further, this material / process has the greatest resistance to vandalism (paint, ink, felt pens, scratching, impact damage etc) of any known option on the Australian market.

Etched anodised aluminium panels are more expensive than other styles but have proven to still provide better value for money over the longer term. Cost estimates provided in this Plan utilise this process for the majority of signs.

However, technology is changing rapidly, and new materials and processes are making full-colour digital print panels more attractive than in the past. In the last twelve months a new full colour process with the trade name of "Polycure" has arrived on the scene, bringing even brighter colours and a longer life span than the traditional digital print production process.

Polycure panels can be particularly effective in interpreting wildflowers (and nature in general)

While they are more easily damaged and still do not last as long in full-sun situations (when compared to etched aluminium) they are cheaper to produce – and they are *full colour*. Consequently, they should be considered carefully, especially for those subjects that would benefit from colour images – for example, many nature-based topics, especially those dealing with flowers or animals.

Brochures, maps, written guides

After signage, brochures or written guides are perhaps the most common form of interpretive material – especially at natural sites and on walk trails. They can be effectively combined with a promotional purpose to deliver added value for money, and are often seen to be a "memento" of the visit, thus spreading the "message" further afield as they are shared with family and friends.

Brochures and guides can range from simple folded cards to complex and weighty books. The purpose of the printed matter must be carefully defined to ensure the product meets the intended market. If this is done, clever design and writing can produce an appealing and informative document for relatively low cost. Distributing such an item can be challenging, unless visitors have to pass through a central entry station to get onto the site in question. Then they can have almost 100% saturation, making them highly effective in sharing both interpretive and management messages.

Electronic media – primarily audio (CD, narrow-cast FM, pod-cast etc)

Modern technology is bringing new opportunities to the interpretive field at a rapid pace. Visitor expectations are being stimulated by exposure to "gee whiz" delivery mechanisms, and certain high-level visitor sites have become very competitive in terms of what they offer and how. Audio interpretation, touch-screen information booths, laser light shows, small-scale theatrettes and pod-casting facilities are on the cutting edge of big budget visitor sites.

Audio CD's have proven a great favourite with visitors to the Golden Quest Discovery Trail, where a lot of driving is required to get around the 965 km route

However, costs can be significant and benefits have to be both substantial and reasonably assured to warrant proceeding down this path. And the nature of the experience needs to fit the ambience of the site itself. Having said that, the production of an audio CD delivering both cultural and natural stories is worthy of some consideration in the future of this projectl, given the driving distances involved. Visitors generally love hearing stories told in the authentic voice of those who've lived in the landscape involved – and this could be a high-value opportunity for establishing something unique about this experience.

A recent (relatively) relevant local example of the excellent use of audio interpretation is on the Southern Forest Sculpture Walk at Northcliffe. Here, small portable MP3 players are provided as part of the entry fee – each carries a choice of 5 "story lines" from which visitors can chose. However, the Sculpture Walk is "self contained" – it has just one access and egress point, and so is well suited to this style of delivery.

The thorny issue of themes

Interpretive theory suggests that establishing a thematic structure is essential to arriving at effective interpretive delivery. But, as already outlined, the absence of a single clear and usable theme running through the sites scattered across Wildflower Country has been one of the factors in changing the shape of the outcome. Sites of interest nominated by Shires span an eclectic range of foci, including:

- Railway settlements and rail as a means of transport
- Small towns & communities that have come and gone
- Agricultural history – and agriculture today
- Citizens of note
- Mining operations
- Space tracking stations
- And of course, all the elements of nature: lakes, rock outcrops, bushland reserves, wildflowers, birds and animals and so on

Other well-known Western Australian self-drive experiences clearly focus on a single bonding theme – for example the Golden Pipeline Heritage Trail (the Goldfields Water Supply Scheme), and the Golden Quest Discovery Trail (the gold rushes of the 1890s). What we have here is a broad human and natural history of a geographical region – and it is difficult to extract a "core theme".

However, moving through this landscape and thinking about the stories that the sites represent leaves one with the impression that this is all about *life out here*. The Wildflower Country region and its broad-acre farming is a foreign world to many: it is relatively remote, it is hot, dry and dusty, and the landscape is "empty". So, how do people live out here? Why do they live out here? What is it like, living out here – and what was it like in the past (100 years ago; between the wars; post war etc)? What creatures and plants live out here, and how have people related to them? How have people responded to the landscape – and how do they respond today?

Filtering through this is a broad over-arching theme that could be established as: *"Life in / of this landscape"* – but it still does not have the tight focus that really helps give shape to interpretive delivery in the way of (say) the "Golden Pipeline". Therefore, the physical structure of interpretive and signage elements themselves become a vital part of developing the shape and form of the experience – more so than might be under other circumstances.

It is almost as though it is the form of these elements that become the theme and the focal point of the project – while they must still pay heed to the *Landscape shaping people shaping landscape* idea developed in the Wildflower Way work these physical structures need to take on a larger role, to become the public face of Exploring Wildflower Country. Consequently, getting the mix right is of crucial importance, as is staying true to this intent in the implementation phase.

Getting the interpretive mix right

Traditional "drive trails" offer a somewhat standard set of on-site interpretive panels, a brochure or map, and perhaps a guidebook. The route is marked with the familiar brown-and-white tourist signage and, leaving aside the actual content, one drive trail looks rather like the next. However, abandoning the drive trail form allows a much more creative approach to both interpretation and signage.

It also allows these two aspects of the project – interpretation and signage – to blend and even blur together, with all components becoming artistic and interpretive elements in their own right. Using similar materials and familiar forms across the different physical structures bonds the whole project into a recognisable entity, and builds quick visitor identification.

During field work for the Wildflower Way project, in meetings with Shire representatives and through subsequent thinking about the concept at hand a set of ideas was developed, all of which have fed into the outcomes described in this report and already installed on the Wildflower Way. Fieldwork and discussions with Midlands Route councils confirmed that these parameters are appropriate to carry across to this project:

- Use some kind of "flower" imagery, without it being overwhelming
- Rusty steel would be a fitting material to anchor interp & signage in this landscape
- Get away from relying on interpretive signage as the primary delivery mechanism
- Make site markers and advance warning markers a part of the interpretive experience
- Install some life into the sites, many of which are historic or natural and therefore "empty" – steel cut-out figures would be very effective
- Old plough disks and 44-gallon drums are ubiquitous elements of life out here
- Continue to develop the artistic / creative fabric already shining from behind the farming exterior
- Bring a sense of discovery, excitement and humour to each of the sites, if possible; bend the "truth" a little from time to time (for example, create giant wildflowers / warp the relative scale of images)

The consultants discussed these ideas with a number of others involved in designing, creating or delivering this kind of cutting-edge interpretive material. Behind these discussions and the thinking surrounding them has been the desire to *do things differently* in this case – to try to make these sites and the Exploring Wildflower Country project something more than just another drive trail with a bunch of nice signs scattered around the countryside.

The net result is a suite of creative and potentially unique interpretive and signage elements:

1. Chunky but creative semi-sculptural markers, to be used in towns and at each site, with the markers in the towns to be larger than the rest
2. Rusty steel cut-out figures and images at each site – to be the primary interpretive focal point, and to be creatively and humorously designed (where realistic) to engage with the visitor
3. Small etched anodised panels containing first-person text to voice the story of each cut-out (attached directly to the steel image)
4. A separate etched anodised panel to tell the "standard" story of each site – but to be attached to a funky steel structure rather than just placed on a pedestal post
5. Map panels promoting the whole Exploring Wildflower Country project in each of the key towns
6. A quality map/brochure that shows all sites and outlines the themes and stories at each site; to also contain information about each Shire's services and facilities

Taken together these items (and particularly #'s 1, 2 & 4) have the capacity to create a strong visual image in visitor's minds – as can be seen from the sites already developed on the Wildflower Way they can become the *theme* or focal point for the whole Exploring Wildflower Country experience. And they form an excellent base or foundation for a whole range of possible creative outcomes that may be spawned by the proposed ArtBelt project!

Sites like Koojan Salmon Gum Reserve are pleasant – but need something to bring them to life

Steel cut-outs – putting life into the landscape

A number of the stopping places included in both the Wildflower Way and this project are what could be considered "graveyard" sites – the location of some piece of cultural history that had its time in the sun, but has now faded to either remnants/ruins or memories (or a combination of both). Sites that fit this description are places like Arrino and Yandanooka (and to a lesser extent, Watheroo). Other sites are attractive bush-based stopping places, but lack *life and activity* or a human perspective – Koojan Reserve, Jingemia Caves, and Marchagee and Burma Road Nature Reserves are some that fall into this category – pretty, but lifeless locations.

It is therefore proposed that a series of life-size (and larger than life, in some cases!) steel cut-out images be installed, to bring some sense of activity to each location and to provide a very visual connection to telling the story of the place. This kind of interpretive installation has been used in a number of projects around Australia to great effect, but still has not reached the kind of overload / saturation point achieved by interpretive signage.

Clever conceptualisation – and creative design work – is crucial in making these structures "stand up and sing". They should *not* be bland cardboard cut-out facsimiles, but instead should be *alive* with life and humour. Some bending of the literal truth aids this intent, and should be encouraged in the design process, as should the use of (say) bright galvanised highlighting elements, or internal cut shapes, to add to the base figure.

It is proposed that 8 mm mild steel plate be used, and that this be subject to an acid wash/spray to induce rusting, which is a deliberate and important component of the overall concept. Each structure will need to have "posts" welded to the base for installation into concrete footings, and some may require additional bracing across the back of the image to ensure it withstands both extreme weather and possible vandal attacks.

Structures like these provide wonderful photo opportunities for visitors, and can engage interest in a way that even the best signs would struggle to emulate. However, it is proposed to further augment these images by affixing a simple text-only panel to the structure, carrying first-person words that tell the story behind the image. An example of how this has been done on the Wildflower Way is shown on the next page. The image in this case was a selection of birds commonly seen in the Dalwallinu Shire.

"The gamblers" – one of the two steel sculputres at Tardun

"Will you galahs up the end there please settle down and stop the racket? Pretty soon you're going to disturb my chicks – and then there'll be trouble! Take a leaf out of the frogmouth's book – look at him - he's pretending to be a stump.

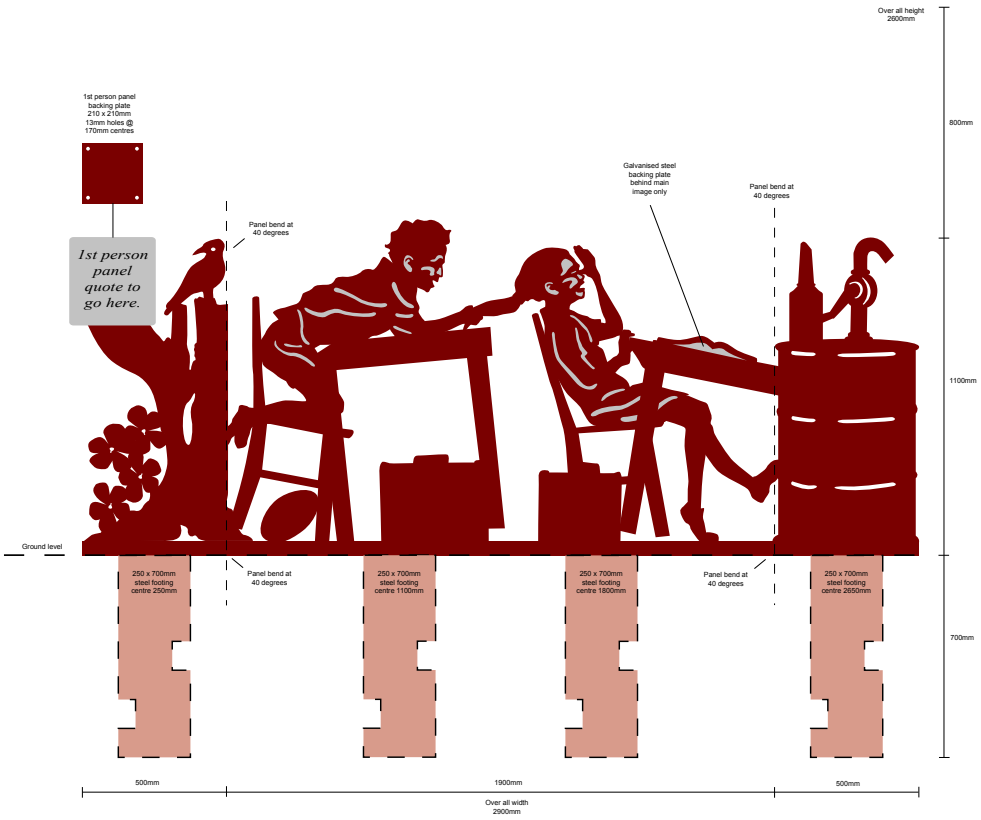
Or the mallee fowl – no rowdy carry-on there – even though he's only up here to get away from danger down below. Even those whacky-looking crested pigeons make less noise than you lot!"

The magnificent wedge-tail eagle and his friends up above are some of the signature bird species of the Dalwallinu district. Of these, some – like the comical galahs and the crested pigeons – have benefitted from farming as it has delivered more water-sources and a very welcome food supply for these seed eaters. Others, like the mallee fowl and the frogmouth have suffered through the reduction of habitat and nesting opportunities.

Mullewa's drover (left) and the "breakaway" (right)

Mullewa set an early but excellent example of this kind of structural interpretation, in the installation of the drover and his dog chasing the "breakaway" across the Geraldton Mt Magnet Rd, while the rest of his cattle graze through the nearby Information Bay. This installation has humour and instant appeal, yet with the addition of a small panel of text very effectively tells the story of the Mullewa-De Grey Stock Route. This has proven a useful "model" for the images that have been developed for the Wildflower Way – and for those to feature in the Midlands project.

There is no question that this is a *relatively* more expensive approach to interpretation – but there is also no question that if done well, with a creative and humorous approach, the final impact far exceeds what might be done otherwise. The use of the rusty steel strongly bonds these structures (and therefore the sites) into the framework established by the site markers and interpretive panels, which are described in following pages. It builds a cohesive entity to the overall outcomes of the project, helping brand this concept in the visitors mind.



Interpretive structure suggestions

The list below is simply an initial capture of the consultant's thoughts during fieldwork for this planning study. These images are so important to the project that an allowance for an extra field trip, including consultation with locals, is included at the start of the implementation project – this is crucial, to ensure the best possible image is nominated for each site (along with accompanying text to effectively tell the story). As many images as possible should contain elements of humour – or should have something quirky added to them to bring a smile, and a memory of enjoyment (in addition to information).

Site	Sculpture "topic"
Koojan Salmon Gum Reserve	Tree with hollows and birds, etc
Moora	Military theme (x 2 – in a V-shaped layout)
Berkshire Valley (2 cut-outs)	Monk herding sheep + bogged dray being dug out (2).
Watheroo Park	Railway workers heading home from work
Jingemia Cave	Grey kangaroos, and brush-tailed wallaby
Marchagee Nature Reserve	Emu with chicks, or something else natural
Coorow	Thomas the bushranger
Coorow Community Farm	Group of volunteers working on picnic site
Waddy Forest Hall	Tennis players heading out from hall to courts
Yarra Yarra Lakes Lookout	A line up of local water birds
Macpherson Homestead	The Macpherson family, perhaps alighting from dray
Carnamah	CWA cake stall in full swing
Three Springs	Local identity Jack Thorpe?
Talc Mine	Craftsman carving from a block of talc
Arrino	Disappointed drinkers wishing for a local hotel
Yandanooka	Early postal service – horseback delivery
Mingenew	Droving – or scything wheat / bagging wheat
Depot Hill	Line of soldiers on firing range
Tracking Station	GPS v compass navigation (or theodolite) – how?
Coalseam National Park	Coal miners boiling the billy, on a day off
Butterabby Graves	Aboriginal prisoners in chains
Burma Road Nature Reserve	Old tractor with scrub roller
Ellendale Pool	Mythological serpent creation story

Interpretive signage – filling in the background

In 1970 a Canadian rock group called the Five Man Electrical Band released a song that was to become a classic of the hippy / baby-boomer era. It was called "Signs", and the chorus may well have been written with an eye to the use (and increasing abuse) of interpretive and informational signs:

"Signs, signs, everywhere a sign

Blocking out the scenery, breaking my mind

Do this, don't do that, can't you read the signs?"

Most drive trails – and trails in general – have a strong focus on delivery of interpretive information via panels or signs. In many cases this is entirely appropriate, but sometimes it becomes a *habit* or an expectation – and it may in fact not be the best way forward for a range of projects, for a variety of reasons. Perhaps because of their extensive use around Australia interpretive signs are in danger of becoming something of an anathema to many people, and uptake rates may well be starting to decline, with fewer people reading them and fewer still reading *all* of the text (even on signs with limited wordage).

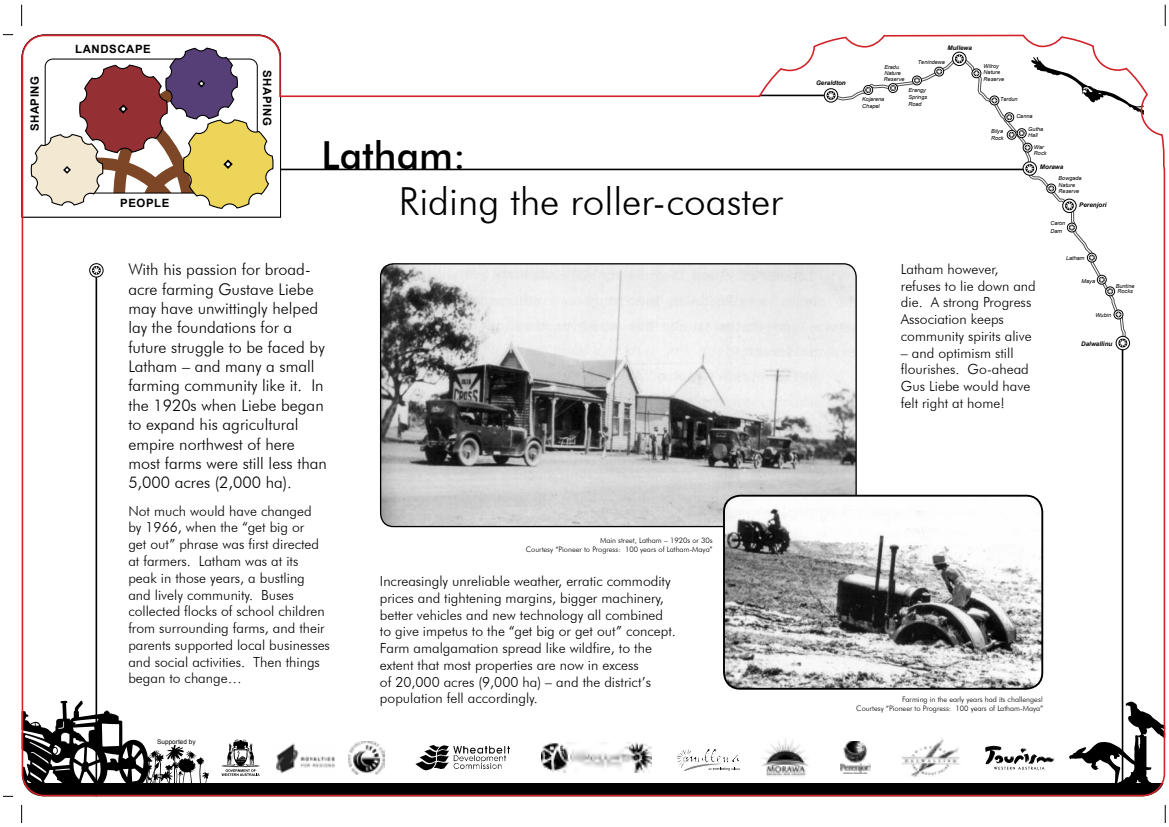
It is challenging to make signs really work in a case such as this, where the absence of a strong theme and a continuing thread through all stories diffuses the focus. In initial planning for the Wildflower Way project the consultants considered not including interpretive signage at all, other than the small first-person text panels on the steel cut-outs. However, the client group for that project made a strong case that there is a legitimate background story that needed to be told at each site, and that there would still be a sizable group of visitors who would want to know this story.

The same situation applies to the Midlands Route sites, and therefore it is proposed that a single "standard" interpretive sign be installed at each site, combining a brief story with images to create an engaging etched anodised aluminium panel which will be affixed to a creatively designed steel structure (rather than a traditional pedestal post). The image to the left shows the pedestal design arising from the Wildflower Way project – and it is this that will be utilised again at these new Exploring Wildflower Country sites.

Interpretive panel installed at Eradu Nature Reserve

Panels installed in this fashion will be 750 mm x 500 mm each. An example of the design style developed for the Wildflower Way appears on the next page – it would be wise to use a similar style in this project, to maintain the "family" feeling of the whole Exploring Wildflower Country project.

One site – Berkshire Valley – warrants additional interpretive treatment. This is a highly significant historic place, with numerous strands to its story – and therefore it is proposed that in addition to the "standard" interpretive panel two extra full-colour panels be prepared for this site. These should be the same size and shape as the map panels (see next page) and should be mounted back-to-back on a map panel mounting structure.



A list of possible stories for each site follows - again, this is a starting list only, for confirmation via a field visit and discussions with local stakeholders early in implementation. All of these stories should be sheeted back to the central concept of *people shaping the landscape – which in turn shapes the people.* This will help bind what may appear a disparate set of sites into a coherant and meaningful experience for visitors.

Site	Interpretive story
Koojan Salmon Gum Reserve	Clearing the land (What was the timber was used for?) History of Koojan / Intro to Exploring Wildflower Country
Moora	Floods, famines and the future: Life on the moody Moore River – past & present
Berkshire Valley	Early farming settlement & history (extensive) The New Norcia monks & shepherding Military usage in WW2
Watheroo Park	The coming of the railway line; building the station (The Gus Liebe connection)
Jingemia Cave	The formation of the caves – and the impact of geology on the surrounding landscape
Marchagee Nature Reserve	Suddenly – sand! Soil types, and their impact on vegetation communities (also the salt/samphire lakes)

Coorow	Coorow – a remarkably resilient community. Look at how the landscape has shpaed *these* people!
Coorow Community Farm	The Community Farm story – how it works, who's involved, where the money goes
Waddy Forest Hall	A potted history of Waddy Forest and its people; the central role of sport out here
Yarra Yarra Lakes Lookout	The lake system – where the water comes from, where it goes, what lives out there and when
Macpherson Homestead	Who were the Macphersons and when (and why) did they come here?
Carnamah	"Ready Made Farms" – the Midlands Railway Company's grand land settlement scheme
Three Springs	The "three springs" – where and why; origins of the town and its settlement (also the wheat bin story)
Talc Mine	Talc? Out here? Why here, how mined, where it goes and what it's used for
Arrino	A hotel horror story: why no pub? And what was the consequence? Also, the copper mine story
Yandanooka	Who settled here and why? The rise and fall of railway siding settlements (and the ongoing life of the community)
Mingenew	The grain centre: why, when & how? Is there a "low impact" way of growing wheat?
Depot Hill	A rivergum oasis on the Irwin River – compare/contrast with the hillside vegetation & ecosystem
Tracking Station	Star Wars in the Central West? What is this place, who runs it and what is it doing?
Coalseam National Park	Coalseam? Where's the coal – or, more importantly, where's the information about the coal (Miners)?
Butterabby Graves	To the victor the spoils: Aboriginal resistance to the "invasion" of their lands – warriors, or criminals?
Burma Road Nature Reserve	A northern "nullarbor" – not a tree in sight! A totally different landscape: why, and what does it mean?
Ellendale Pool	Who was "Ellen", and why is the pool named after her? And why is the pool here anyway?

In addition to these signs, it is proposed that large (1400 x 1100) full colour map panels be installed at each of the five "major" sites (Moora, Coorow, Carnamah, Three Springs and Mingenew) to act as a promotional tool for visitors to the region who might be unaware of the project. Using colour will enable these panels to be bright and eye-catching, and will also facilitate the easier and cheaper updating of information if / when the project expands again in the future.

As with the interpretive panels these signs will be supported by creative steel pedestals rather than by standard posts. An example of such a sign and structure from the Wildflower Way appears below. Note the powder-coated plough disc "flower" bolted to the face, top right corner (to tie in with Site Markers).

An allowance has been included in the budget to replace the 5 map panels installed on the Wildflower Way, too, as these will be "out of date" once the Midlands Route is developed – and will need to be updated so that they then promote both routes and all of the different means of "Exploring Wildflower Country".

Site and advance warning markers – a creative approach

As the Exploring Wildflower Country project is not aimed at producing a drive trail there is no need for all of the typical (and often visually obtrusive) directional signage. It is intended that the mapping provided on the proposed promotional brochure be of sufficient clarity that visitors can readily chart their own path through Wildflower Country without the aid of a "follow the dots" style of signage. However, it is still necessary to mark each site, and to indicate where visitors will need to leave the main "Wildflower Highway Route" roads to find sites that may be on spurs.

There is therefore a small suite of markers and directional sigs that are required:

1. Major site markers (at each of the towns)
2. Minor site markers (at the remainder of the stopping places)
3. Advance warning markers (to alert visitors to upcoming major sites)
4. Directional signage (at key junctions on main roads). This is dealt with in the next section of the report.

The designs developed for the Wildflower Way should again be utilised in this project. They quite deliberately incorporated a number of elements into the structures:

- Major use of rusty steel as a "branding" element
- Incorporation of plough disks into design
- Very visible (but faintly quirky) "flower" imagery, via use of powdercoated plough discs
- Physical size sufficient to be visible without being an obstacle
- "Standard" brown and white lettering plates incorporated into minor site marker designs
- Structures can be single-sided or double-sided
- Structures can be prefabricated for easy installation in the field

As can be seen from the photographs below, these markers create significant (positive) visual impact, and early response to those installed on the Wildflower Way has been highly complimentary.

A summary table detailing numbers of each of the markers follows on the next page.

Site & advance warning marker locations

Sign Type	Locations	Number
"Major" Site marker – double sided	Moora	1
	Coorow	1
	Carnamah	1
	Three Springs	1
	Mingenew	1
Advance Warning markers	Moora	3
	Coorow	2
	Carnamah	2
	Three Springs	2
	Mingenew	3
"Minor" Site marker – double sided	Berkshire Valley	1
	Watheroo Park	1
	Depot Hill	1
	Burma Road Nature Reserve	1
Site marker (minor) – single sided	Koojan Salmon Gum Reserve	1
	Jingemia Cave	1
	Marchagee Nature Reserve	1
	Coorow Community Farm	1
	Waddy Forest Hall	1
	Yarra Yarra Lakes Lookout	1
	Macpherson Homestead	1
	Talc Mine	1
	Arrino	1
	Yandanooka	1
	Tracking Station	1
	Coalseam National Park	1
	Butterabby Graves	1
	Ellendale Pool	1

In-situ examples of the "Advance Warning Markers" (left) and the "Minor Site Markers" (right)

Promotional map / brochure

A single printed item was produced as part of the Wildflower Way project. The intent of this was to support the interpretive structures and signage, and the markers outlined above, and to provide information to travellers wanting to "Explore Wildflower Country". It was to serve a dual purpose, functioning as:

- A promotional tool, to alert travellers to the opportunity, and the experience on offer, and
- A route-finding map, of sufficient clarity to guide visitors around the region

This map was almost A2 in size, but was folded to standard "DL" proportions so that it fitted readily into brochure dispensers. It was intended to be primarily a source of information, rather than an interpretive tool. Nonetheless, it should also help flesh-out the experience for visitors.

The Wildflower Way budget provided for an initial print run of 20,000 in colour on quality recycled or "green" paper stock. This was intended to be sufficient for a broad distribution of what was a free give-away item. This print run was deliberately chosen as it was thought that it should cover about two years of supply – approximately the time that it was thought it might take to develop the Midlands Route!

It is now proposed that a revised and updated version of this map be developed in order to incorporate the new Midlands Route sites into the document, so that there is a single promotional tool for the whole of the Exploring Wildflower Country project. Naturally, the sheet size will need to "grow" to accommodate the new information, but the whole process will be relatively cheaper this time around, as the majority of the mapping, writing and graphic design costs will not need to be repeated.

Again, this MUST be seen to be a disposable item, to be readily recalled, pulped and replaced if / when new sites are added to the broader experience. Any future reprints that may be required (if unchanged) will be cheaper still, as it will only be printing and folding that is required.

Distribution of this map/brochure is described in detail in the Marketing Plan prepared for the Wildflower Way, and this process should again be followed with the revised version.

Cost estimates – all interpretive elements

The estimates in the tables below are based on 2011 costs, with an additional allowance of 5-10% added in to accommodate any price rises that might ensue prior to implementation. They are provided in good faith as *estimates* – but should not be considered to be accurate quotes. These are based on prices paid during the implementation of the Wildflower Way - consequently, they should be sufficiently accurate for funding purposes, but will obviously need to be confirmed during the implementation phase (in case of materials increases, for example steel or aluminium).

Steel cut-outs and associated first-person panels

The cost estimates below include design work, materials, fabrication (including "posts" for installation) and transport to the five Shire depots. No allowance has been made for specific engineering specification for these structures – it has been presumed that Shires will take a pragmatic approach to this part of the project, simply ensuring that contractors understand the need for structural stability. Should engineering advice be required additional costs will need to be added to the budget, to cover engineering fees and the consequent additional infrastructure that inevitably will be required.

However, given that very similar structures have been installed on the Wildflower Way without significant calamity it should be safe to presume that the basic design style is amply sturdy –and therefore engineering specifications should not be required.

Item	*Number*	*Unit cost*	*Total cost*
Field trip to refine / finalise design concepts	*Cost included in Line 1 of interp signage table*		
Design drawings for 24 steel cut-outs	24	360	8,640
Fabrication and supply of 24 steel cut-outs	24	2960*	71,040
Transport of sculptures to 5 local govt depots	2	2400	4,800
Research, writing, design & supply 24 first-person panels	24	980	23,520
TOTAL (not inc GST)			$108,000

* Average price per cut-out: large ones will be more, smaller will be less

Interpretive signage

The table below includes both the panels to be installed at each site and the map panels, but does not include the first-person panels to be affixed to cut-outs – these are included in the table above.

Item	*Number*	*Unit cost*	*Total cost*
Field trip to refine / finalise story topics & content	3 days	n/a	4,800
Research, write, design & supply 23 etched interp panels	23	1690	38,870
Research, write, design & supply double-sided colour panel for Berkshire Valley site (same size & style as map)	2	2,470	4,940

Research, write, design & supply 2 extra walk trail panels for Depot Hill (600 x 400 etched, w pedestal posts)	2	1,790	3,580
Research, writing, design & supply 5 colour map panels	5	2,470	12,350
Design and supply colour Exploring Wildflower Country plates for Major markers (2400x200)	10	545	5,450
Design and supply colour Exploring Wildflower Country plates for Minor & Advance Warn markers (900x450)	34	360	12,240
Fabricate & supply 23 steel pedestals for interp panels	23	990	22,770
Fabricate and supply steel pedestals for map panels and large Berkshire Valley interp panel	6	1,420	8,420
Modify, reprint & supply 5 map panels – Wildflower Way	5	1,430	7,150
Transport panel pedestals to 5 local government depots	1	2,400	2,400
TOTAL (not inc GST)			$122,970

Site and advance warning markers

Cost estimates for the various markers outlined earlier in this section are made up of the following elements:

- Fabrication of all steel elements, to provide a single "unit" to be installed in each case.
- Transport of all fabricated units to each of the 5 Shire depots;
- Galvanising or zinc plating of lettering where specified in design drawings;
- Affixing of galvanised/plated lettering to major site markers;
- Supply and powdercoating of the plough disks that form "flower heads" in the designs;

Cost estimates do NOT include:

- Affixing text plates to marker structure – it is assumed this will form part of "installation";
- Supply of brown & white "name" plates for minor markers – included in directional signage quote
- Supply of cement for installation of posts (included in Works List costs);

Item	*Number*	*Unit cost*	*Total cost*
Supply 5 large "major" markers (all double sided)	5	3,790	18,950
Supply double-sided minor site markers	4	2,490	9,960
Supply single-sided minor site & adv. warning markers	26	2,140	55,640
Supply powdercoated discs and all security fittings (196 for markers, 5 for map panels, 4 spare)	205	170	34,850
Transport & organisation	n/a	n/a	4,400
TOTAL (not inc GST)			$123,800

SECTION 4: INFRASTRUCTURE / SITE WORKS / SIGNS

Infrastructure recommendations

The great majority of "infrastructure" has been dealt with in the previous section of this report, as part of the interpretation program. The information that follows addresses the other more-basic infrastructure requirements of the project.

Sites in this project are generally scattered along either the Midlands Road or, north of Mingenew, other reasonably substantial local roads. Stopping places are either immediately alongside these roads or nearby, and as existing lay-bys are used in many situations little actual 'construction' activity is required.

Grading and gravelling of minor access tracks will be required at some sites. This should be to a standard sufficient to provide comfortable access in a 2-wheel drive vehicle, but care should also be taken that such upgrading works do not negatively impact the ambience of a location (by creating a "highway" for example). Grading access tracks has been costed at $2 per square metre, while gravelling parking areas has been costed at $7 per square metre. These figures could vary substantially, depending on whether this work is done "in house" or is contracted out.

Other than necessary gravelling and grading, the most significant works required at the selected sites are as follows:

- Installation of concrete picnic tables (some sites, not all) – see photograph of example of recommended item.
- Installation of site markers.
- Installation of interpretive structures.
- Installation of interpretive panels.
- Installation of map panels (major sites only).

The recommended concrete picnic tables are available from Dalwallinu concrete. This style was selected by Shires involved in the Wildflower Way, and could be used again here – unless there is a more local supplier to be supported.

The table that follows later in this Section also includes an allowance for professional advice on the setting out of each site. This advice will include in-the-field assistance with selection of the best location for the proposed new lay-bys (where they are required) to minimize vegetation clearing, and defining the optimal location for the interpretive structure, interpretive panel, site marker and any picnic table or other infrastructure involved. A single trip to all sites should be made early in the project, to do this setting-out work. Any further follow up input could be considered "project management" – and an allowance has been made to cover these costs in the tables that follow in the next section.

The Wilroy Nature Reserve site shows excellent gravelling and bollarding

Land tenure, native title and other permissions

Main Roads WA

A number of sites suggested for inclusion on the *Midlands Route* are located adjacent to the Midlands Road - and will presumably be within the actual road reserve. These sites are:

- Koojan Salmon Gum Reserve
- Watheroo Park
- Marchagee Nature Reserve
- Arrino

Sites located alongside, or accessed by, the Midlands Road will need to be referred to Main Roads WA for comment as the development of some of these sites will require upgraded access tracks/crossovers (to roads controlled by MRWA), and the installation of the recommended directional signage may also require their input / approval.

Placement of signs at intersections such as the Midlands Road / Perenjori Road junction in Three Springs may need to be negotiated with MRWA

As these site works and signage installations will be very similar to those undertaken on the Wildflower Way it is not expected that any substantial issues will arise from this process. An allowance for the Project Manager to undertake this negotiation is included in the cost table in the next section of the report.

Department of Environment and Conservation

Four of the sites will require referral to the Department of Environment and Conservation for formal comment and discussion of the proposed site development works:

- Jingemia Caves (Watheroo National Park)
- Marchagee Nature Reserve
- Coalseam National Park (Irwin Lookout)
- Burma Road Nature Reserve

Limited work is required at Jingemia Caves as DEC has a perfectly adequate access track and parking area already in place. It would therefore only be the location of the site marker, steel cut-out and interpretive panel that would need to be resolved, and as this will add interest to a popular National Park visitor site it is not expected that DEC will have major concerns with this work.

At Marchagee Nature Reserve, DEC will be interested in the proposed upgrading of the existing access track, turnaround and parking area within the Nature Reserve, as well as the proposed installation of a picnic table, interpretive structure and interpretive panel. This site has been carefully selected to take advantage of existing access tracks to ensure that no new clearing or construction is required. Indeed, it is proposed that access deeper into the Reserve be limited by the installation of bollards and a lockable management access gate, and this should appeal to DEC as it is a clear enhancement of management at no cost to them. The interpretation of the unique ecosystems surrounding the site should also be of appeal, especially the ephemeral samphire/salt lakes below the site itself.

As with Jingemia Caves, limited work is proposed for the Coalseam National Park, as DEC has recently undertaken a substantial upgrade of visitor facilities at this location. This report proposes (only) the installation of an interpretive structure (steel cut-out sculpture) and an interpretive panel at Irwin Lookout, the primary role of which is to direct visitors to DEC's existing extensive information at Miner's Camp and River Bend. It would also be useful if a double-sided chevron could be installed at the Irwin Lookout turn – if DEC is agreeable to this. Again, it is hoped that this work can complement what is already a very appealing visitor attraction.

Burma Road (above) and Jingemia Caves (below) will both need to be discussed on site with representatives from DEC

At Burma Road Nature Reserve, DEC will need to review the proposed development of a new turnaround and parking area on the south-western fringe of the Nature Reserve, and the installation of an interpretive structure and interpretive panel. As the proposed site development fits between the road and the neighbouring farmer's fence it is believed that it is actually within the Shire-controlled road reserve rather than in the Nature Reserve itself. However, given the proximity to the DEC controlled land it would be appropriate to meet representatives of that agency on site to review the proposed works.

An allowance for the Project Manager to undertake these negotiations with DEC has been included in the cost estimates in the next section. This approval process should be commenced immediately the client group decides to proceed with the project.

Department of Indigenous Affairs

As far as it is known, none of these sites impacts a registered Aboriginal Heritage Site and, given that most are already-developed parking areas or stopping places, this would be highly unlikely. However, a process of internet-based review of the Heritage Sites Register must be undertaken, and should be commenced as soon as a commitment to the project is made. Again, an allowance for the Project Manager to undertake this process is included in cost estimates.

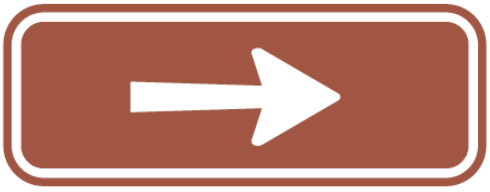
Land clearing / native title permits

Local governments will be familiar with requirements surrounding any clearing of native vegetation and associated native title / Aboriginal heritage matters. Developing these sites is no different to undertaking any other works around the Shires, and local decisions should be made about whether or not any permits need to be applied for. For the most part, existing infrastructure is being used, and therefore fresh disturbance is kept absolutely minimal – but Shire staff must make final decisions regarding the process surrounding each site development involved.

Directional and other signs

A set of standard brown and white directional signs, and a smaller collection of 'miscellaneous' signs is required to complete the provision of necessary information to visitors. The illustration below incorporates examples of each style required – these are based on signage approved for use on the Wildflower Way. Some sizes will vary slightly depending on the amount of text involved, and the speed zone in which the signs are to be placed.

Directional and information sign designs

Sign Type	Sign Design	#
A: Fingerboard on Old Geraldton Rd near Berkshire Valley (at end of Kiaka Rd)	Suggested size: 150mm x 1220mm	1
B: Fingerboard (for Coorow Community Farm)	Suggested size: 150mm x 1220mm	1
C: Fingerboard Yandanooka	Suggested size: 150mm x 1220mm	1
D: Drive Trail Loop sign (for use at Coorow Community Farm)	Suggested size: 600mm x 600mm	1
E: Directional arrows (for Coorow Community Farm Drive Trail Loop)	 Suggested size: 250mm x 600mm	6

Sign Type	Sign Design	#
F: One Way (for use at Coorow Community Farm and Burma Road Nature Reserve)	 Suggested size: 450mm x 600mm	2
G: Private Property Keep Out signs (for Berkshire Valley)	 Suggested size: 400mm x 600mm	4
H: Concealed Entrance sign (for Burma Road site)	 Suggested size: 900mm x 900mm	2

Sign Type	Sign Design	#
I: Name and distance plates for Advance Warning Markers (left)	Suggested size: 900mm x 700mm	
J: Name and distance plates for Advance Warning Markers (right)	Suggested size: 900mm x 700mm	
K: Name plates for Minor Site Markers	Suggested size: 900mm x 450mm	
L: Directional chevron (left) – can have distance added	Suggested size: 2800mm x 800mm	
M: Directional chevron (right) – can have distance added	Suggested size: 2800mm x 800mm	

Sign Type	Sign Design	#
N: Advance warning sign for turn off main route (left)	 Suggested size: 2800mm x 900mm	
O: Advance warning sign for turn off main route (right)	 Suggested size: 2800mm x 900mm	
P: Advance warning sign for site locations (left)	 Suggested size: 2800mm x 900mm	
Q: Advance warning sign for site locations (left)	 Suggested size: 2800mm x 900mm	

Directional signage is immediately recognisable as belonging to the Exploring Wildflower Country project, aiding visitors to find sites with ease and safety

Sign Type	Sign Design	#
R: Large dual-site advance warning sign (right)	 Suggested size: 2800mm x 1200mm	4
S: Large dual site advance warning sign (left)	 Suggested size: 2800mm x 1200mm	4
T: Large dual site directional sign – double sided (left)	 Suggested size: 2800mm x 1200mm	4
U: Large dual site directional sign – double sided (left)	 Suggested size: 2800mm x 1200mm	4

Directional and information sign – numbers and locations

A summary of the location and usage of these signs is set out in the table below:

Sign Type	Locations	Number
Fingerboards (see designs above – types A, B & C)	Berkshire Valley 2km	1
	Viewpoint 250m (at Coorow Community Farm)	1
	Yandanooka 600m	1
Miscellaneous (see designs above – types D, E, F, G & H)	"Drive Trail Loop 3.5km" (around Community Farm)	1
	Directional Arrows (for Community Farm Drive Loop)	6
	"One Way"	2
	Private Property – Keep Out	4
	Concealed Entrance 200m	2
Advance Warning marker name plates – single sided (Type I & J above)	Moora	3
	Coorow	2
	Carnamah	2
	Three Springs	2
	Mingenew	3
"Minor" Site marker, name plate – double sided (Type K above)	Berkshire Valley	2
	Watheroo Park	2
	Depot Hill	2
	Burma Road Nature Reserve	2
"Minor" Site marker, name plate – single sided (Type K above)	Koojan Salmon Gum Reserve	1
	Jingemia Cave	1
	Marchagee Nature Reserve	1
	Coorow Community Farm	1
	Waddy Forest Hall	1
	Yarra Yarra Lakes Lookout	1
	Macpherson Homestead	1
	Talc Mine	1
	Arrino	1
	Yandanooka	1
	Tracking Station	1
	Coalseam National Park	1

Sign Type	Locations	Number
	Butterabby Graves	1
	Ellendale Pool	1
Directional signs (double sided) – chevrons, left and right arrows (Type L & M above)	Koojan Salmon Gum Reserve	2
	Berkshire Valley 14.3km	2
	Jingemia Cave 5km	2
	Marchagee Nature Reserve	2
	Coorow Community Farm	2
	Waddy Forest Hall	2
	Talc Mine	2
	Talc Mine 11km	2
	Arrino	2
	Yandanooka 700m	2
	Tracking Station 500m	2
	Tracking Station 6.4km	2
	Coalseam National Park	2
	Butterabby Graves 1.8km	2
	Ellendale Pool 1.3km	2
Directional sign (single sided) – chevron, left arrow (Type L above)	Jingemia Cave 1km	1
	Yarra Yarra Lakes Lookout 450m	1
	Macpherson Homestead 350m	1
Directional sign (single sided) – chevron, right arrow (Type M)	Butterabby Graves	1
Advance Warning signs - for turns (Type N & O above)	Berkshire Valley 500m	2
	Jingemia Cave 500m	2
	Talc Mine 500m	2
	Tracking Station 500m	2
	Butterabby Graves 500m	2
	Ellendale Pool 500m	2
Advance Warning signs- for sites (Types P & Q above)	Koojan Salmon Gum Reserve	2
	Berkshire Valley	2
	Watheroo Park	2
	Marchagee Nature Reserve	2

Sign Type	Locations	Number
	Coorow Community Farm	2
	Waddy Forest Hall	2
	Macpherson Homestead	1
	Talc Mine	2
	Arrino	2
	Yandanooka	2
	Depot Hill	2
	Tracking Station	2
	Burma Road Nature Reserve	2
Multi-site advance warning signs - left and right (Type R & S above)	Coorow Community Farm / Waddy Forest Hall 200m	2
	Yarra Yarra Lakes Lookout / Macpherson Homestead 200m	2
Multi-site directional signs (double sided) – chevrons, left and right (Type T & U above)	Coorow Community Farm 2.4km / Waddy Forest Hall 14.4km	2
	Yarra Yarra Lakes Lookout 1.2km / Macpherson Homestead 1.7km	2

Cost estimates – directional and other signs

A number of the sign styles detailed above are actually the same size and shape (chevrons and advance warning signs in particular) – these are combined into the cost table below as they will have the same unit cost. Prices quoted are as per the Wildflower Way plus approximately 10% for the passage of time.

Item	*Number*	*Unit cost*	*Total cost*
Fingerboards (Types A, B & C)	3	70	210
Drive Trail Loop signs (Type D)	1	60	60
Directional arrows (Type E)	6	35	210
One Way signs (Type F)	2	55	110
Private Property signs (Type G) – no posts (on fence)	4	45	180
Concealed Entrance signs (Type H)	2	80	160
Posts for all small single-post signs above (Type A-H)	14	40	560
Advance Warning Marker plates (Type I & J)	12	75	900
Minor Site Marker plates (Type K)	22	60	1320
Directional chevron signs (Type L & M)	34	345	11730

Posts for chevron signs (Type L & M)	38	120	4560
Advance Warning signs (Type N, O, P & Q)	37	360	13320
Posts for Advance Warning signs (Type N, O, P & Q)	74	120	8880
Large multi-site signs – warning & turn (Type R, S, T & U)	8	465	3720
Posts for large multi-site signs (Type R, S, T & U)	16	140	2240
End caps, brackets & fittings for all posts	As needed	n/a	2250
TOTAL (not inc GST)			$50,410

SECTION 5: WORKS LIST & COST ESTIMATES

Notes re cost estimates:

- The actual production cost of the various site/warning markers and the directional signs is not included in the itemised list below – these costs are included separately in the summary table, and only installation (labour, cement, machinery etc) is included below;
- Installation costs for the various markers, signs, steel cut-out sculptures and interp panels have been based on an average of costs quoted by the Shires involved in the Wildflower Way. It is to be hoped that such costs will be close to those applicable to the Midlands Route shire's input! An allowance of 5% has been added to cover the passage of time between the two projects.
- It has been assumed that installation work will be undertaken by Shire works crews (as was the case with the Wildflower Way) – it is unknown what impact contracting out these installation works would have on overall costs, as there might be efficiencies in taking that course of action – and there might be counter-balancing increases in hourly rates.
- All large infrastructure items (tables etc) are costed separately to installation, at the foot of the table – only installation is included in the main section.
- All figures in the table are excluding GST.

Required works	*Units*	*Total Cost*
Site: Koojan Salmon Gum Reserve		
• Install advance warning signs (500 m N and S).	2	680
• Install double-sided chevron on main road.	2	390
• Install site marker. (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Lower existing information sign to more comfortable viewing height.	1	120
• Complete line of bollards along Bindoon Moora Rd to prevent unauthorised vehicular access.	40	1600
• Re-gravel trail and clear vegetation and weed regrowth from trail.	400m	1200
• Install 8 – 10 trail directional markers along walk trail.	10	1100
Site: Moora		
• Install advance warning markers (N, E and S).	3	1,530
• Install site marker (Major, double sided).	1	620

Required works	*Units*	*Total Cost*
• Install V-shaped steel cut-out interpretive sculpture (two images).	1	980
• Install interpretive panel.	1	250
• Install map panel	1	300
• Bury water meter in ground and cover with access lid	1	400
Site: Berkshire Valley		
• Install "Advance Warning" signs on The Midlands Road (500m N and S of Kiaka Rd).	2	680
• Install double-sided 'chevron' signs on The Midlands Road opposite Kiaka Rd (with distance: 14.3km).	2	390
• Install fingerboard on Old Geraldton Rd opposite Kiaka Rd (with distance: 2km).	1	140
• Install advance warning signs (400 m N and SW of site).	2	680
• Install site marker (Double sided).	1	510
• Install 2 steel cut-out interpretive sculptures.	2	1160
• Install interpretive panel (standard style).	1	250
• Install double-sided interpretive panel of map panel size & style	1	350
• Relocate farm gates to be in line with western edge of old shearing shed.	2	560
• Create access and parking area on existing grassy area between old shearing shed and road, utilising existing entrance and proposed new crossover.	600m2	4200
• Create new driveway crossover to Old Geraldton Road.	50m	1500
• Lop off branch of tree and install picnic table.	1	260
• Construct new fence from south west corner of old shearing shed building to roadside corner of stone wall of old entrance gates.	80m	800
• Install "Private Property – Keep Out" signs in 4 locations (being relocated gates; one of each of two doors at front of building; and on new fence).	4	200
• Install weld mesh doors/gates on each door on west side of old shearing shed building.	3	1200

Required works	*Units*	*Total Cost*
Site: Watheroo Park		
• Install advance warning signs (500 m N and S).	2	680
• Install site marker (Double sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
Site: Jingemia Caves		
• Install advance warning signs on Midlands Rd (500 m N and S of Eagle Hill Rd).	2	680
• Install double-sided chevron on Midlands Road opposite Eagle Hill Rd (with distance: 5 km).	2	390
• Install single-sided 'chevron' sign on Eagle Hill Rd opposite track to site (with distance: 1km).	1	340
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
Site: Marchagee Nature Reserve		
• Install advance warning signs (500 m N and S).	2	680
• Install double-sided chevron opposite entrance track to site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Grade access track and turnaround.	800m2	1600
• Install picnic table.	1	260
• Install lines of bollards (to prevent unauthorised vehicular access) – 40 in total.	40	1600
• Install management access gate.	1	340

Required works	*Units*	*Total Cost*
Site: Coorow		
• Install advance warning markers (500 m N and S on Midlands Road).	2	1020
• Install site marker (Major, double sided).	1	620
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Install map panel	1	300
Site: Coorow Community Farm		
• Install multi-site "Advance Warning" signs on The Midlands Road in Coorow (for Community Farm & Waddy Forest sites) 200m N and S of intersection of The Midlands Road and Coorow Latham Road (with distance: 200m).	2	680
• Install double-sided multi-site 'chevrons' (with distances: Coorow Community Farm 2.4km; and Waddy Forest Hall 14.4km) in Coorow at intersection of The Midlands Road and Coorow Latham Road.	2	390
• Install "Advance Warning" signs on Coorow Latham Rd (500m W and E of access track to site).	2	680
• Install double-sided 'chevron' signs on Coorow Latham Rd opposite access track to site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Widen and grade access track (600m), and gravel if necessary.	600m	1200
• Create parking area and turnaround just north of picnic site.	300m2	2100
• Install management access gate to limit vehicular access to viewpoint.	1	340
• Install sheltered seat at viewpoint.	1	500
• Construct gravel paths between proposed new parking area and picnic area, and to walk trail.	60m	480
• Install fingerboard ("Viewpoint 250m") at beginning of trail to viewpoint.	1	140

Required works	*Units*	*Total Cost*
• Enhance gravelling around picnic table and barbecue.	100m2	700
• Install sign "Drive Trail Loop 3.5km around Community Farm".	1	140
• Install "One-Way" sign on same post as "Drive Trail Loop" sign.	1	60
• Install 6 directional signs on Drive Trail Loop.	6	840
Site: Waddy Forest Hall		
• Install "Advance Warning" signs on Coorow Latham Rd (500m W and E of access track to site).	2	680
• Install double-sided 'chevron' signs on Coorow Latham Rd opposite access track to site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Install picnic table.	1	260
• Clear weeds and spread and compact gravel around proposed interpretive panel and picnic table.	100m2	700
Site: Yarra Yarra Lakes Lookout		
• Install double-sided dual-site "Advance Warning" sign (for Yarra Yarra Lakes Lookout 1.2km and Macpherson Homestead 1.7km) 200m north and south of intersection of The Midlands Road and Bowman Street.	2	680
• Install large dual-site double-sided directional sign (for Yarra Yarra Lakes Lookout and Macpherson Homestead) at intersection of The Midlands Road and Bowman Street.	2	390
• Install single-sided 'chevron' sign on Carnamah Eneabba Rd opposite Radhill Rd (with distance: 450m).	1	340
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Install picnic table in centre of group of trees.	1	260

Required works	*Units*	*Total Cost*
Site: Macpherson Homestead		
• Install "Advance Warning" sign on Bunjil Carnamah Rd (500m W).	2	680
• Install single-sided 'chevron' sign on Bunjil Carnamah Rd opposite driveway to site (with distance: 350m).	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
Site: Carnamah		
• Install advance warning markers (500 m N and S on Midlands Road).	2	1020
• Install site marker (Major, double sided).	1	620
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Install map panel	1	300
Site: Three Springs		
• Install advance warning markers (500 m N and S on Midlands Road).	2	1020
• Install site marker (Major, double sided).	1	620
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Install map panel	1	300
• Rationalise parking and information areas right along eastern side of Midlands Road (by Shire – not costed here)	0	0
Site: Talc Mine		
• Install "Advance Warning" signs on The Midlands Rd, 200m north and south of Perenjori Three Springs Rd (Glyde St).	2	680
• Install double-sided 'chevron' signs (with distance: 11km) on The Midlands Rd opposite Perenjori Three Springs Rd. (Replace posts of existing green signs with longer posts and install new signs below old).	2	390

Required works	*Units*	*Total Cost*
• Install "Advance Warning" signs on Perenjori Three Springs Rd (500m W and E of site).	2	680
• Install double-sided "chevron" signs on Perenjori Three Springs Rd opposite entrance to site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Relocate historic machine.	1	1000
• Relocate old fence or construct new fence.	100m	1000
• Construct gravel lay-by.	600m2	4200
Site: Arrino		
• Install "Advance Warning" signs on The Midlands Rd (500m NW and SE of site).	2	680
• Install double-sided 'chevron' signs on The Midlands Road opposite entrance to site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Plant additional screen trees between site and nearby residence.	20	1200
Site: Yandanooka		
• Install "Advance Warning" signs on The Midlands Rd (500m north and south of access road to site).	2	680
• Install double-sided 'chevron' signs (with distance: 700m) on The Midlands Road opposite access road to site.	2	390
• Install fingerboard ("Yandanooka 600m") at junction just to north of railway crossing, pointing left towards site.	1	140
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580

Required works	*Units*	*Total Cost*
• Install interpretive panel.	1	250
Site: Mingenew		
• Install "Advance Warning" markers on The Midlands Rd (500m W and E of site), and "Advance Warning" marker on Mullewa-Mingenew Rd.	3	1530
• Install site marker (Major, double sided).	1	620
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Install map panel.	1	300
Site: Depot Hill		
• Install "Advance Warning" signs on Depot Hill Rd (500m W and E).	2	680
• Install double-sided site marker (on high side of Depot Hill Rd).	1	510
• Remove existing 'Parking Area' sign (on Depot Hill Rd).	1	60
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Replace existing walk trail signs with trailhead map panel.	1	140
• Clear regrowth and weeds from around picnic area, and between picnic area and river view.	n/a	200
• Remove northern-most existing bench seat and replace with picnic table (at parking area).	1	380
• Gravel around picnic table & remaining seat.	100m2	700
• Install interpretive panel at end of walk trail (at firing range trenches).	1	140
Site: Tracking Station		
• Install "Advance Warning" signs on Allanooka Springs Rd and Depot Hill Rd (500m either side of that intersection).	2	680
• Install double-sided 'chevron' signs (with distance: 6.4km) at intersection of Allanooka Springs Rd and Depot Hill Rd.	2	390

Required works	*Units*	*Total Cost*
• Install "Advance Warning" signs on Depot Hill Rd (500m N and S of access road to site).	2	680
• Install double-sided 'chevron' signs (with distance: 500m) on Depot Hill Rd opposite access road to site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Construct gravel parking area and turnaround.	500m2	3500
• Replace existing fence with new fence between site & steep slope.	80m	800
• Install shade shelter with seating, on edge overlooking view of farms.	1	500
Site: Coalseam National Park (Irwin Lookout)		
• Install double-sided chevron sign at Lookout turn (only by agreement with DEC).	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
Site: Butterabby Graves		
• Install "Advance Warning" signs on Mullewa Mingenew Rd (500m N and S of Butterabby Rd).	2	680
• Install double-sided 'chevron' signs (with distance: 1.8km) on Mullewa Mingenew Rd opposite Butterabby Rd.	2	390
• Install single-sided 'chevron' sign on Butterabby Rd at entrance to site.	1	340
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Remove existing shelter.	1	300
• Install new shelter with seating, in shaded location.	1	500

Required works	*Units*	*Total Cost*
• Install rock barrier to limit vehicle access into site.	80m	640
• Widen turnaround to create parking, and gravel.	500m2	3500
Site: Burma Road Nature Reserve		
• Install "Advance Warning" signs on Burma Rd (500m NW and SE of site).	2	680
• Install "Concealed Entrance" signs (200m NW and SE of site).	2	280
• Install site marker (Double sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
• Cut back vegetation to improve sight lines (both sides of access track).	20m2	200
• Install culvert at entrance to site.	1	1200
• Gravel and grade existing access track and section of firebreak, and create new return loop for parking and turnaround.	400m2	2800
• Install "One-Way" sign at head of new turnaround loop.	1	140
Site: Ellendale Pool		
• Install "Advance Warning" signs on Ellendale Rd (400m NE and SW of track into site).	2	680
• Install double-sided 'chevron' signs (with distance: 1.3km) on Ellendale Rd opposite track into site.	2	390
• Install site marker (Single sided).	1	510
• Install steel cut-out interpretive sculpture.	1	580
• Install interpretive panel.	1	250
SUB TOTAL - INSTALLATION		$110,960

Other Infrastructure Items		
• Purchase 5 concrete picnic tables (Berkshire Valley, Marchagee Nature Reserve, Waddy Forest Hall, Lakes Lookout, Depot Hill)	5	10000
• Purchase 3 seat shelters (Community Farm, Butterabby Graves & Tracking Station)	3	10800
• Purchase 2 steel management access gates (Marchagee Nature Reserve, Coorow Community Farm)	2	1660
SUB TOTAL - INFRASTRUCTURE		$22,460

Site finalisation and Project Management		
• Finalise site permissions and details with DEC.	20 hrs	2400
• Consultation with Site owners (eg Talc Mine), Main Roads etc.	20 hrs	2400
• Site finalisation and set out advice (in field): 3 trips.	3 trips	10800
• Overall Project Management.	20 days	19200
SUB TOTAL – PROJECT MANAGEMENT ETC		$34,800

A table summarising all costs in the overall project is provided on the next page of this report.

Summary table – ALL project costs

The table below brings together the totals of the table above, and adds in interpretive, marker and signage costs, and any other single line-items that have not yet been accounted for:

Item	*Total cost*
Installation works outlined above	110,960
Major infrastructure items as set out above	22,460
Site finalisation and Project Management of puchasing & installation process	34,800
Steel and galvanised cut-out sculptures	84,480
First-person interpreritve signs for steel sculptures	23,520
Research, write, design and supply interpretive & map panels	89,380
Fabricate and supply steel cut-out support pedestals for map & interp panels	33,590
Major & minor site markers, and advance warning markers	123,800
Directional signs, fingerboards and warning signs	50,410
Write, design & supply 20,000 copies of updated brochure/map	11,230
Update marketing plan to accommodate this project	5,000
Marketing budget for expenditure as per plan above	51,500
SUB-TOTAL (not inc GST)	**$641,130**
Contingency allowance for cost increases - Report to Implementation (5%)	$32,060
TOTAL PROJECT BUDGET (not inc GST)	**$673,190**
TOTAL INC GST ($67,319)	($740,509)

At a first glance this may seem like a *substantial* total cost for the project. However, in reviewing the table above and its implications for the future of this project, several matters are worthy of consideration:

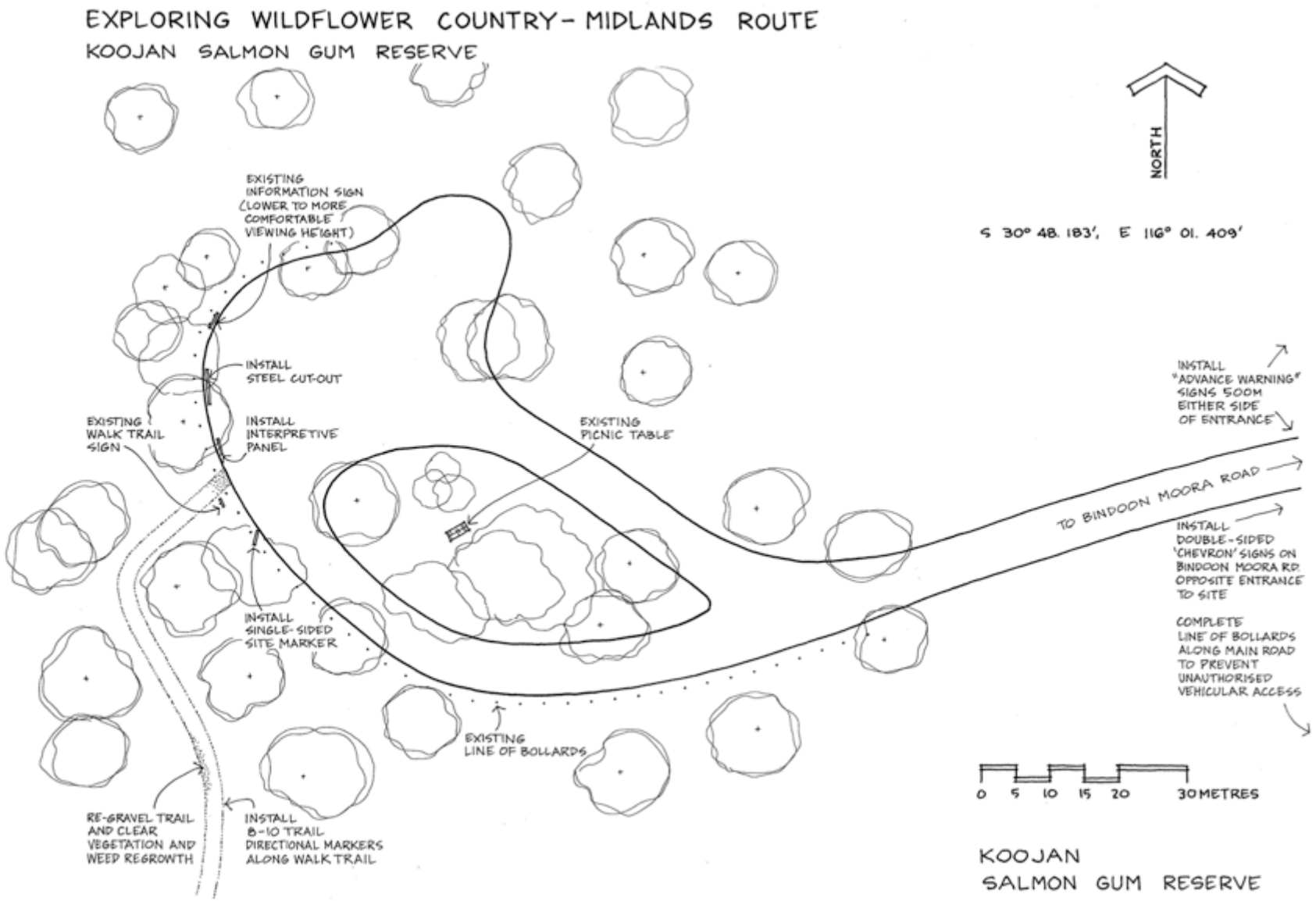
- A quite conscious decision has been made to pitch this project above and beyond the common "drive trail" kind of tourism attraction. This choice was always going to have ramifications in terms of cost. However, as with most things in life *"you get what you pay for"*.
- There are 6 local governments involved (inc City of Greater Geraldton). Simply splitting the total project cost 6 ways brings this in at $112,000 per Shire – and that is without grant funding. No question this remains a significant sum, especially for smaller councils, but it does put a clearer perspective on the scale of costs overall.
- There are a number of large grant programs that would appear ideally suited - especially the project crosses regional boundaries – and especially given the existence of the (grant funded) Wildflower Way!
- In the end, it must be recognised that this project has the capacity to be the foundation of a *significant region-changing process*. As such, it comes at a cost. Pruning can be undertaken, but that too will have a cost. In this case, it is highly like that boldness will be rewarded.

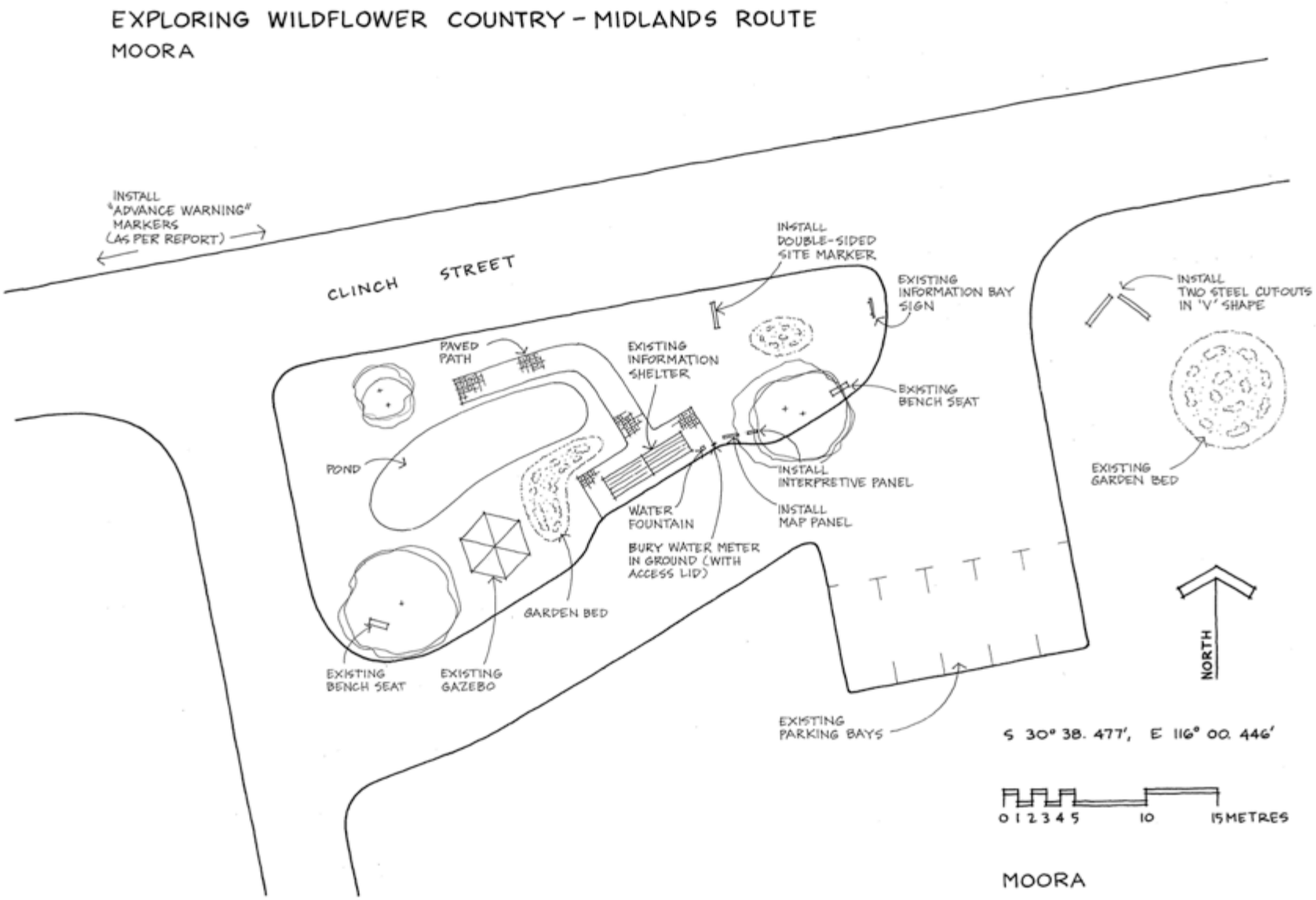
SECTION 6: SITE PLANS

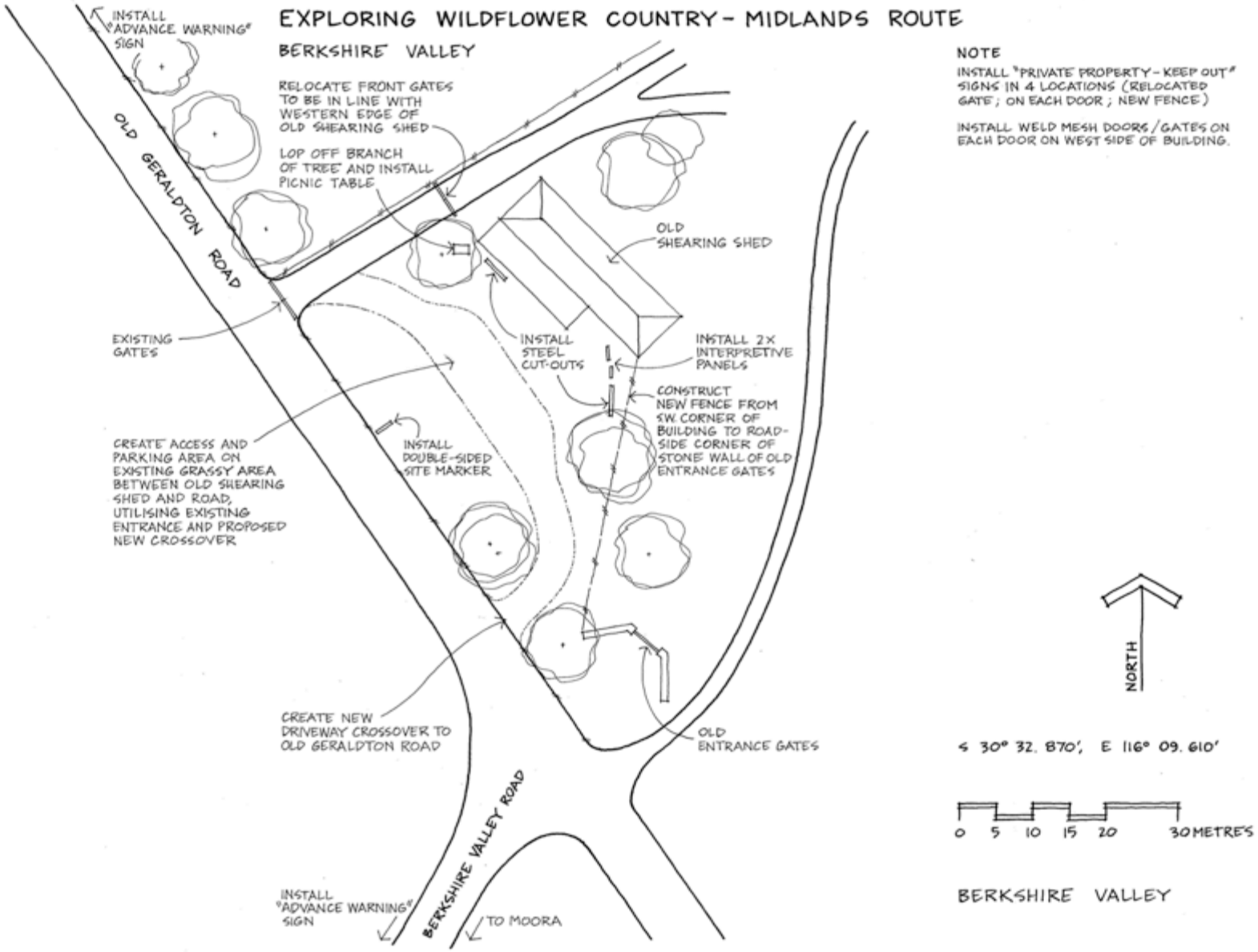
The drawings on the following pages are intended to provide clear guidance as to the layout of each of the 23 stopping places in the project. They are not "fully engineered", but are to scale and should provide sufficient detail to enable Shire works crews (or experienced contractors) to undertake all works. They can be printed at A3 size for greater clarity, if so desired.

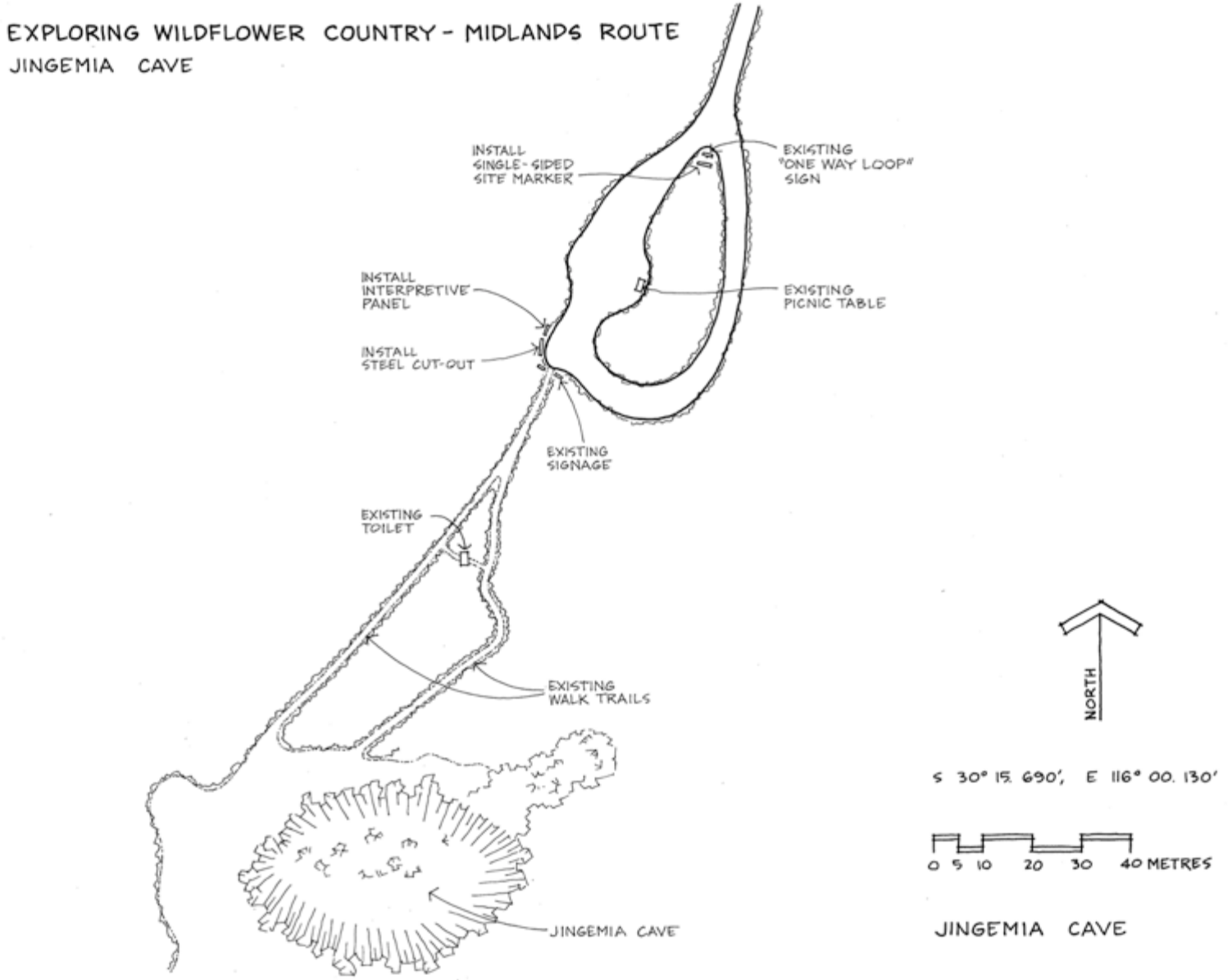
GPS Coordinates for all Sites

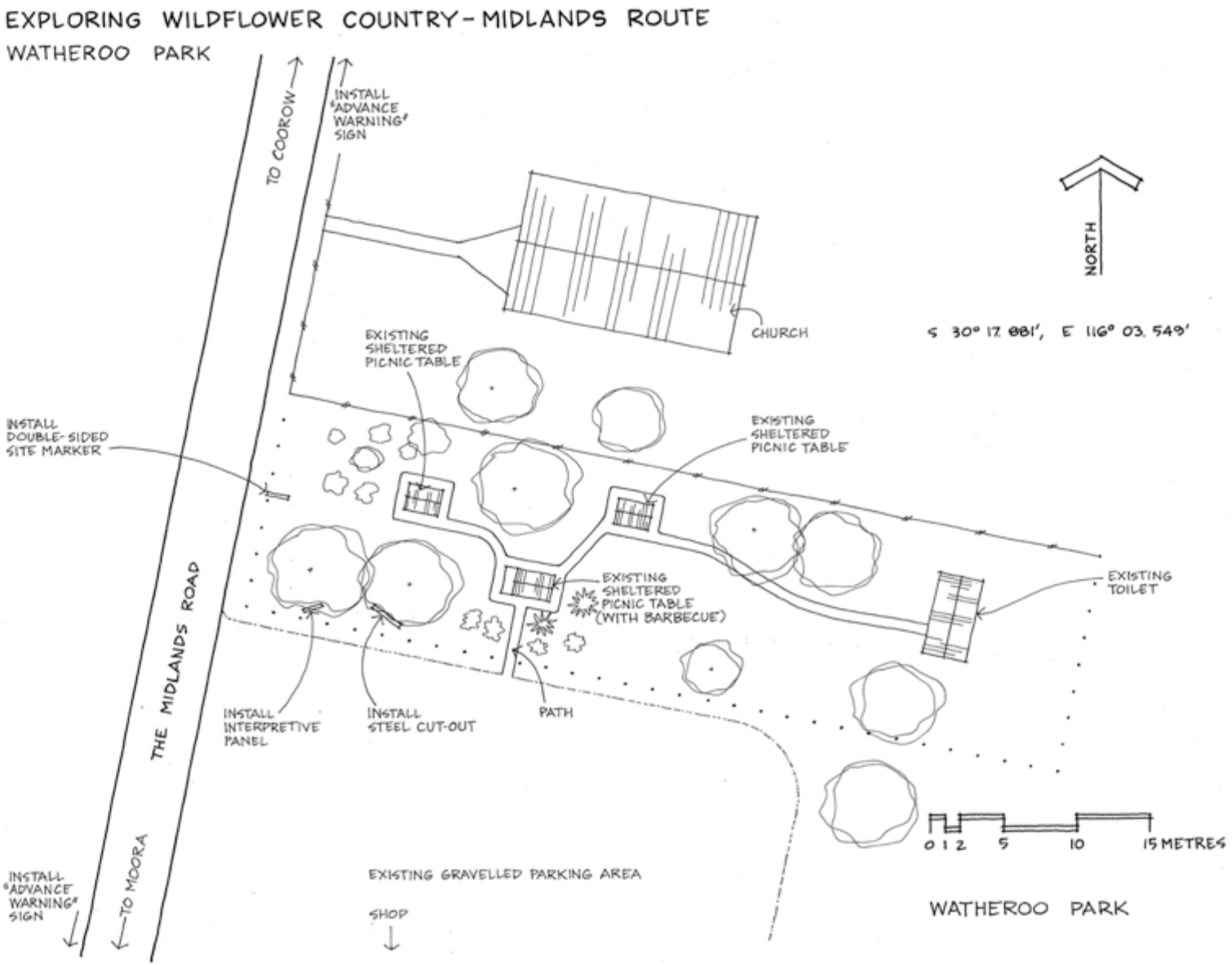
Koojan Salon Gum Reserve	S 30o 48.183' E 116o 01.409'
Moora	S 30o 38.477' E 116o 00.446'
Berkshire Valley	S 30o 32.870' E 116o 09.610'
Watheroo Park	S 30o 17.881' E 116o 03.549'
Jingemia Cave	S 30o 15.690' E 116o 00.130'
Marchagee Nature Reserve	S 29o 57.458' E 116o 04.853'
Coorow	S 29o 52.978' E 116o 01.331'
Coorow Community Farm	S 29o 52.921' E 116o 02.047'
Waddy Forest Hall	S 29o 51.866' E 116o 09.943'
Yarra Yarra Lakes Lookout	S 29o 41.782' E 115o 52.716'
Macpherson Homestead	S 29o 41.012' E 115o 54.082'
Carnamah	S 29o 41.344' E 115o 53.055'
Three Springs	S 29o 32.096' E 115o 45.843'
Talc Mine	S 29o 30.958' E 115o 51.419'
Arrino	S 29o 26.343' E 115o 37.669'
Yandanooka	S 29o 18.736' E 115o 34.006'
Mingenew	S 29o 11.398' E 115o 26.587'
Depot Hill	S 29o 08.619' E 115o 21.033'
Tracking Station	S 29o 02.835' E 115o 20.698'
Coalseam National Park (Irwin Lookout)	S 28o 56.470' E 115o 32.560'
Butterabby Graves	S 28o 41.114' E 115o 29.877'
Burma Road Nature Reserve	S 28o 59.132' E 115o 03.095'
Ellendale Pool	S 28o 51.630' E 114o 58.429'

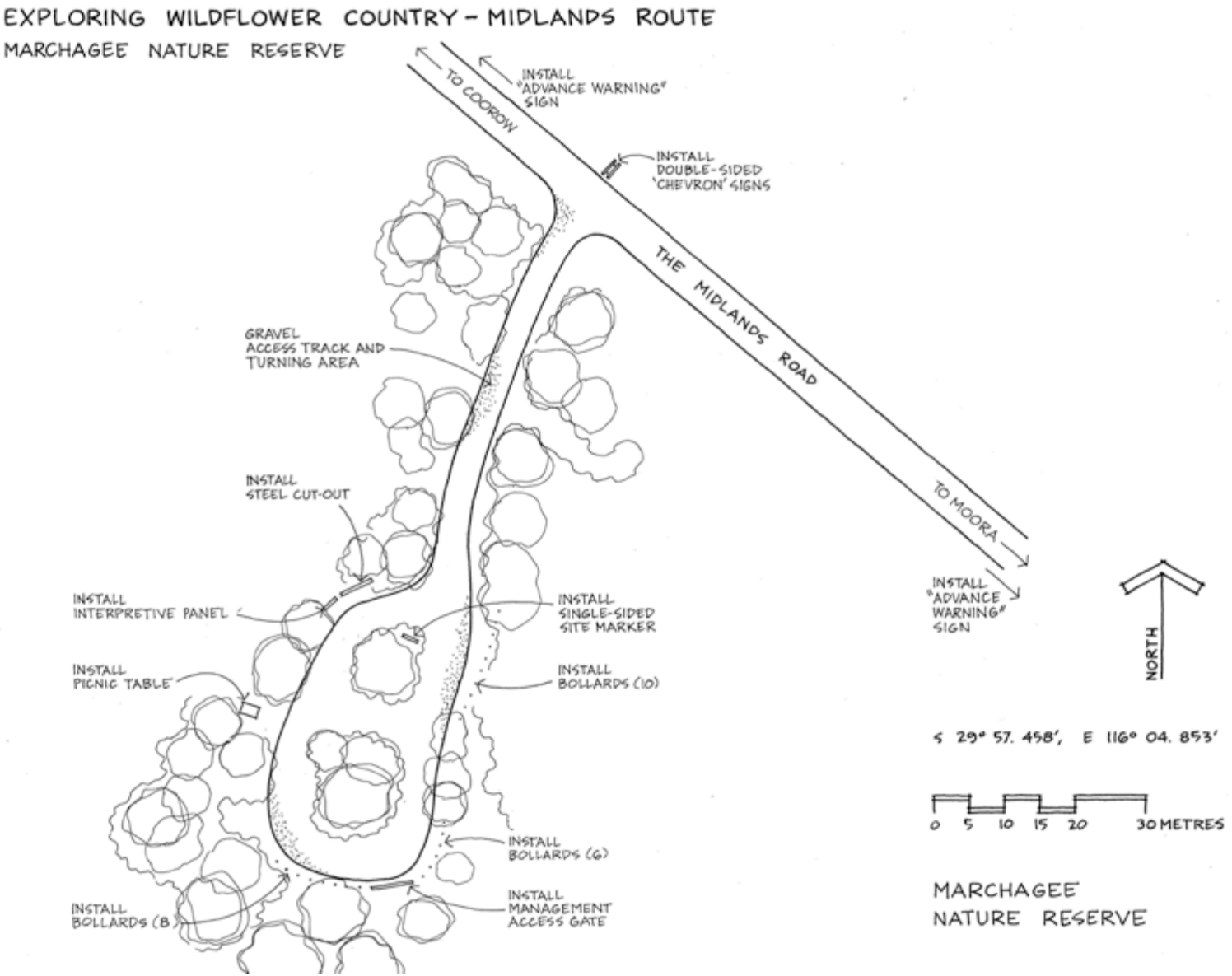

EXPLORING WILDFLOWER COUNTRY- MIDLANDS ROUTE
KOOJAN SALMON GUM RESERVE
NORTH
S 30° 48. 183', E 116° 01. 409'
EXISTING INFORMATION SIGN (LOWER TO MORE COMFORTABLE VIEWING HEIGHT)
INSTALL STEEL CUT-OUT
EXISTING WALK TRAIL SIGN
INSTALL INTERPRETIVE PANEL
EXISTING PICNIC TABLE
INSTALL "ADVANCE WARNING" SIGNS 500M EITHER SIDE OF ENTRANCE
TO BINDOON MOORA ROAD
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS ON BINDOON MOORA RD OPPOSITE ENTRANCE TO SITE
COMPLETE LINE OF BOLLARDS ALONG MAIN ROAD TO PREVENT UNAUTHORISED VEHICULAR ACCESS
INSTALL SINGLE-SIDED SITE MARKER
EXISTING LINE OF BOLLARDS
RE-GRAVEL TRAIL AND CLEAR VEGETATION AND WEED REGROWTH
INSTALL 8-10 TRAIL DIRECTIONAL MARKERS ALONG WALK TRAIL
0 5 10 15 20 30 METRES
KOOJAN
SALMON GUM RESERVE

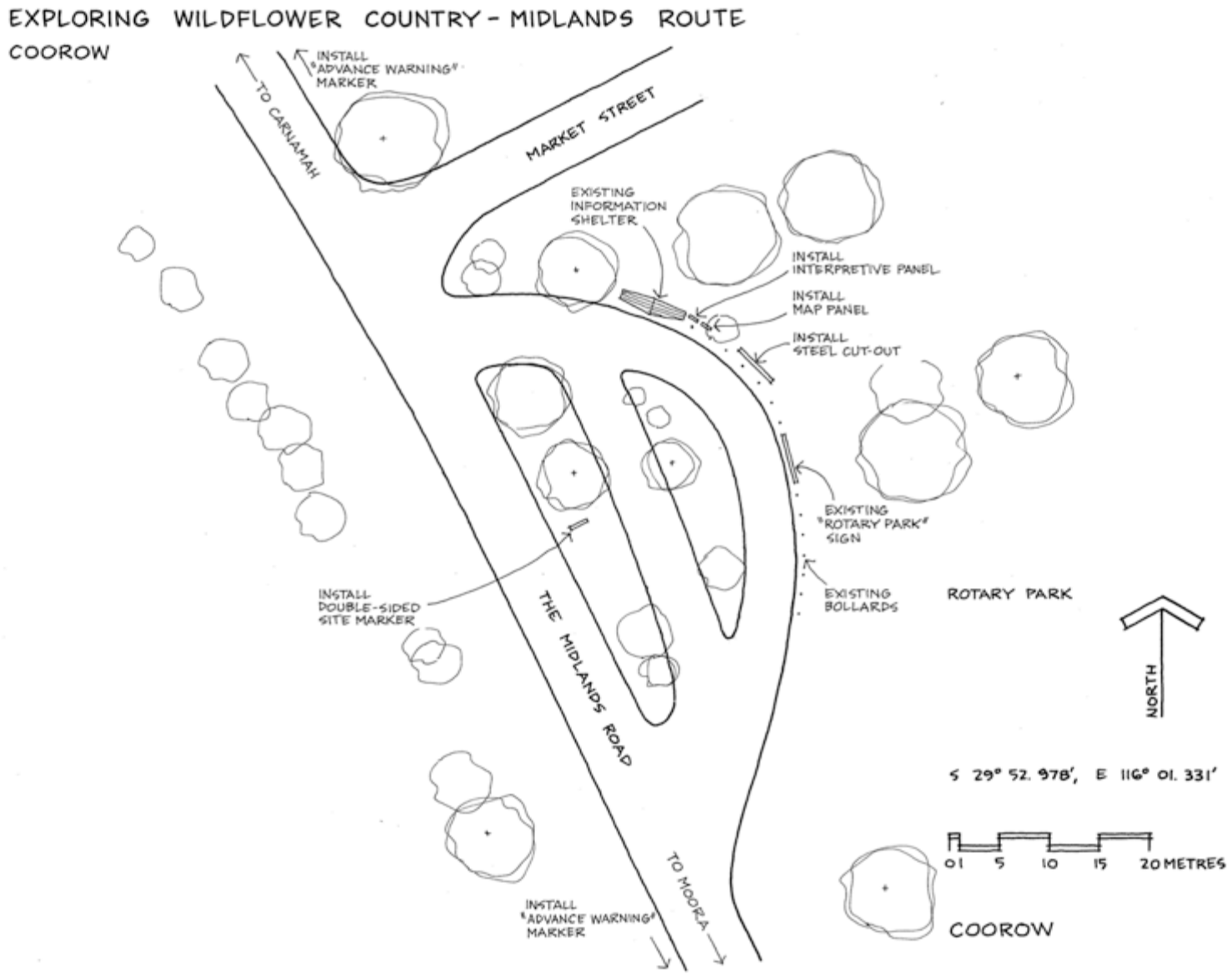

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
MOORA
INSTALL "ADVANCE WARNING" MARKERS (AS PER REPORT)
CLINCH STREET
INSTALL DOUBLE-SIDED SITE MARKER
EXISTING INFORMATION BAY SIGN
INSTALL TWO STEEL CUT-OUTS IN 'V' SHAPE
PAVED PATH
EXISTING INFORMATION SHELTER
EXISTING BENCH SEAT
POND
INSTALL INTERPRETIVE PANEL
INSTALL MAP PANEL
WATER FOUNTAIN
BURY WATER METER IN GROUND (WITH ACCESS LID)
EXISTING GARDEN BED
GARDEN BED
EXISTING BENCH SEAT
EXISTING GAZEBO
NORTH
EXISTING PARKING BAYS
S 30° 38. 477', E 116° 00. 446'
0 1 2 3 4 5 10 15 METRES
MOORA

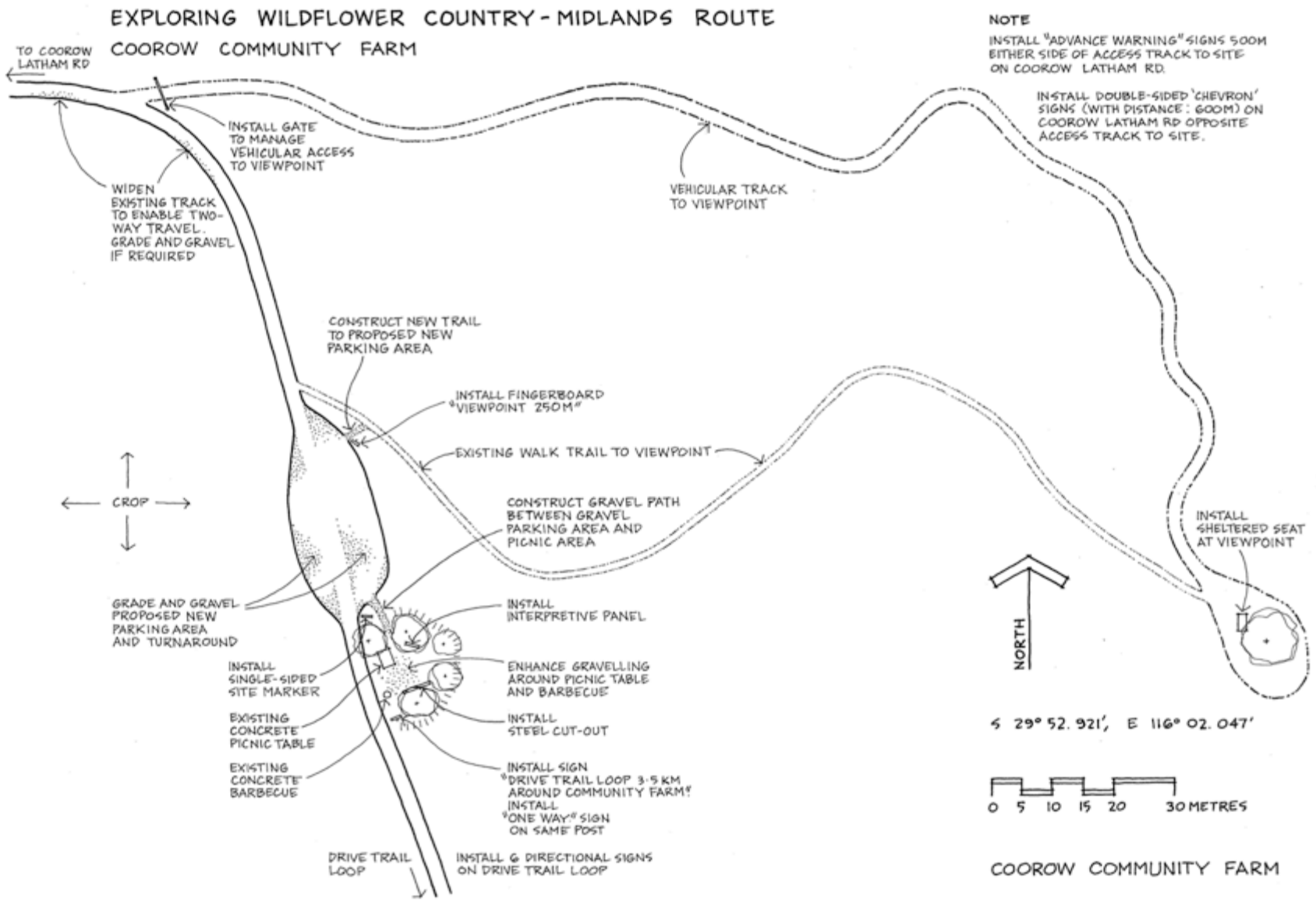

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
BERKSHIRE VALLEY
INSTALL "ADVANCE WARNING" SIGN
OLD GERALDTON ROAD
RELOCATE FRONT GATES TO BE IN LINE WITH WESTERN EDGE OF OLD SHEARING SHED
LOP OFF BRANCH OF TREE AND INSTALL PICNIC TABLE
OLD SHEARING SHED
EXISTING GATES
INSTALL STEEL CUT-OUTS
INSTALL 2 X INTERPRETIVE PANELS
CONSTRUCT NEW FENCE FROM S.W. CORNER OF BUILDING TO ROAD-SIDE CORNER OF STONE WALL OF OLD ENTRANCE GATES
CREATE ACCESS AND PARKING AREA ON EXISTING GRASSY AREA BETWEEN OLD SHEARING SHED AND ROAD, UTILISING EXISTING ENTRANCE AND PROPOSED NEW CROSSOVER
INSTALL DOUBLE-SIDED SITE MARKER
CREATE NEW DRIVEWAY CROSSOVER TO OLD GERALDTON ROAD
OLD ENTRANCE GATES
BERKSHIRE VALLEY ROAD
INSTALL "ADVANCE WARNING" SIGN
TO MOORA
NOTE
INSTALL "PRIVATE PROPERTY - KEEP OUT" SIGNS IN 4 LOCATIONS (RELOCATED GATE; ON EACH DOOR; NEW FENCE)
INSTALL WELD MESH DOORS/GATES ON EACH DOOR ON WEST SIDE OF BUILDING.
NORTH
S 30° 32. 870', E 116° 09. 610'
0 5 10 15 20 30 METRES
BERKSHIRE VALLEY

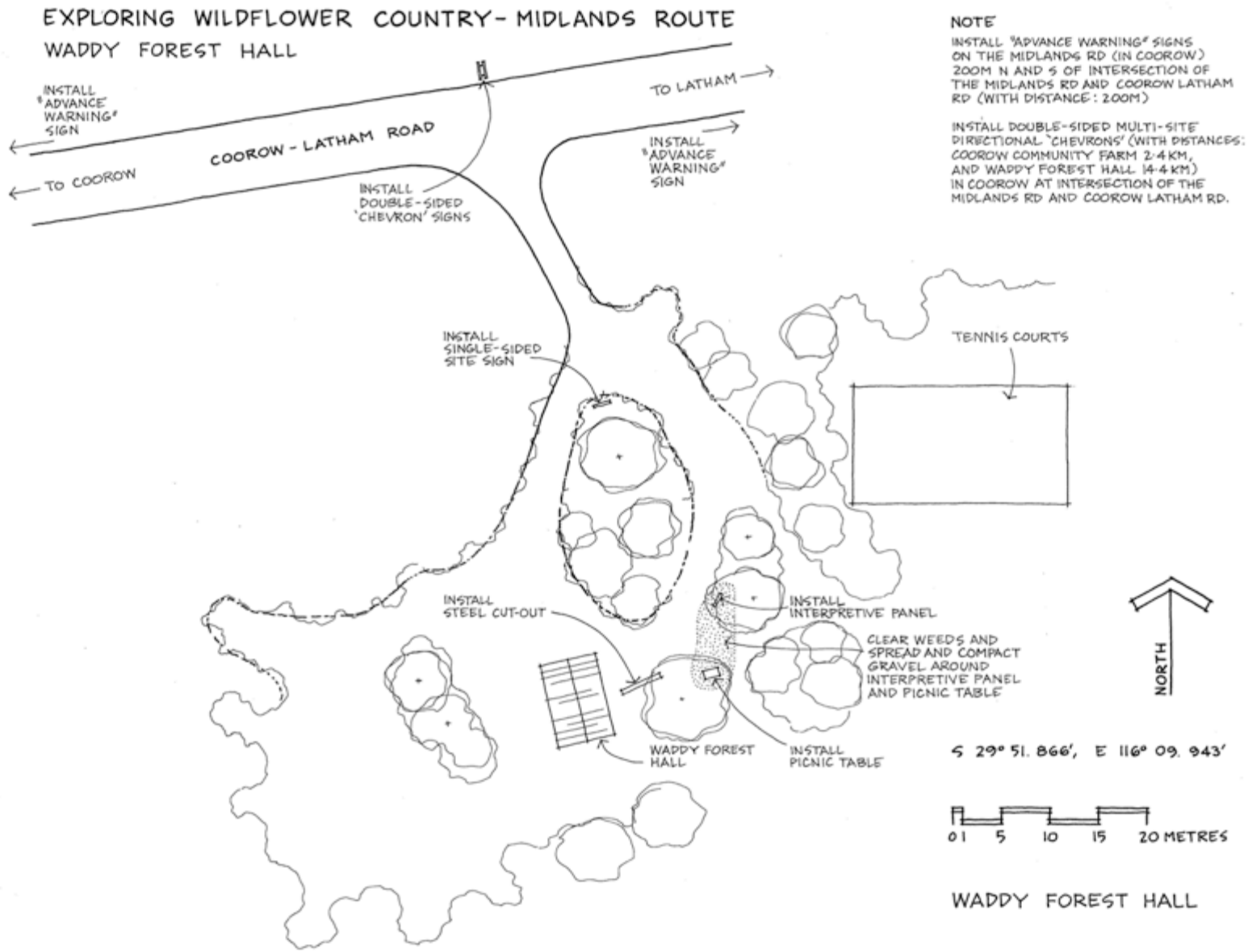

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
JINGEMIA CAVE
INSTALL SINGLE-SIDED SITE MARKER
EXISTING "ONE WAY LOOP" SIGN
INSTALL INTERPRETIVE PANEL
EXISTING PICNIC TABLE
INSTALL STEEL CUT-OUT
EXISTING SIGNAGE
EXISTING TOILET
EXISTING WALK TRAILS
JINGEMIA CAVE
NORTH
S 30° 15. 690', E 116° 00. 130'
0 5 10 20 30 40 METRES
JINGEMIA CAVE

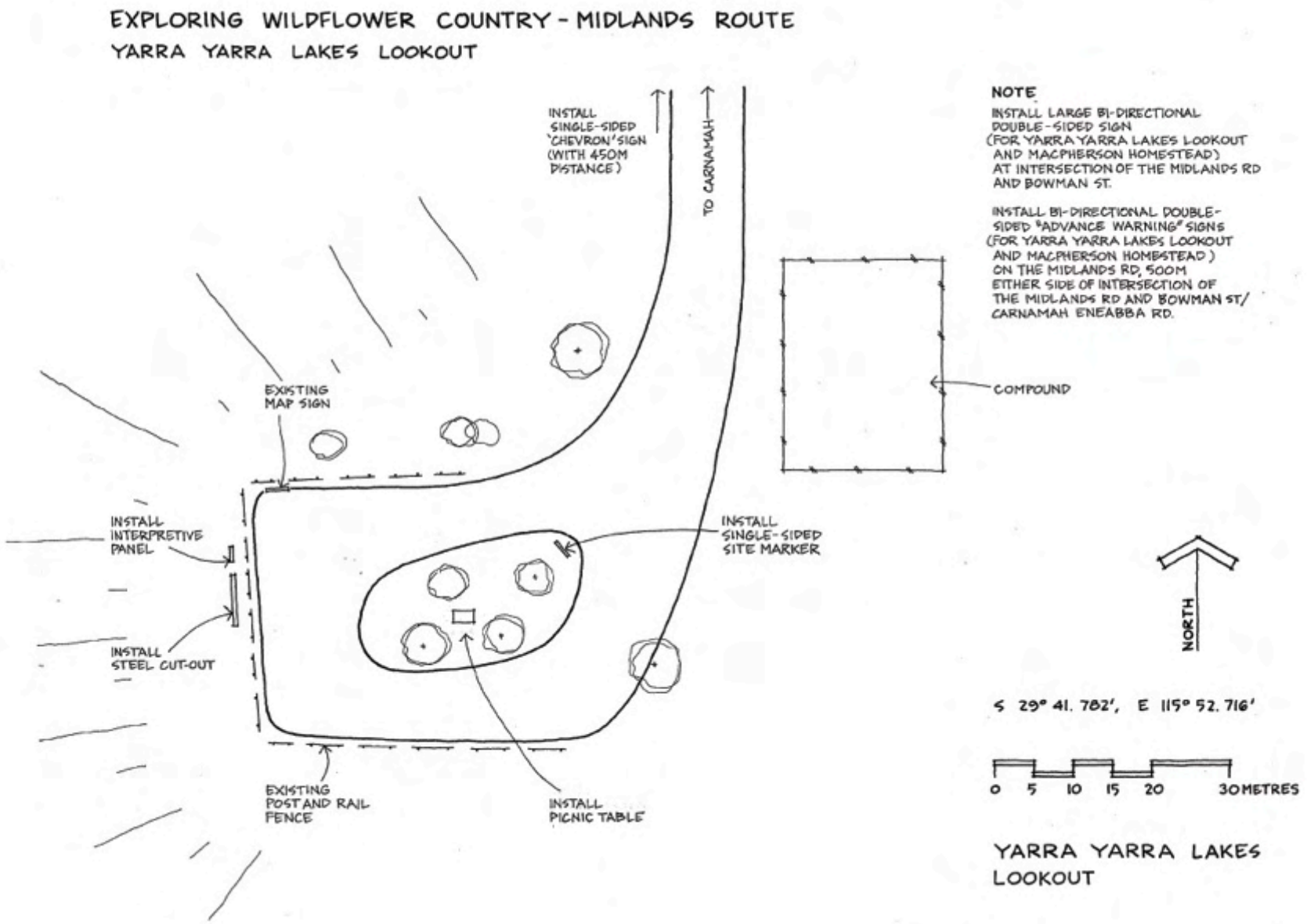

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
WATHEROO PARK
TO COOROW
INSTALL 'ADVANCE WARNING' SIGN
NORTH
CHURCH
S 30° 17. 881', E 116° 03. 549'
EXISTING SHELTERED PICNIC TABLE
INSTALL DOUBLE-SIDED SITE MARKER
EXISTING SHELTERED PICNIC TABLE
EXISTING SHELTERED PICNIC TABLE (WITH BARBECUE)
EXISTING TOILET
THE MIDLANDS ROAD
INSTALL INTERPRETIVE PANEL
INSTALL STEEL CUT-OUT
PATH
0 1 2 5 10 15 METRES
INSTALL 'ADVANCE WARNING' SIGN
TO MOORA
EXISTING GRAVELLED PARKING AREA
SHOP
WATHEROO PARK

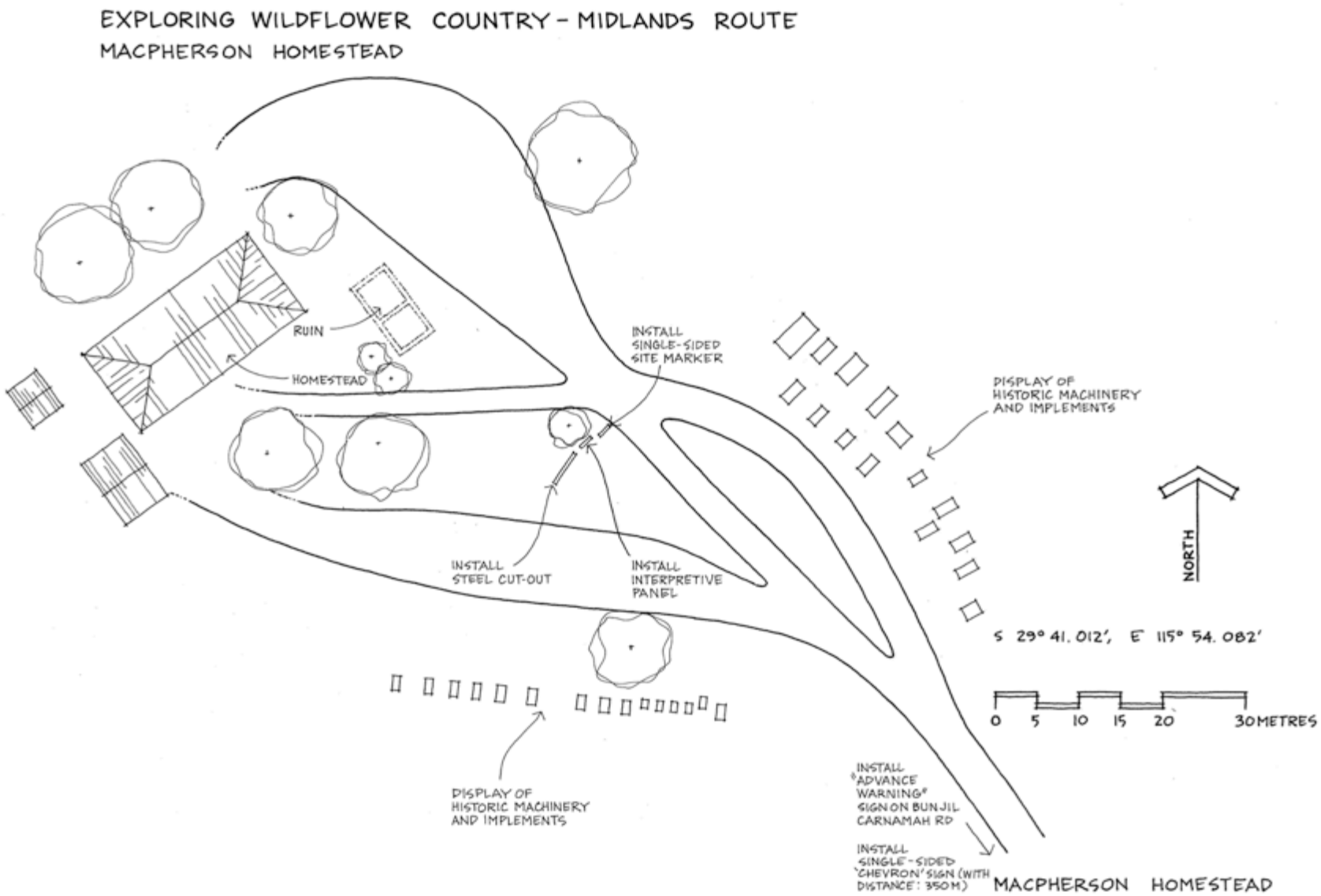

EXPLORING WILDFLOWER COUNTRY – MIDLANDS ROUTE
MARCHAGEE NATURE RESERVE
TO COOROW
INSTALL "ADVANCE WARNING" SIGN
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS
THE MIDLANDS ROAD
TO MOORA
GRAVEL ACCESS TRACK AND TURNING AREA
INSTALL STEEL CUT-OUT
INSTALL INTERPRETIVE PANEL
INSTALL SINGLE-SIDED SITE MARKER
INSTALL PICNIC TABLE
INSTALL BOLLARDS (10)
INSTALL "ADVANCE WARNING" SIGN
NORTH
S 29° 57. 458', E 116° 04. 853'
0 5 10 15 20 30 METRES
INSTALL BOLLARDS (6)
INSTALL MANAGEMENT ACCESS GATE
INSTALL BOLLARDS (8)
MARCHAGEE NATURE RESERVE

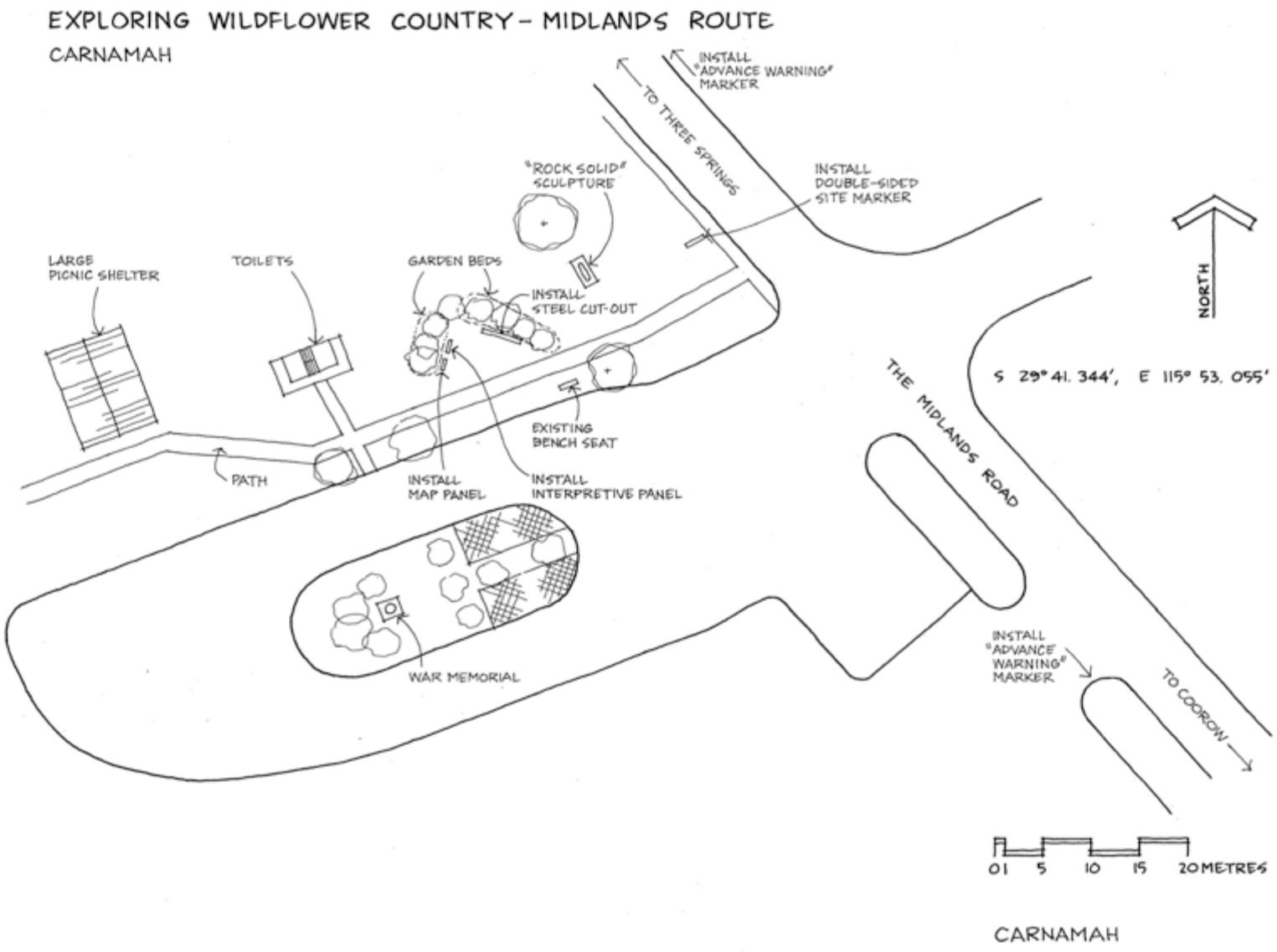

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
COOROW
INSTALL "ADVANCE WARNING" MARKER
TO CARNAMAH
MARKET STREET
EXISTING INFORMATION SHELTER
INSTALL INTERPRETIVE PANEL
INSTALL MAP PANEL
INSTALL STEEL CUT-OUT
EXISTING "ROTARY PARK" SIGN
EXISTING BOLLARDS
ROTARY PARK
INSTALL DOUBLE-SIDED SITE MARKER
THE MIDLANDS ROAD
NORTH
S 29° 52. 978', E 116° 01. 331'
01 5 10 15 20 METRES
TO MOORA
INSTALL "ADVANCE WARNING" MARKER
COOROW

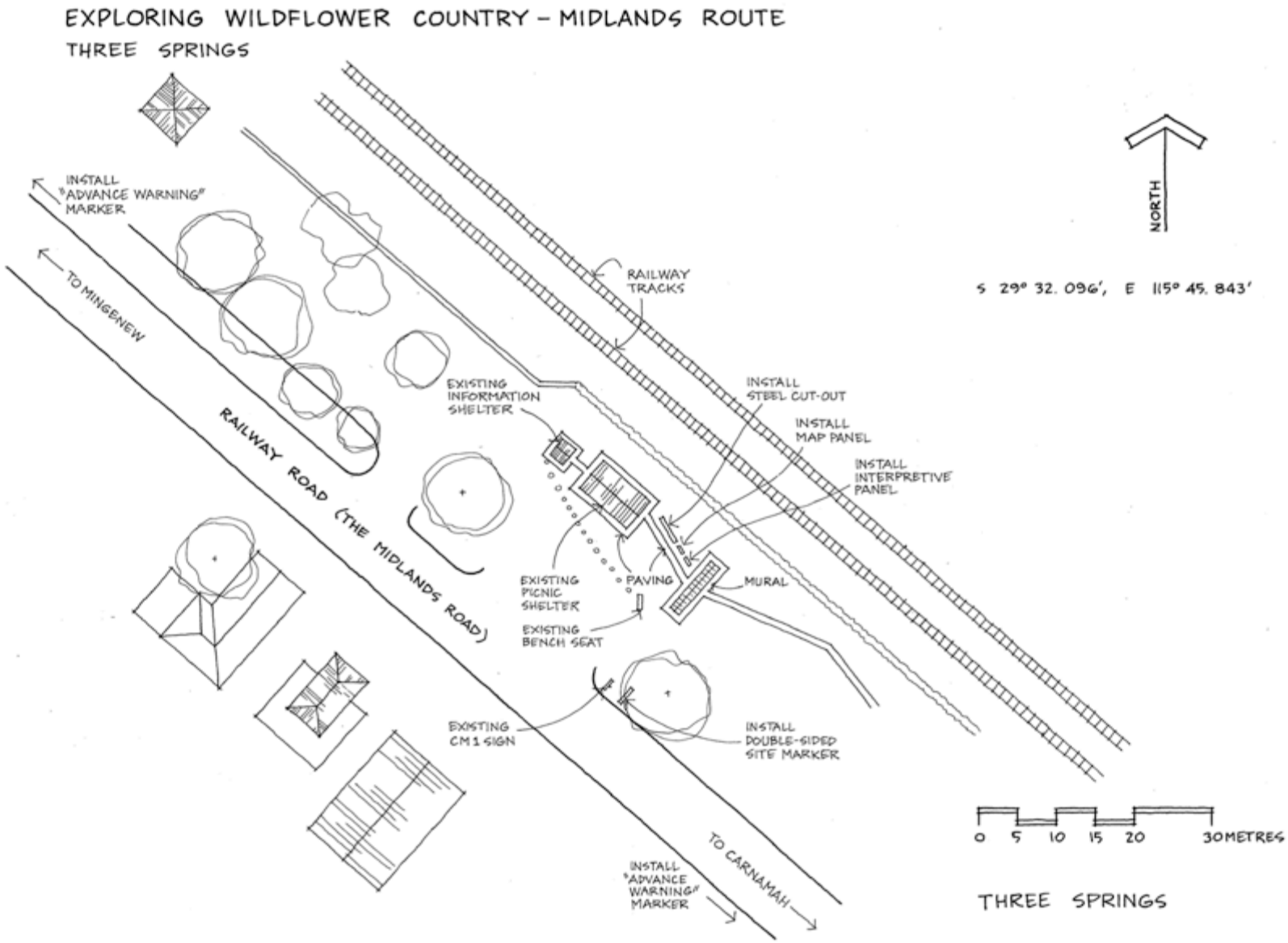

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
COOROW COMMUNITY FARM
TO COOROW LATHAM RD
NOTE
INSTALL "ADVANCE WARNING" SIGNS 500M EITHER SIDE OF ACCESS TRACK TO SITE ON COOROW LATHAM RD.
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS (WITH DISTANCE : 600M) ON COOROW LATHAM RD OPPOSITE ACCESS TRACK TO SITE.
INSTALL GATE TO MANAGE VEHICULAR ACCESS TO VIEWPOINT
WIDEN EXISTING TRACK TO ENABLE TWO-WAY TRAVEL. GRADE AND GRAVEL IF REQUIRED
VEHICULAR TRACK TO VIEWPOINT
CONSTRUCT NEW TRAIL TO PROPOSED NEW PARKING AREA
INSTALL FINGERBOARD "VIEWPOINT 250M"
EXISTING WALK TRAIL TO VIEWPOINT
CROP
CONSTRUCT GRAVEL PATH BETWEEN GRAVEL PARKING AREA AND PICNIC AREA
INSTALL SHELTERED SEAT AT VIEWPOINT
GRADE AND GRAVEL PROPOSED NEW PARKING AREA AND TURNAROUND
INSTALL INTERPRETIVE PANEL
INSTALL SINGLE-SIDED SITE MARKER
ENHANCE GRAVELLING AROUND PICNIC TABLE AND BARBECUE
EXISTING CONCRETE PICNIC TABLE
INSTALL STEEL CUT-OUT
EXISTING CONCRETE BARBECUE
INSTALL SIGN "DRIVE TRAIL LOOP 3.5 KM AROUND COMMUNITY FARM"
INSTALL "ONE WAY" SIGN ON SAME POST
DRIVE TRAIL LOOP
INSTALL 6 DIRECTIONAL SIGNS ON DRIVE TRAIL LOOP
NORTH
S 29° 52. 921', E 116° 02. 047'
0 5 10 15 20 30 METRES
COOROW COMMUNITY FARM


EXPLORING WILDFLOWER COUNTRY- MIDLANDS ROUTE
WADDY FOREST HALL
NOTE
INSTALL "ADVANCE WARNING" SIGNS ON THE MIDLANDS RD (IN COOROW) 200M N AND S OF INTERSECTION OF THE MIDLANDS RD AND COOROW LATHAM RD (WITH DISTANCE : 200M)
INSTALL DOUBLE-SIDED MULTI-SITE DIRECTIONAL 'CHEVRONS' (WITH DISTANCES: COOROW COMMUNITY FARM 2·4 KM, AND WADDY FOREST HALL 14·4 KM) IN COOROW AT INTERSECTION OF THE MIDLANDS RD AND COOROW LATHAM RD.
INSTALL "ADVANCE WARNING" SIGN
TO COOROW
COOROW - LATHAM ROAD
TO LATHAM
INSTALL "ADVANCE WARNING" SIGN
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS
INSTALL SINGLE-SIDED SITE SIGN
TENNIS COURTS
INSTALL STEEL CUT-OUT
INSTALL INTERPRETIVE PANEL
CLEAR WEEDS AND SPREAD AND COMPACT GRAVEL AROUND INTERPRETIVE PANEL AND PICNIC TABLE
NORTH
WADDY FOREST HALL
INSTALL PICNIC TABLE
S 29° 51. 866', E 116° 09. 943'
0 1 5 10 15 20 METRES
WADDY FOREST HALL


EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
YARRA YARRA LAKES LOOKOUT
INSTALL SINGLE-SIDED 'CHEVRON' SIGN (WITH 450M DISTANCE)
TO CARNAMAH
NOTE
INSTALL LARGE BI-DIRECTIONAL DOUBLE-SIDED SIGN (FOR YARRA YARRA LAKES LOOKOUT AND MACPHERSON HOMESTEAD) AT INTERSECTION OF THE MIDLANDS RD AND BOWMAN ST.
INSTALL BI-DIRECTIONAL DOUBLE-SIDED "ADVANCE WARNING" SIGNS (FOR YARRA YARRA LAKES LOOKOUT AND MACPHERSON HOMESTEAD) ON THE MIDLANDS RD, 500M EITHER SIDE OF INTERSECTION OF THE MIDLANDS RD AND BOWMAN ST/ CARNAMAH ENEABBA RD.
COMPOUND
EXISTING MAP SIGN
INSTALL INTERPRETIVE PANEL
INSTALL SINGLE-SIDED SITE MARKER
INSTALL STEEL CUT-OUT
NORTH
EXISTING POST AND RAIL FENCE
INSTALL PICNIC TABLE
S 29° 41. 782', E 115° 52. 716'
0 5 10 15 20 30 METRES
YARRA YARRA LAKES LOOKOUT


EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
MACPHERSON HOMESTEAD
RUIN
HOMESTEAD
INSTALL SINGLE-SIDED SITE MARKER
DISPLAY OF HISTORIC MACHINERY AND IMPLEMENTS
NORTH
INSTALL STEEL CUT-OUT
INSTALL INTERPRETIVE PANEL
S 29° 41. 012', E 115° 54. 082'
0 5 10 15 20 30METRES
DISPLAY OF HISTORIC MACHINERY AND IMPLEMENTS
INSTALL 'ADVANCE WARNING' SIGN ON BUNJIL CARNAMAH RD
INSTALL SINGLE-SIDED 'CHEVRON' SIGN (WITH DISTANCE: 350M)
MACPHERSON HOMESTEAD


EXPLORING WILDFLOWER COUNTRY – MIDLANDS ROUTE
CARNAMAH
INSTALL "ADVANCE WARNING" MARKER
TO THREE SPRINGS
"ROCK SOLID" SCULPTURE
INSTALL DOUBLE-SIDED SITE MARKER
LARGE PICNIC SHELTER
TOILETS
GARDEN BEDS
INSTALL STEEL CUT-OUT
NORTH
S 29° 41. 344', E 115° 53. 055'
EXISTING BENCH SEAT
THE MIDLANDS ROAD
PATH
INSTALL MAP PANEL
INSTALL INTERPRETIVE PANEL
INSTALL "ADVANCE WARNING" MARKER
TO COOROW
WAR MEMORIAL
0 1 5 10 15 20 METRES
CARNAMAH


EXPLORING WILDFLOWER COUNTRY – MIDLANDS ROUTE
THREE SPRINGS
INSTALL "ADVANCE WARNING" MARKER
TO MINGENEW
RAILWAY ROAD (THE MIDLANDS ROAD)
RAILWAY TRACKS
NORTH
S 29° 32. 096', E 115° 45. 843'
EXISTING INFORMATION SHELTER
INSTALL STEEL CUT-OUT
INSTALL MAP PANEL
INSTALL INTERPRETIVE PANEL
EXISTING PICNIC SHELTER
PAVING
MURAL
EXISTING BENCH SEAT
EXISTING CM1 SIGN
INSTALL DOUBLE-SIDED SITE MARKER
TO CARNAMAH
INSTALL "ADVANCE WARNING" MARKER
0 5 10 15 20 30METRES
THREE SPRINGS

EXPLORING WILDFLOWER COUNTRY – MIDLANDS ROUTE

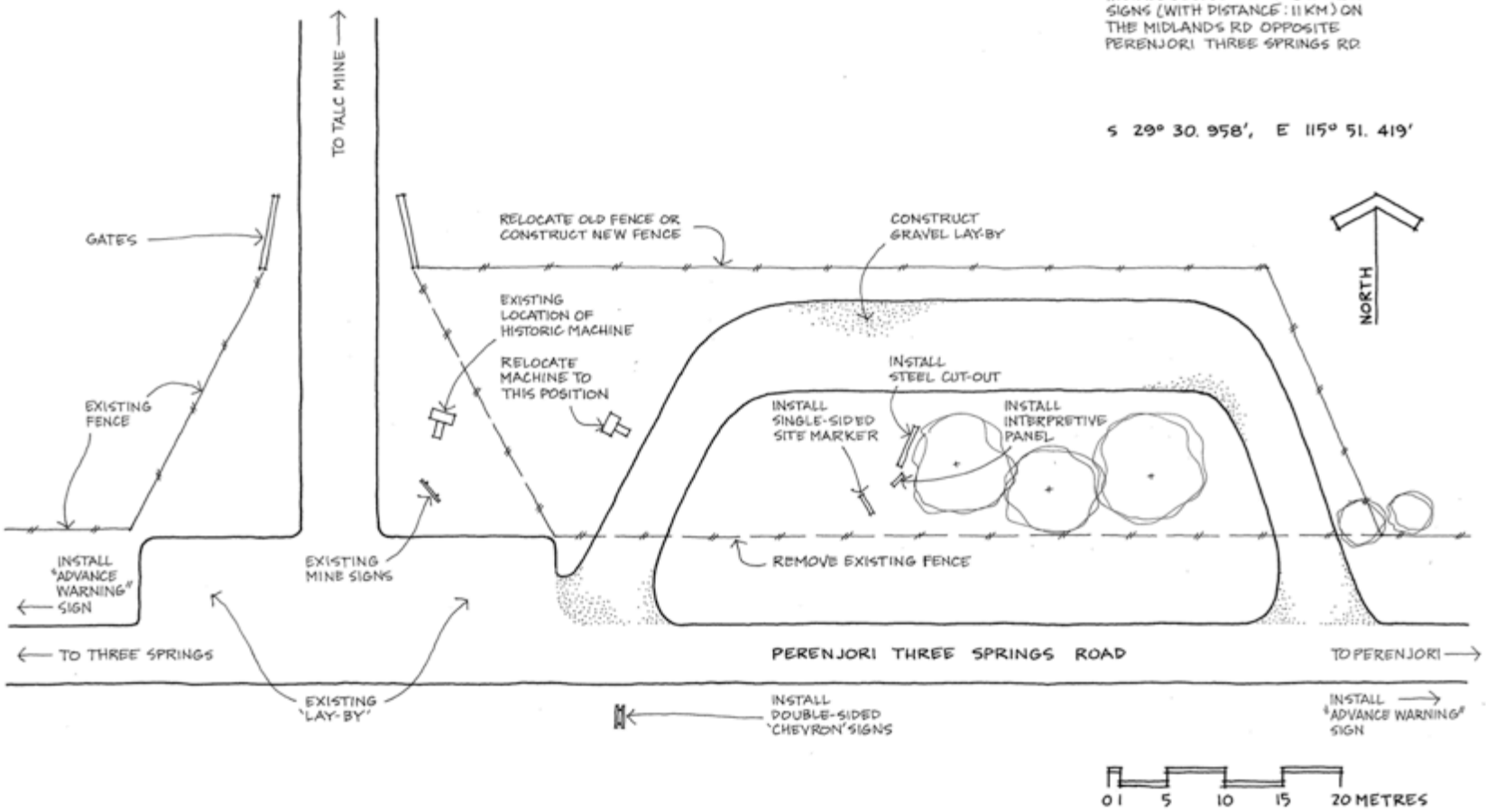
TALC MINE

NOTE

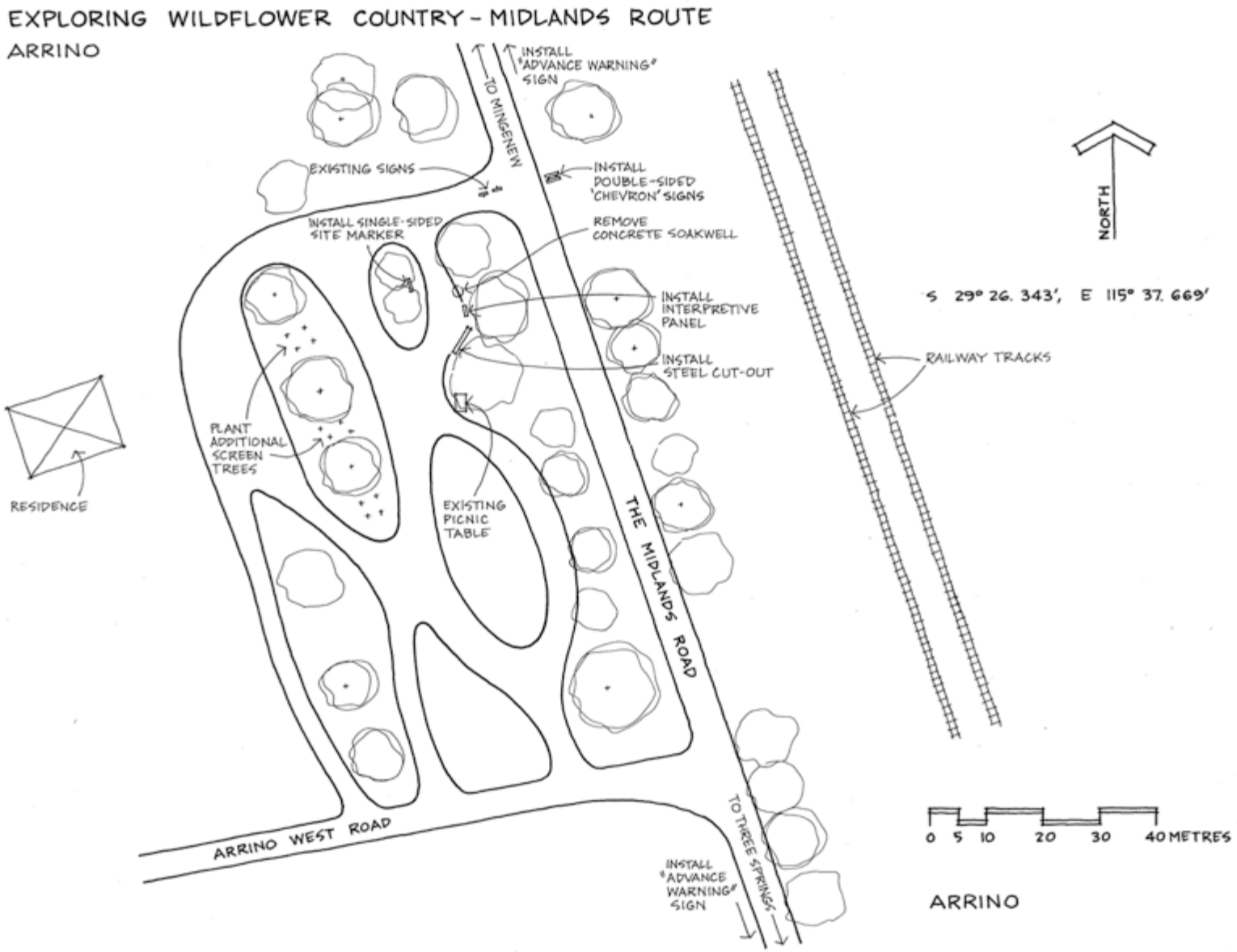
INSTALL "ADVANCE WARNING" SIGNS ON THE MIDLANDS RD (IN THREE SPRINGS TOWNSITE) 500M EITHER SIDE OF PERENJORI THREE SPRINGS RD.

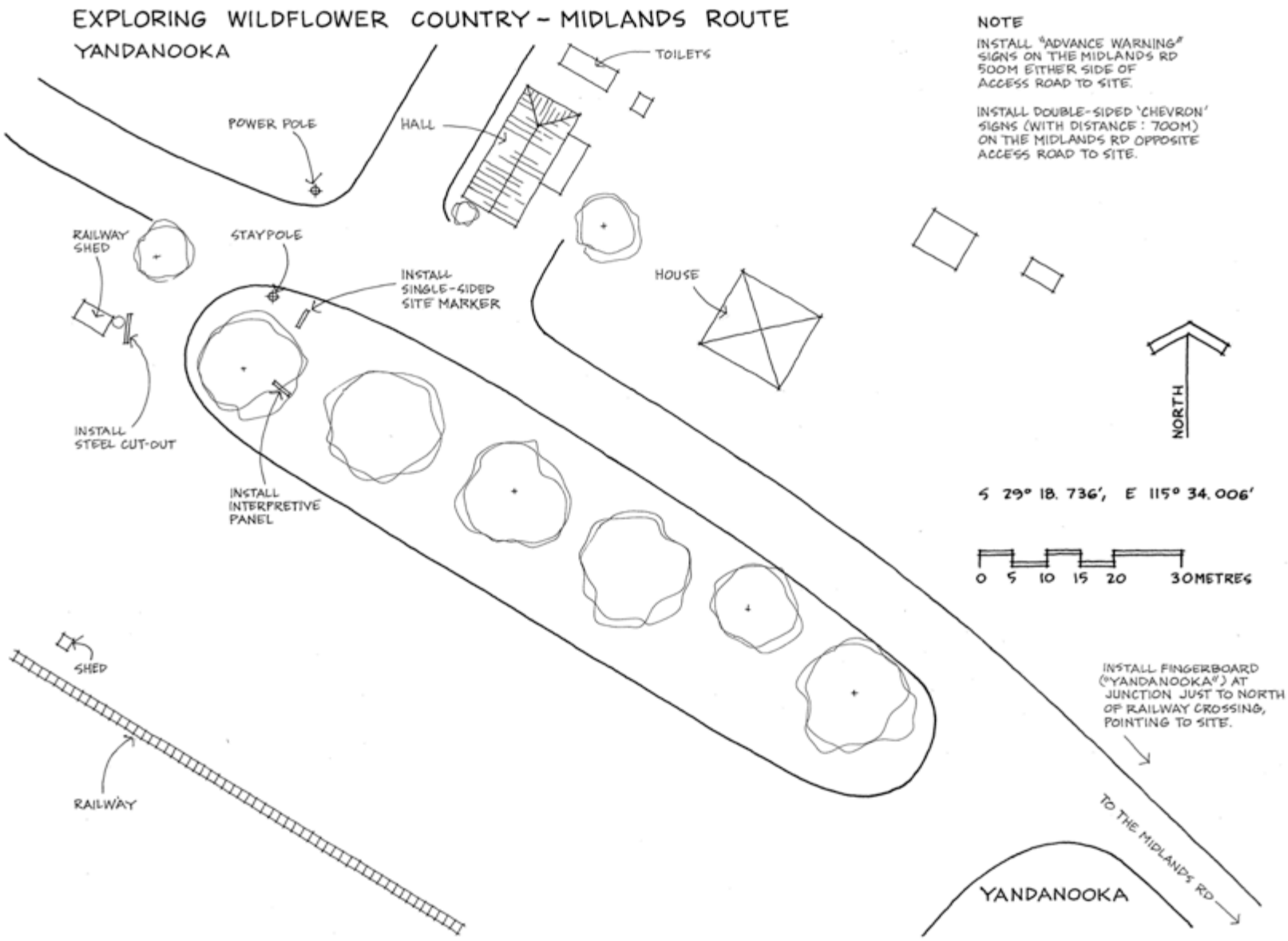
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS (WITH DISTANCE : 11 KM) ON THE MIDLANDS RD OPPOSITE PERENJORI THREE SPRINGS RD.

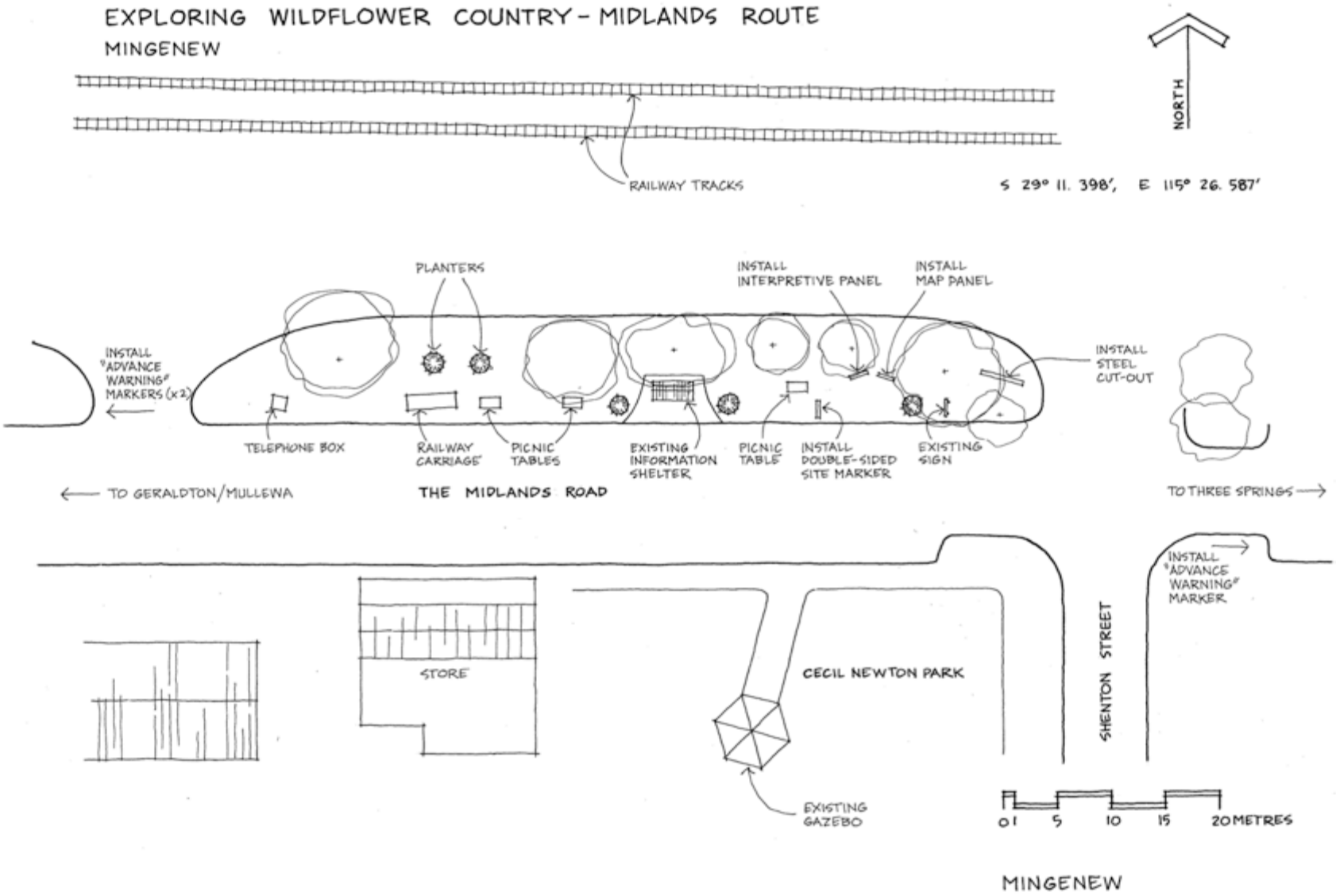
S 29° 30. 958', E 115° 51. 419'

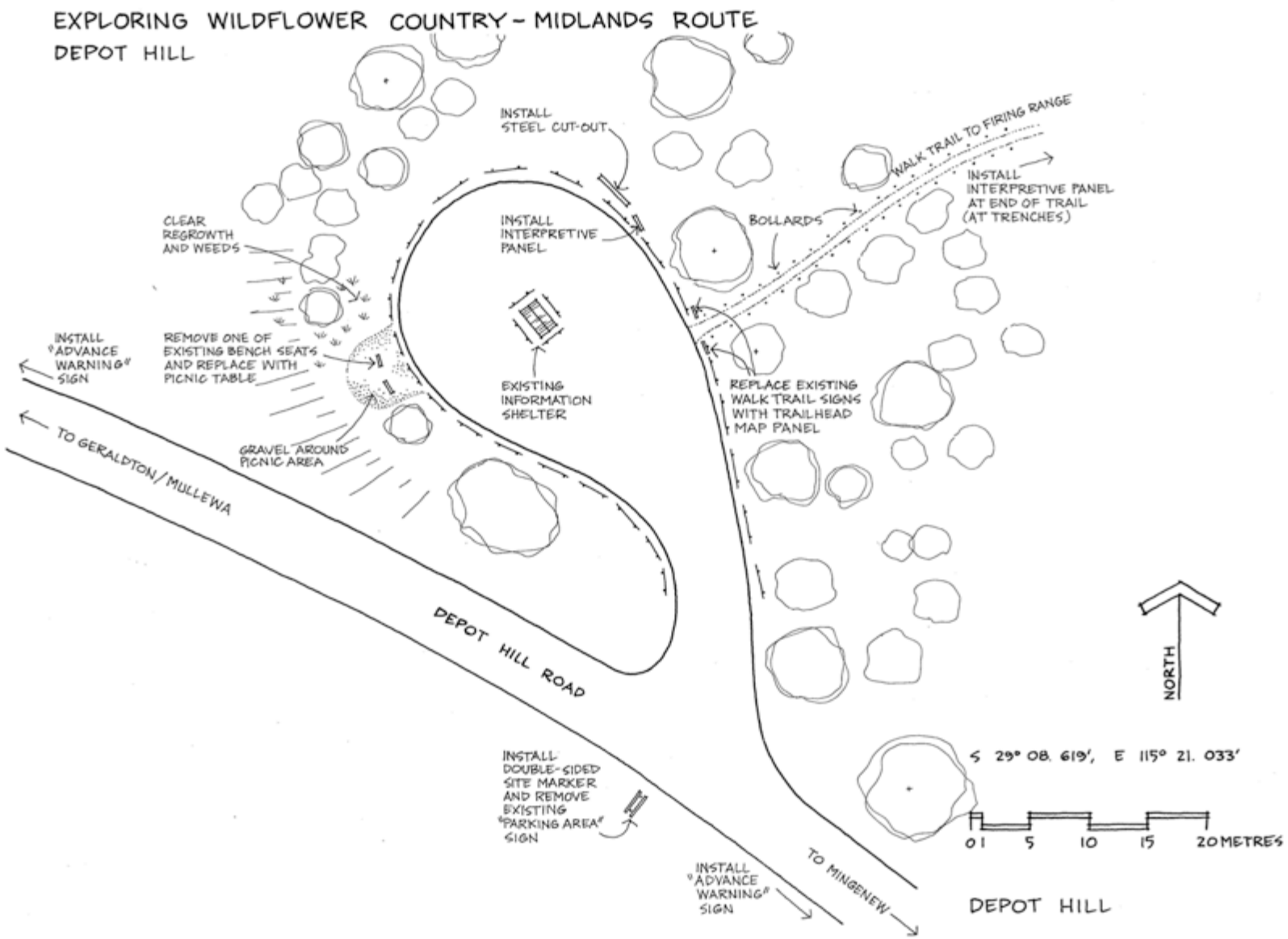


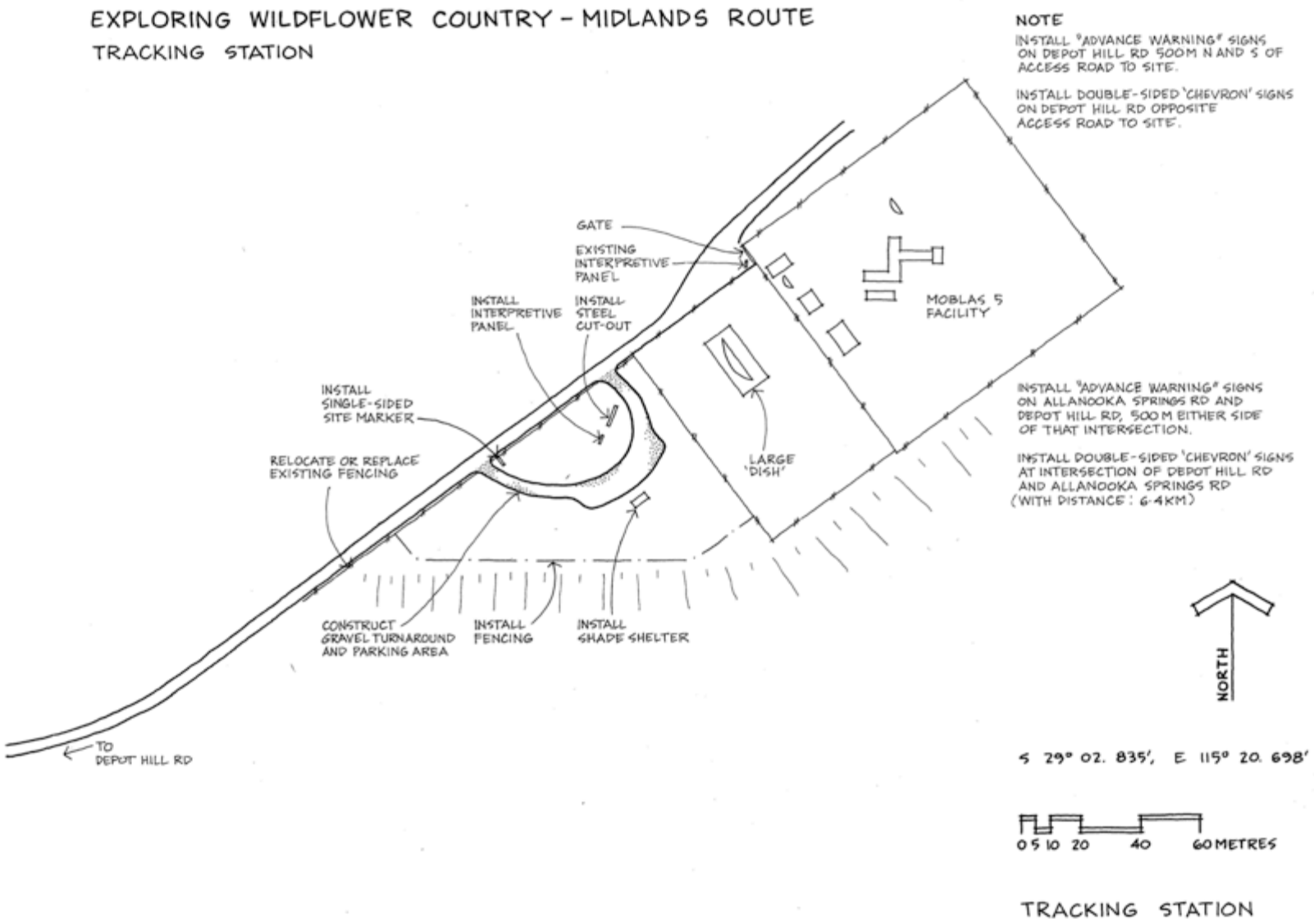
TALC MINE

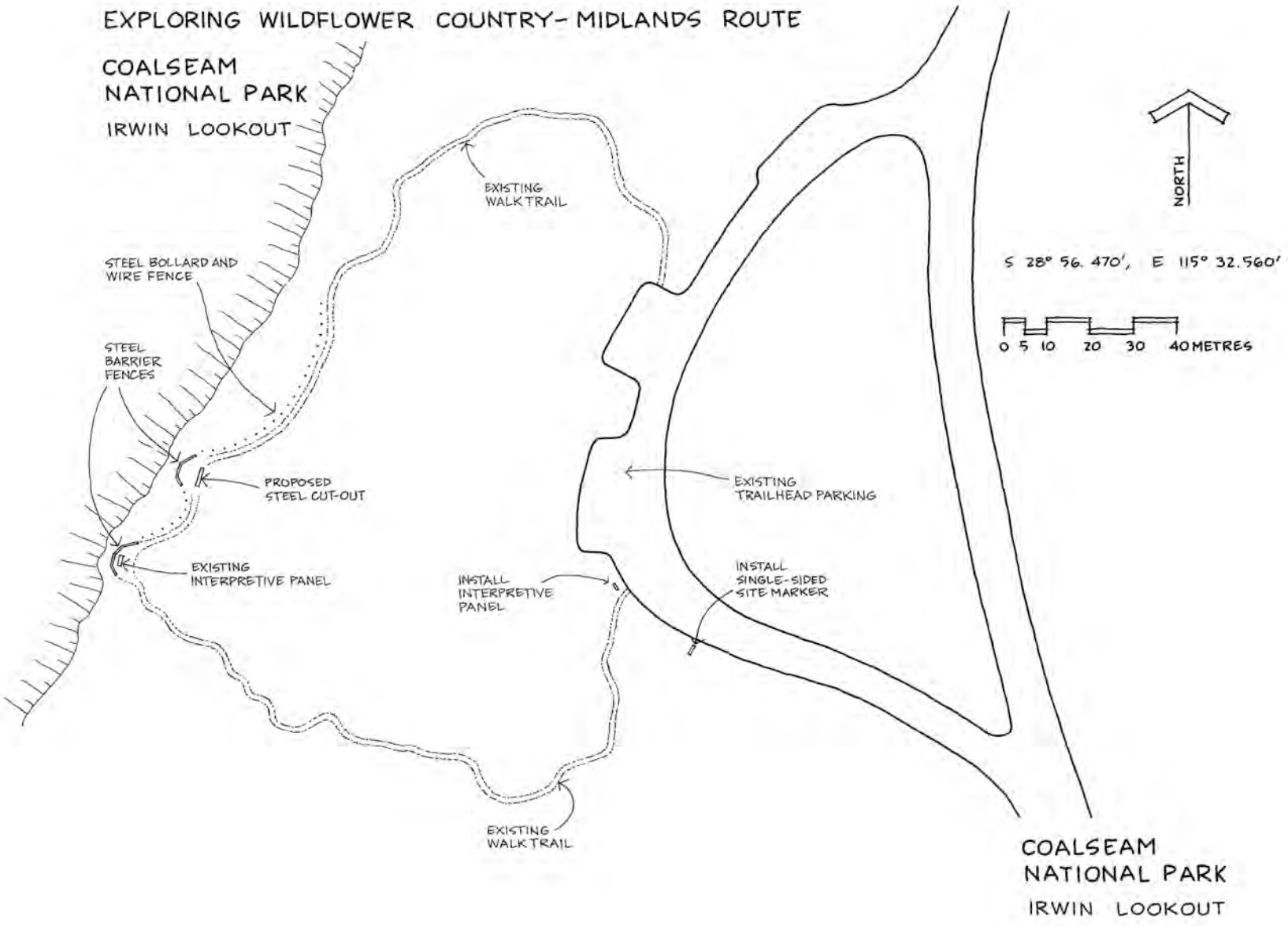

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
ARRINO
TO MINGENEW
INSTALL "ADVANCE WARNING" SIGN
EXISTING SIGNS
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS
INSTALL SINGLE-SIDED SITE MARKER
REMOVE CONCRETE SOAKWELL
INSTALL INTERPRETIVE PANEL
INSTALL STEEL CUT-OUT
PLANT ADDITIONAL SCREEN TREES
EXISTING PICNIC TABLE
RESIDENCE
THE MIDLANDS ROAD
ARRINO WEST ROAD
TO THREE SPRINGS
INSTALL "ADVANCE WARNING" SIGN
NORTH
S 29° 26. 343', E 115° 37. 669'
RAILWAY TRACKS
0 5 10 20 30 40 METRES
ARRINO

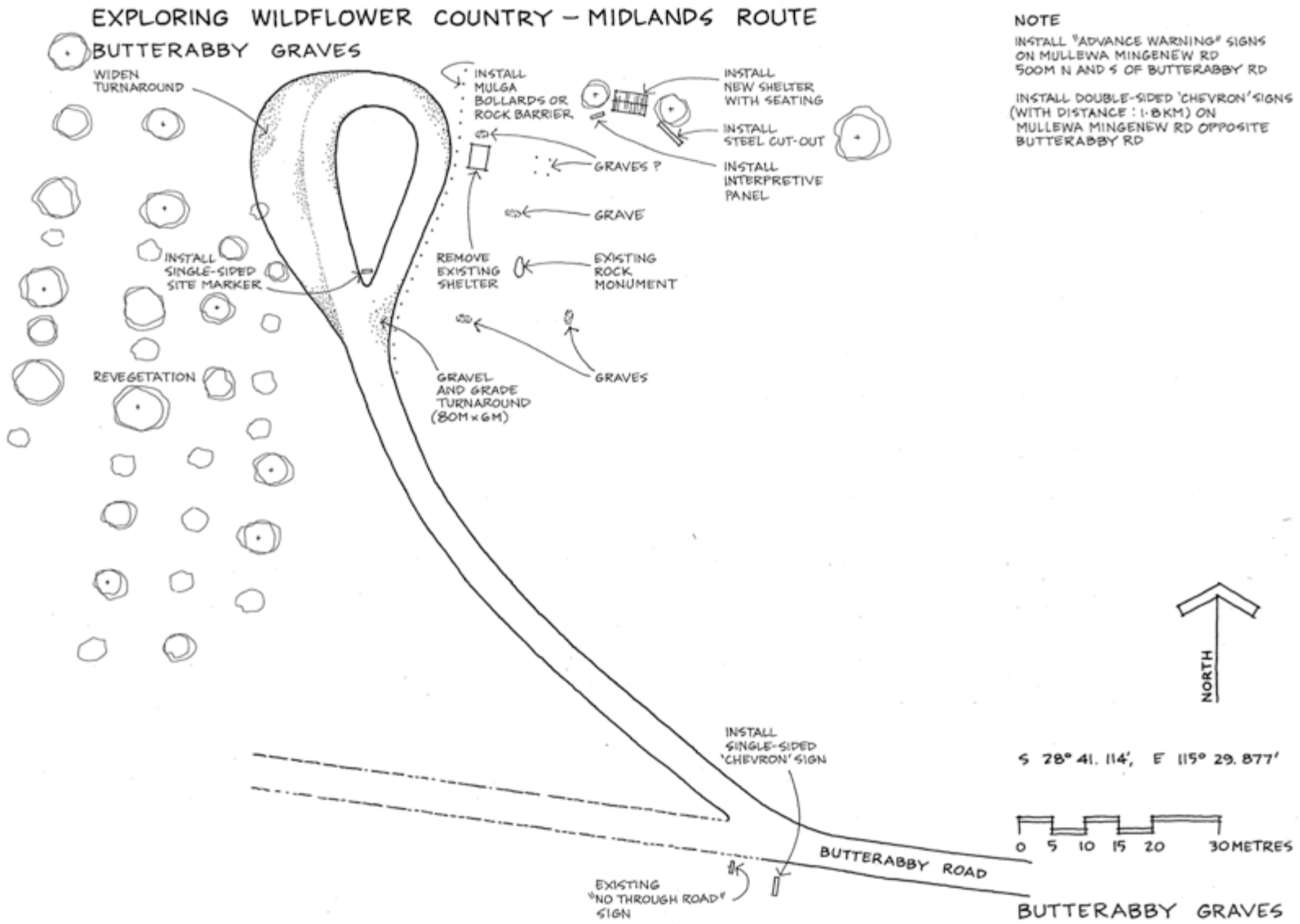

EXPLORING WILDFLOWER COUNTRY – MIDLANDS ROUTE
YANDANOOKA
NOTE
INSTALL "ADVANCE WARNING" SIGNS ON THE MIDLANDS RD 500M EITHER SIDE OF ACCESS ROAD TO SITE.
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS (WITH DISTANCE : 700M) ON THE MIDLANDS RD OPPOSITE ACCESS ROAD TO SITE.
TOILETS
POWER POLE
HALL
RAILWAY SHED
STAYPOLE
INSTALL SINGLE-SIDED SITE MARKER
HOUSE
INSTALL STEEL CUT-OUT
INSTALL INTERPRETIVE PANEL
NORTH
S 29° 18. 736', E 115° 34. 006'
0 5 10 15 20 30METRES
SHED
RAILWAY
INSTALL FINGERBOARD ("YANDANOOKA") AT JUNCTION JUST TO NORTH OF RAILWAY CROSSING, POINTING TO SITE.
TO THE MIDLANDS RD
YANDANOOKA

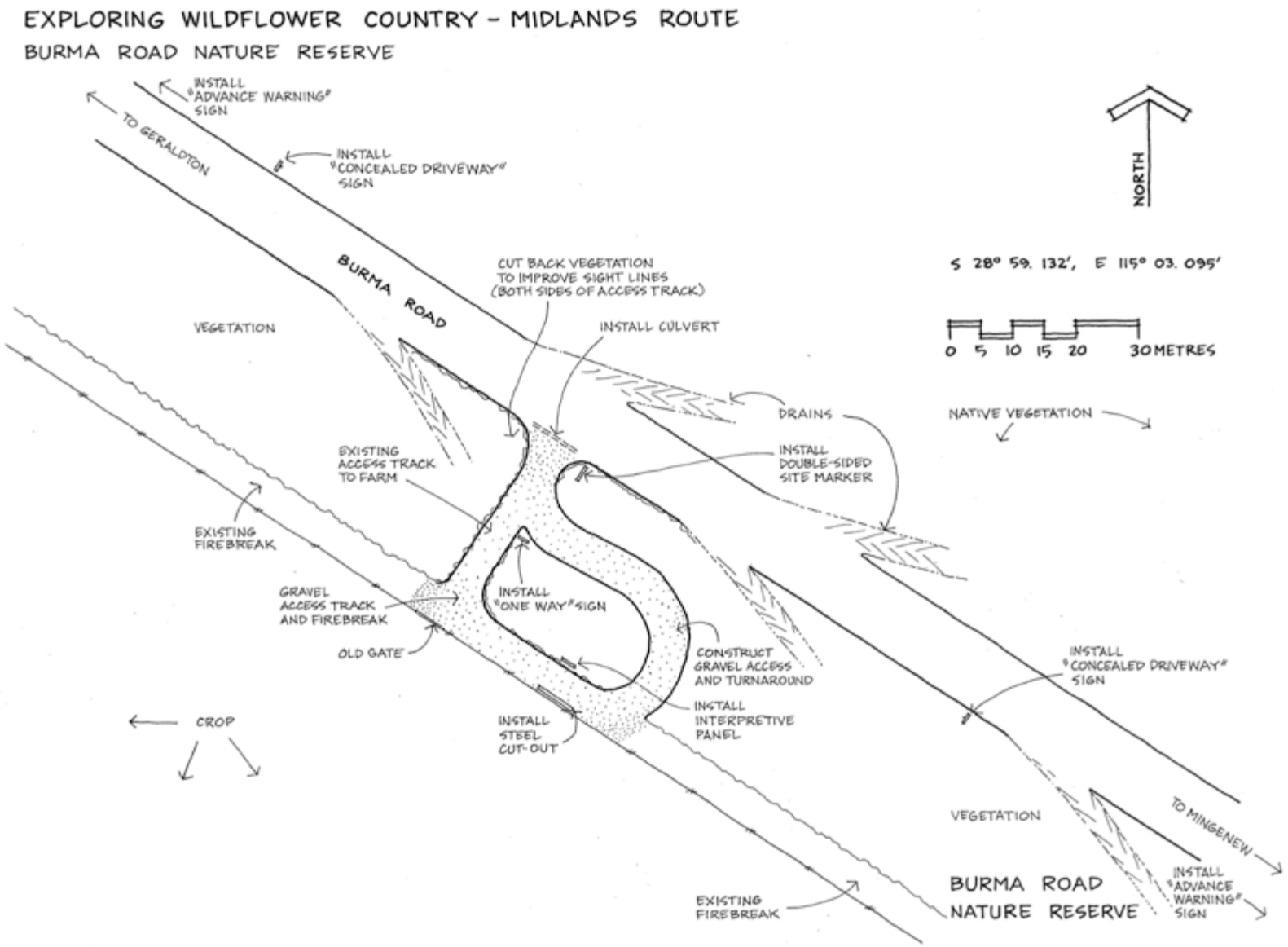

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
MINGENEW
NORTH
RAILWAY TRACKS
S 29° 11. 398', E 115° 26. 587'
PLANTERS
INSTALL INTERPRETIVE PANEL
INSTALL MAP PANEL
INSTALL "ADVANCE WARNING" MARKERS (x2)
INSTALL STEEL CUT-OUT
TELEPHONE BOX
RAILWAY CARRIAGE
PICNIC TABLES
EXISTING INFORMATION SHELTER
PICNIC TABLE
INSTALL DOUBLE-SIDED SITE MARKER
EXISTING SIGN
TO GERALDTON/MULLEWA
THE MIDLANDS ROAD
TO THREE SPRINGS
INSTALL "ADVANCE WARNING" MARKER
STORE
CECIL NEWTON PARK
SHENTON STREET
EXISTING GAZEBO
0 1 5 10 15 20 METRES
MINGENEW

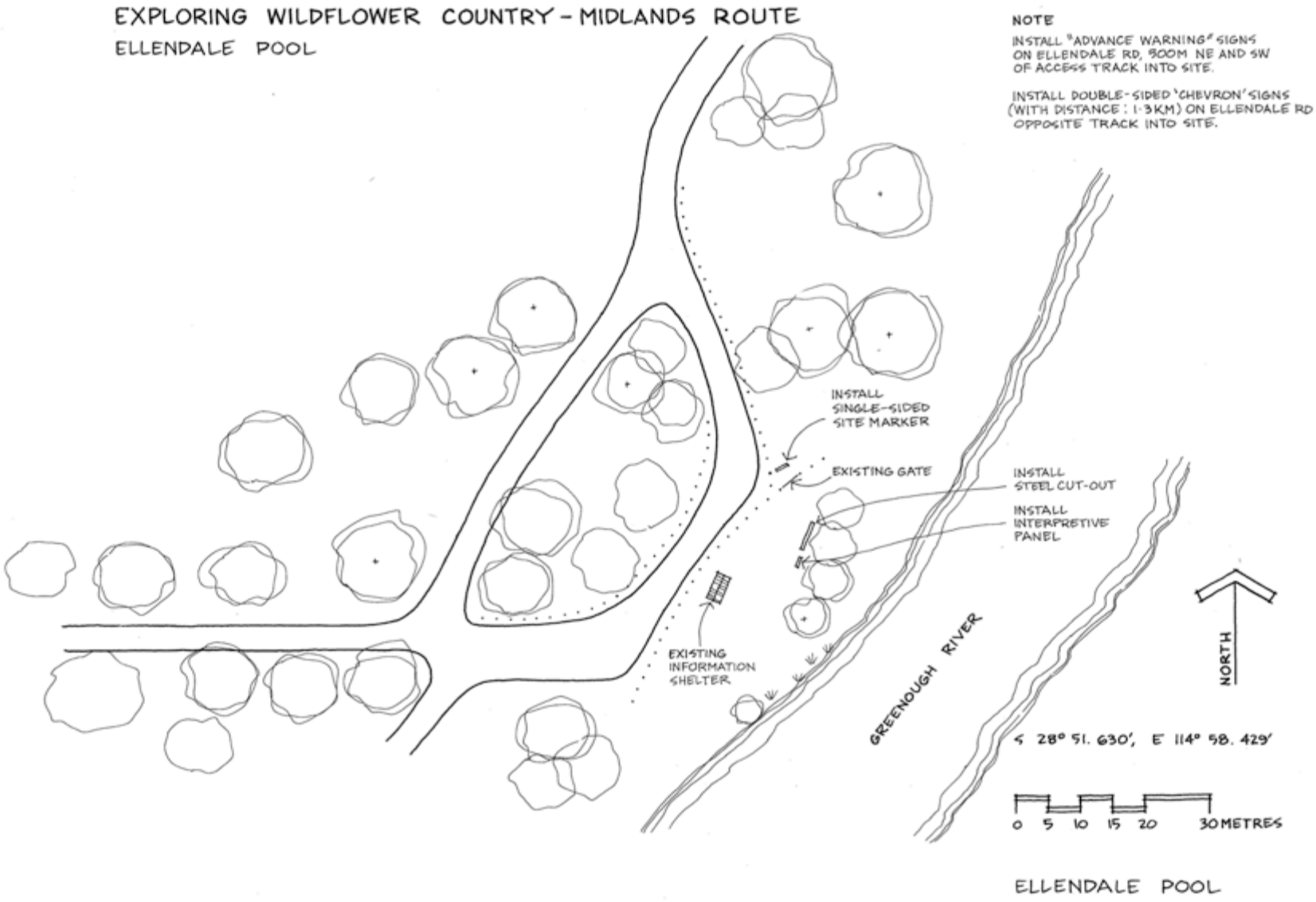

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
DEPOT HILL
INSTALL STEEL CUT-OUT
WALK TRAIL TO FIRING RANGE
INSTALL INTERPRETIVE PANEL AT END OF TRAIL (AT TRENCHES)
BOLLARDS
INSTALL INTERPRETIVE PANEL
CLEAR REGROWTH AND WEEDS
INSTALL "ADVANCE WARNING" SIGN
REMOVE ONE OF EXISTING BENCH SEATS AND REPLACE WITH PICNIC TABLE
EXISTING INFORMATION SHELTER
REPLACE EXISTING WALK TRAIL SIGNS WITH TRAILHEAD MAP PANEL
GRAVEL AROUND PICNIC AREA
TO GERALDTON / MULLEWA
DEPOT HILL ROAD
NORTH
S 29° 08. 619', E 115° 21. 033'
INSTALL DOUBLE-SIDED SITE MARKER AND REMOVE EXISTING "PARKING AREA" SIGN
INSTALL "ADVANCE WARNING" SIGN
TO MINGENEW
0 1 5 10 15 20 METRES
DEPOT HILL


EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
TRACKING STATION
NOTE
INSTALL "ADVANCE WARNING" SIGNS ON DEPOT HILL RD 500M N AND S OF ACCESS ROAD TO SITE.
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS ON DEPOT HILL RD OPPOSITE ACCESS ROAD TO SITE.
GATE
EXISTING INTERPRETIVE PANEL
INSTALL INTERPRETIVE PANEL
INSTALL STEEL CUT-OUT
MOBLAS 5 FACILITY
INSTALL SINGLE-SIDED SITE MARKER
RELOCATE OR REPLACE EXISTING FENCING
LARGE 'DISH'
INSTALL "ADVANCE WARNING" SIGNS ON ALLANOOKA SPRINGS RD AND DEPOT HILL RD, 500M EITHER SIDE OF THAT INTERSECTION.
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS AT INTERSECTION OF DEPOT HILL RD AND ALLANOOKA SPRINGS RD (WITH DISTANCE : 6.4KM)
CONSTRUCT GRAVEL TURNAROUND AND PARKING AREA
INSTALL FENCING
INSTALL SHADE SHELTER
NORTH
TO DEPOT HILL RD
S 29° 02. 835', E 115° 20. 698'
0 5 10 20 40 60 METRES
TRACKING STATION


EXPLORING WILDFLOWER COUNTRY- MIDLANDS ROUTE
COALSEAM NATIONAL PARK
IRWIN LOOKOUT
EXISTING WALK TRAIL
STEEL BOLLARD AND WIRE FENCE
STEEL BARRIER FENCES
PROPOSED STEEL CUT-OUT
EXISTING INTERPRETIVE PANEL
INSTALL INTERPRETIVE PANEL
EXISTING TRAILHEAD PARKING
INSTALL SINGLE-SIDED SITE MARKER
EXISTING WALK TRAIL
NORTH
S 28° 56. 470', E 115° 32.560'
0 5 10 20 30 40 METRES
COALSEAM NATIONAL PARK
IRWIN LOOKOUT

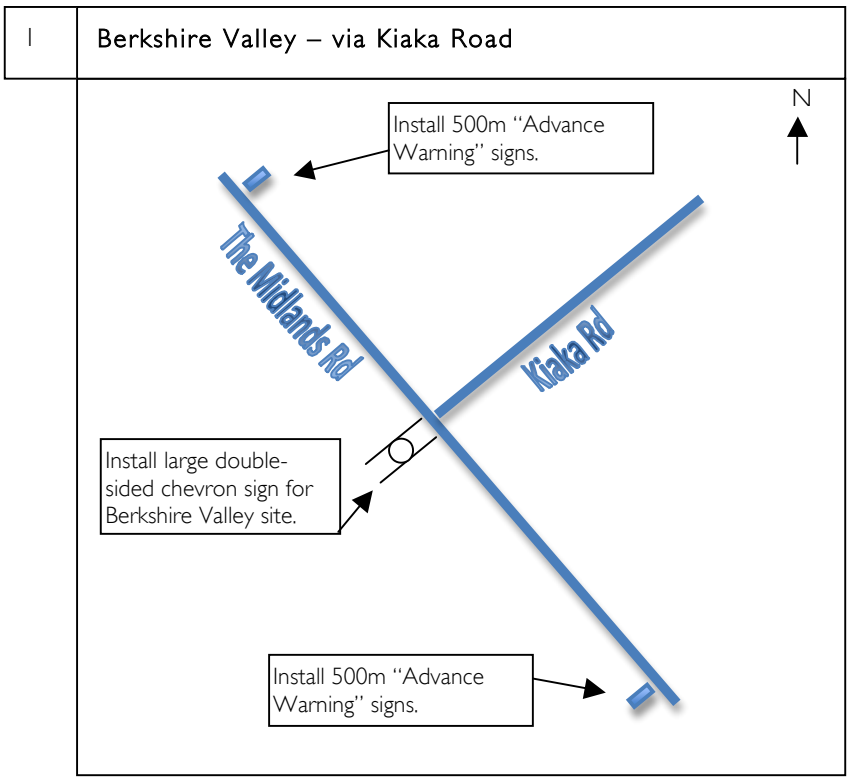

EXPLORING WILDFLOWER COUNTRY – MIDLANDS ROUTE
BUTTERABBY GRAVES
WIDEN TURNAROUND
INSTALL MULGA BOLLARDS OR ROCK BARRIER
INSTALL NEW SHELTER WITH SEATING
INSTALL STEEL CUT-OUT
INSTALL INTERPRETIVE PANEL
GRAVES ?
GRAVE
INSTALL SINGLE-SIDED SITE MARKER
REMOVE EXISTING SHELTER
EXISTING ROCK MONUMENT
REVEGETATION
GRAVEL AND GRADE TURNAROUND (80M x 6M)
GRAVES
INSTALL SINGLE-SIDED 'CHEVRON' SIGN
EXISTING "NO THROUGH ROAD" SIGN
BUTTERABBY ROAD
BUTTERABBY GRAVES
NOTE
INSTALL "ADVANCE WARNING" SIGNS ON MULLEWA MINGENEW RD 500M N AND S OF BUTTERABBY RD
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS (WITH DISTANCE : 1·8KM) ON MULLEWA MINGENEW RD OPPOSITE BUTTERABBY RD
NORTH
S 28° 41. 114', E 115° 29. 877'
0 5 10 15 20 30METRES

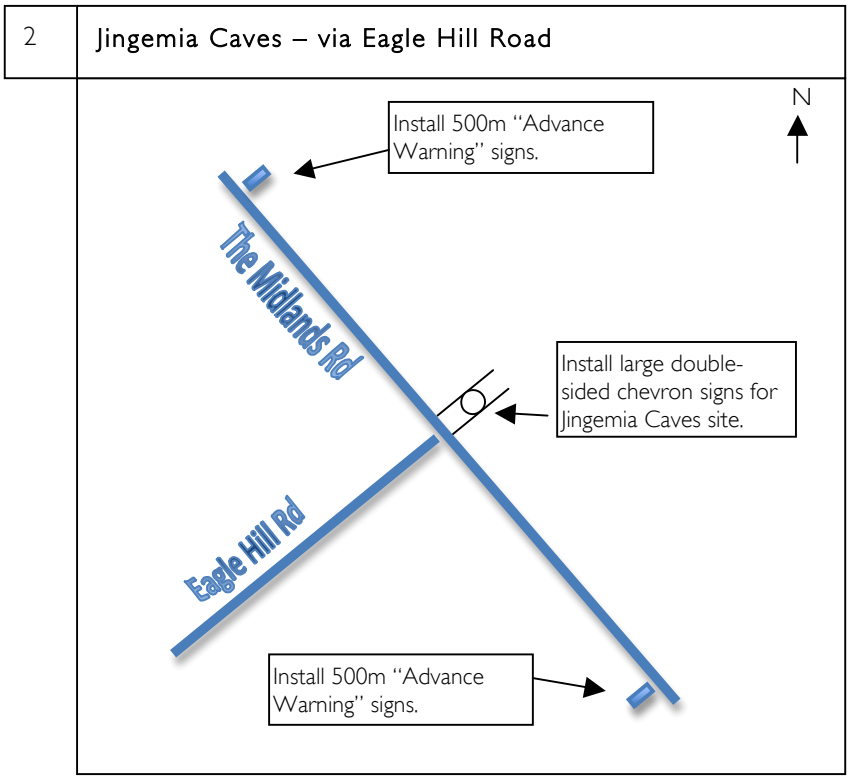

EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
BURMA ROAD NATURE RESERVE
INSTALL "ADVANCE WARNING" SIGN
TO GERALDTON
INSTALL "CONCEALED DRIVEWAY" SIGN
NORTH
BURMA ROAD
CUT BACK VEGETATION TO IMPROVE SIGHT LINES (BOTH SIDES OF ACCESS TRACK)
INSTALL CULVERT
S 28° 59. 132', E 115° 03. 095'
0 5 10 15 20 30 METRES
VEGETATION
DRAINS
NATIVE VEGETATION
INSTALL DOUBLE-SIDED SITE MARKER
EXISTING ACCESS TRACK TO FARM
EXISTING FIREBREAK
GRAVEL ACCESS TRACK AND FIREBREAK
INSTALL "ONE WAY" SIGN
OLD GATE
CONSTRUCT GRAVEL ACCESS AND TURNAROUND
INSTALL "CONCEALED DRIVEWAY" SIGN
CROP
INSTALL INTERPRETIVE PANEL
INSTALL STEEL CUT-OUT
VEGETATION
TO MINGENEW
BURMA ROAD NATURE RESERVE
INSTALL "ADVANCE WARNING" SIGN
EXISTING FIREBREAK


EXPLORING WILDFLOWER COUNTRY - MIDLANDS ROUTE
ELLENDALE POOL
NOTE
INSTALL "ADVANCE WARNING" SIGNS ON ELLENDALE RD, 500M NE AND SW OF ACCESS TRACK INTO SITE.
INSTALL DOUBLE-SIDED 'CHEVRON' SIGNS (WITH DISTANCE : 1·3KM) ON ELLENDALE RD OPPOSITE TRACK INTO SITE.
INSTALL SINGLE-SIDED SITE MARKER
EXISTING GATE
INSTALL STEEL CUT-OUT
INSTALL INTERPRETIVE PANEL
EXISTING INFORMATION SHELTER
GREENOUGH RIVER
NORTH
S 28° 51. 630', E 114° 58. 429'
0 5 10 15 20 30 METRES
ELLENDALE POOL

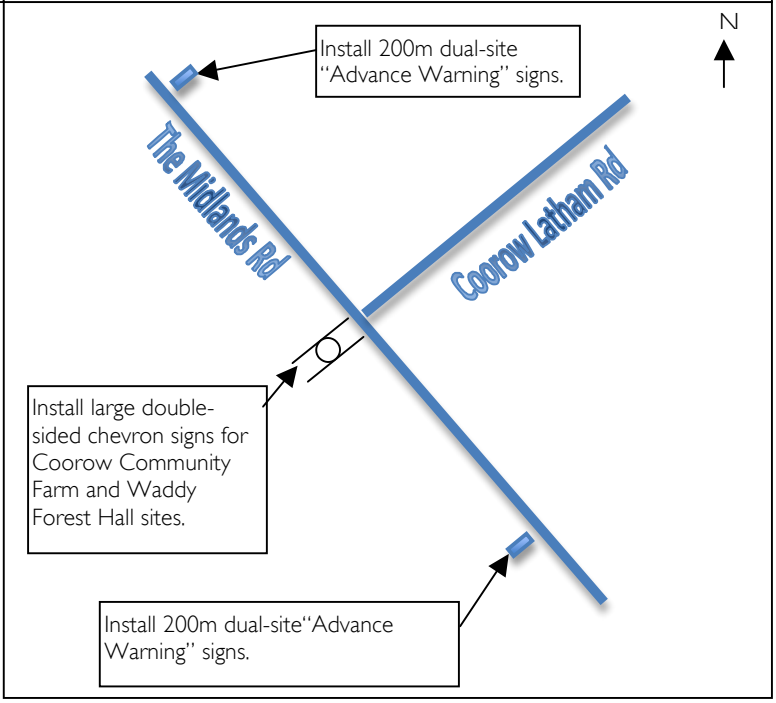
SECTION 7: INTERSECTION DRAWINGS

The drawings that follow detail the 9 intersections at which directional are required to be installed. They show the recommended location for each sign in relation to the road layout and any existing infrastructure. The intent is to create maximum visibility without impacting road safety or the legibility of other signage.

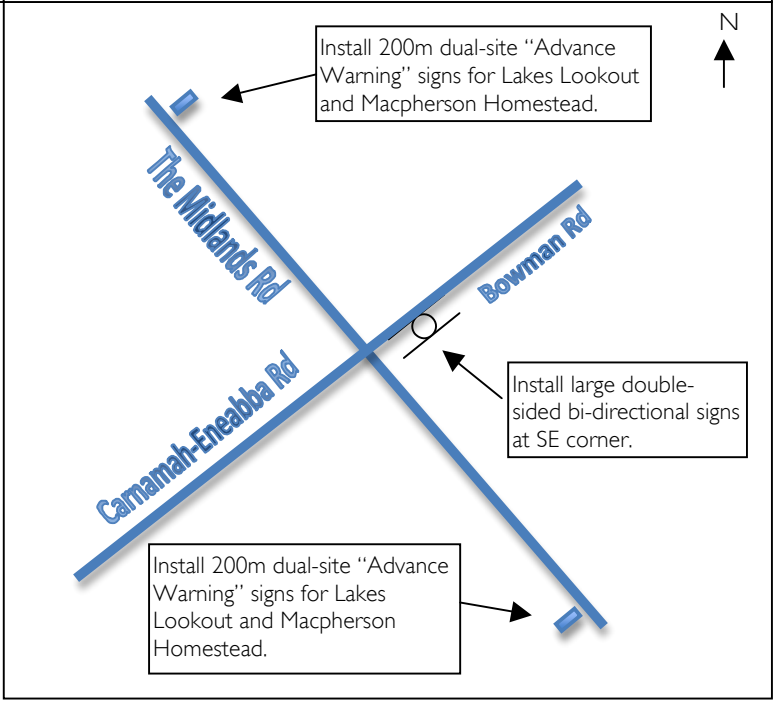




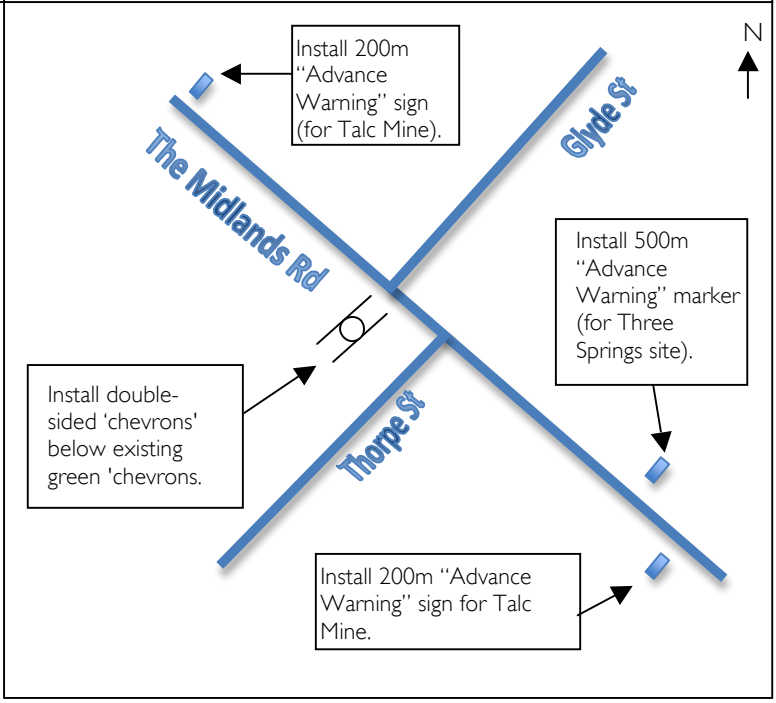
3	Coorow – for Community Farm & Waddy Forest sites



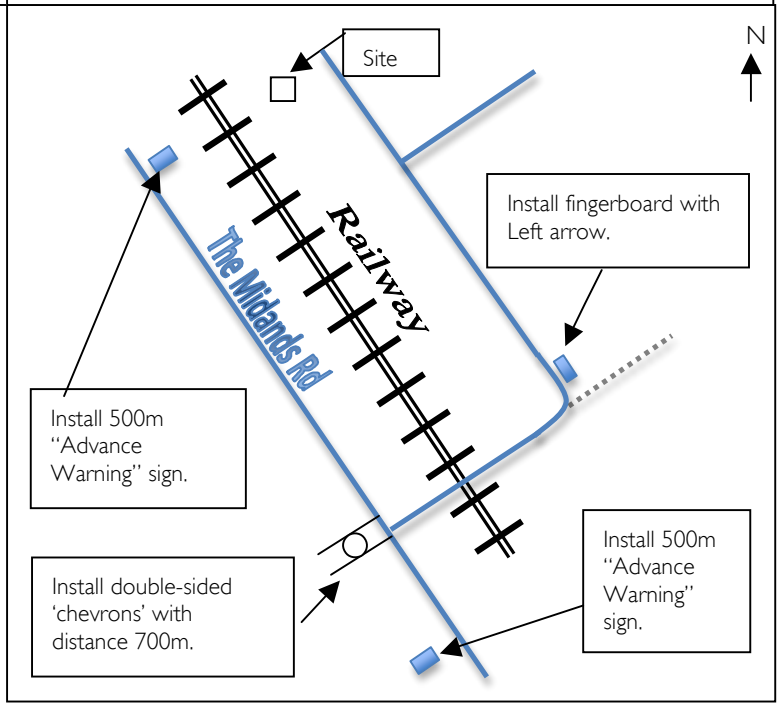
4	Carnamah – Lakes Lookout & Macpherson Homestead



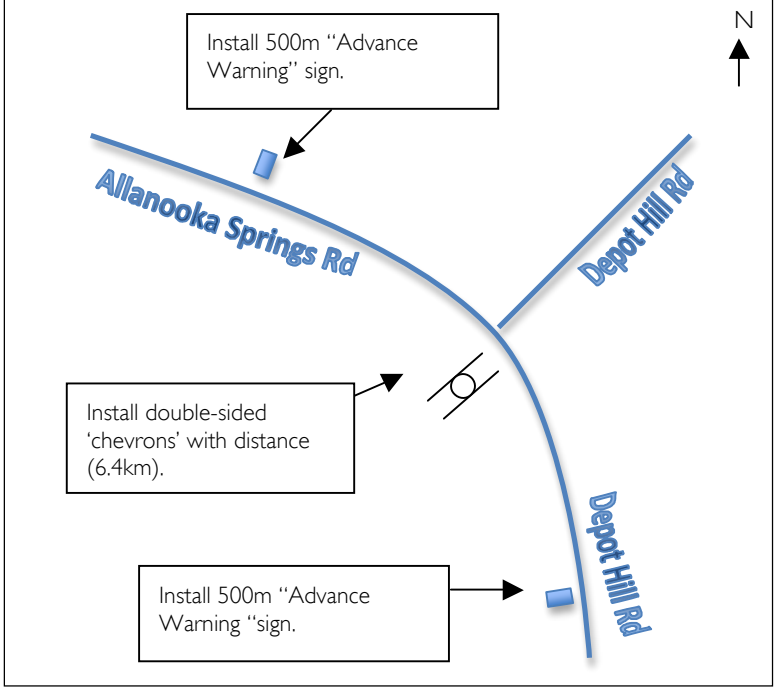
5	Three Springs townsite – for Talc Mine site



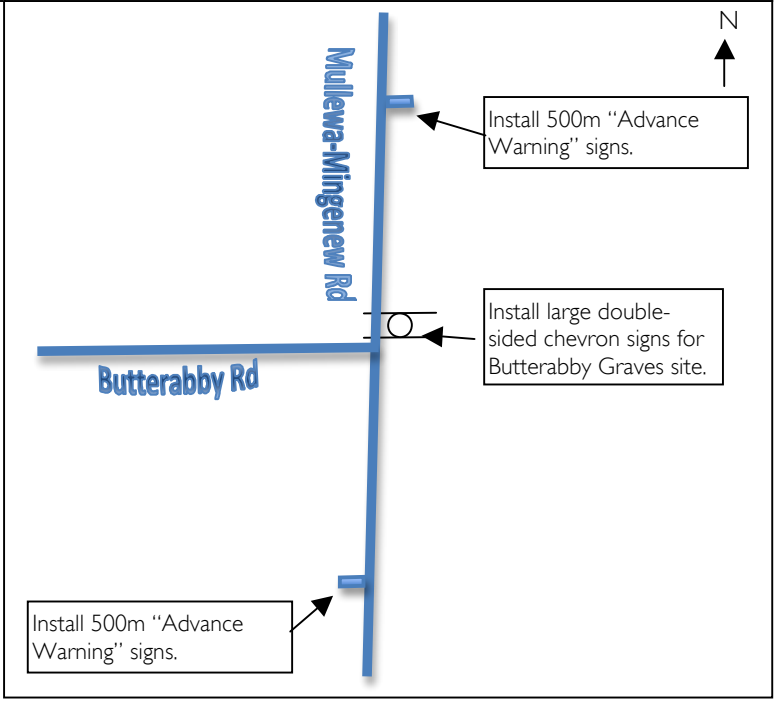
6	The Midlands Rd and Yandanooka access road

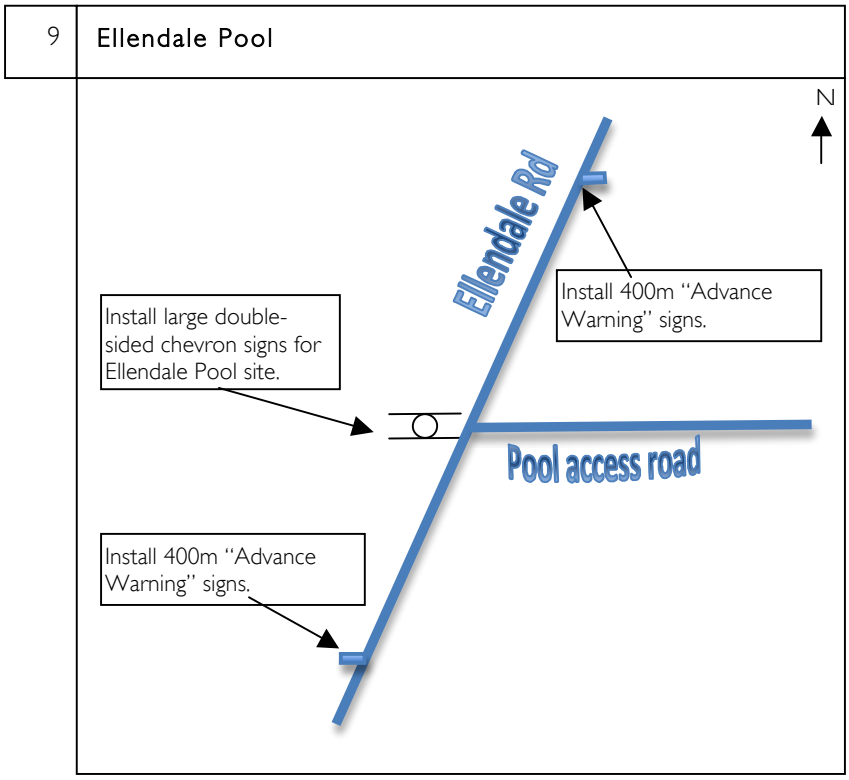


7	Depot Hill / Allanooka Springs Rd – Tracking Station site



8	Butterabby Rd & Mulllewa-Mingenew Rd – Graves site




9
Ellendale Pool
N
Ellendale Rd
Install 400m "Advance Warning" signs.
Install large double-sided chevron signs for Ellendale Pool site.
Pool access road
Install 400m "Advance Warning" signs.

SECTION 8: POSSIBLE FUNDING SOURCES

Introduction

This Section provides a detailed list of potential funding sources – from all level of Government, corporate sponsors, community-government programs such as Green Corps and the use of community volunteers such as Conservation Volunteers Australia.

A range of sources of funds and other resources are currently available, and some of the better known are summarised below. This list should NOT be taken to be full and final, as there are no doubt other sources not shown.

Funding Programs

TQAL (formerly known as the Australian Tourism Development Program

TQUAL Grants is a competitive merit-based funding program aimed at stimulating sustainable growth in the Australian tourism industry. It will do this by supporting innovative, high-quality tourism products that contribute to the long-term economic development of Australia. Through TQUAL Grants, the Australian Government has redesigned the program formerly known as the Australian Tourism Development Program to better position the Australian tourism industry in a highly competitive market.

There are three categories of funding, each with separate eligibility requirements, evaluation criteria and funding requirements.

Category 1 $5,000 - $100,000

Category 1 grants of between $5,000 and $100,000 for Innovative Tourism Projects. Category 1 projects should aim to stimulate the development of innovative tourism product, service(s) or system(s).

Category 2 $100,000 - $500,000

Category 2 grants of between $100,000 and $500,000 for Integrated Tourism Development Projects. Category 2 projects should aim to enhance the overall tourism appeal of a large area by encouraging inter-regional collaboration to achieve greater tourism benefits. Projects funded under this category will be large scale, collaborative, multi-faceted activities that involve a number of regions.

Category 3 $25,000 -$500,000.

Category 3—grants of between $25,000 and $500,000 for National or Sectoral Tourism Initiatives.

TQUAL Grants will be delivered by AusIndustry in the Department of Innovation, Industry, Science and Research on behalf of the Department of Resources, Energy and Tourism.

Contact details: www.ret.gov.au/tourism or at www.ausindustry.gov.au/tourism and follow the links to TQUAL Grants. Alternatively, contact the AusIndustry Hotline on 13 28 46

TQUAL Grants at a Glance

	Category 1 Innovative tourism projects	Category 2 Integrated tourism development projects	Category 3 National or sectoral tourism initiatives
Applicants	• private sector business • non-profit organisation • regional tourism or regional economic development organisation • local government agency (LGA)	• regional tourism or regional economic development organisation • local government agency (LGA) • non-profit organisation	• national tourism peak bodies • national tourism industry associations • national tourism sectoral industry associations.
Applicant eligibility	• be incorporated • be registered for GST • have matching cash LGAs must demonstrate additionality	• be incorporated • be registered for GST • have a compulsory cash contribution of 10% of the value of the grant requested • include collaborative partnerships with private sector businesses who contribute directly to the project (cash or in-kind – evidence must be provided)	• be incorporated • be registered for GST • have a compulsory cash contribution of 10% of the value of the grant requested
Funding	$5,000 to $100,000	$100,000 to $500,000	$25,000 to $500,000
Aims / focus of category	• stimulate the development of an innovative tourism product, service or system.	• enhance the overall tourism appeal of a large area by encouraging inter-regional collaboration to achieve greater tourism benefits.	• provide strategic support to the Australian tourism industry by funding national or sectoral peak bodies to develop national projects that offer leadership to industry.
Project requirements	• provide visitors with high quality services and experiences	• large scale • collaborative • include multi-faceted	• showcase innovation • encourage productivity gains

	Category 1 Innovative tourism projects	Category 2 Integrated tourism development projects	Category 3 National or sectoral tourism initiatives
	• lead to an increase in visitation and yield that contributes to long-term economic development in the host region	activities • involve a number of regions.	• support world's best practice across all elements of the tourism supply chain. • have national benefit or application • advance the tourism industry as a whole
Project examples	NOTE: Only one option can be applied for and funded per project. Option 1—Project initiation - funding ranges from $5,000 to a maximum of $25,000 to undertake: • research • market testing • feasibility studies Option 2—Project planning - funding ranges from $40,000 to a maximum of $75,000 to undertake: • preparation of drawings / design specifications • development of a project implementation strategy • facilitating community consultations • meeting compliance requirements • preparing investment proposals	• Develop distinctive regional or inter-regional product • Provide tourism support infrastructure • Develop industry quality processes, and/or industry planning or management processes • Product and/or market development • Assist communities / regions to plan for and manage increased tourism • Re-brand or refresh existing brands	• national or sectoral tourism industry policy development needs • development of 'whole of industry' systems and processes • development and implementation of national or sectoral skills development programs • development and implementation of sectoral industry quality programs • development of industry or sectoral programs which address economic performance, improved efficiency and increased productivity.

	Category 1 Innovative tourism projects	Category 2 Integrated tourism development projects	Category 3 National or sectoral tourism initiatives
	Option 3—Project implementation - funding ranges from $50,000 to a max of $100,000 to undertake: • enhancing the tourism experience • re-investment in existing infrastructure • enhancing the quality of visitor experiences by developing and/or implementing innovative approaches to visitor services/facilities • any other innovative project that has the potential to increase tourism		

Regional and Local Community Infrastructure Program (RLCIP)

This program has provided more than $1 billion since November 2008. The first allocation was $300 million, originally announced on 18 November 2008. An additional $500 million was announced on 25 June 2009 and more recently the Government announced that additional funding of $220 million for the Regional and Local Community Infrastructure Program would be made available in 2009-10.

The funding is for local government to stimulate growth and economic activity across Australia and support national productivity and community well-being.

This funding will assist councils to build and modernise community facilities, including town halls, libraries, community centres, sports grounds and environmental infrastructure.

Trails related projects (such as walk trails, multi-use trails and tourist drives) have fared well over the years.

This investment is intended to support local jobs during the global economic recession and provide long-term benefits to communities by renewing and upgrading local infrastructure.

The recent allocation of $220 million into the Regional and Local Community Infrastructure Program will be delivered as follows:

- $100 million is being allocated to all 566 of Australia's councils (565 councils plus the ACT) on a formula; and

- $120 million for larger Strategic Projects will be available on a competitive basis. The Government will commence the next round of community infrastructure funding at the end of 2009.

This is to enable councils to complete and properly acquit their current projects under the original $250 million allocated component of the Regional and Local Community Infrastructure Program.

Regional Development Australia

As part of the Government's commitment to Regional Australia, the Government has allocated $1.4 billion in funding support to local communities. Of this, $1 billion has been provided to the Regional Development Australia Fund (with $573 million of this being subject to the passage of the Minerals Rent Resource Tax).

The Regional Development Australia Fund will fund projects that support the infrastructure needs, and will enhance the economic and community development, of Australia's regions. Program funds will maximise outcomes through effective partnerships across all levels of government, and the business and not-for-profit sectors. Regional Development Australia committees will play a key role in identifying projects to be supported, and confirming that proposed projects align with their Regional Plans.

The program aims to support localism, and to leverage and better coordinate state, commonwealth, local government and private (including not-for-profit) investments for the long term benefit of communities.

Funding of between $500,000 and $25 million per project will be available.

Partner funding will be expected from sources other than the Australian Government for all project grants, except where extenuating circumstances prevent co-funding. Project grants over $5 million will be required to be matched on at least a dollar for dollar basis (excluding funding from other Australian Government sources).

Applications for projects must:

- be submitted by an eligible applicant;
- request between $500,000 and $25 million (GST exclusive);
- include co-funding from sources other than the Australian Government for all project grants, except in extenuating circumstances;
- leverage dollar for dollar funding for funding requests from the RDAF valued at over $5 million from sources other than the Australia Government;
- commence and complete construction of the component funded by the Australian Government in the period between 2011-12 and 2013-14;
- include a written endorsement from the Regional Development Australia committee or committees in whose areas the project will be located or have a significant impact, and confirm how the project aligns to the Regional Plans of Regional Development Australia committees;
- include a priority ranking, where multiple applications are submitted;
- be submitted by applicants that are financially viable;
- demonstrate that the asset will be retained in original condition for a 5 year period;
- contribute to progress in one or more of the Australian Government's national priority areas;
- for applications over $5 million, demonstrate broader regional benefit and support of other regional stakeholders;
- be supported by a business case incorporating the scope and outputs of the project; and

- be supported by a:
    - project plan that includes evidence of planning approvals, community consultations, timelines, costing and budget, resource allocations;
    - risk management plan;
    - project quality plan (including identification of appropriately qualified personnel and project management skills); and
    - procurement management plan.
- Among the projects that can be funded are:
    - Tourism information centres
    - Local infrastructure to support or provide access to tourist facilities
    - Community public attractions
    - Local heritage sites

Questions about the Regional Development Australia Fund should be emailed to RDAF@regional.gov.au or contact the Department's Infoline on 1800 00 5494.

Applications for Round One closed on Friday 13 May 2011. Round 2 is expected to be announced late in 2011. Advice on when Round 2 will open and close will be provided through Regional Development Australia committees and on the Department's website: www.regional.gov.au.

Indigenous Heritage Programme

Australian Government support of more than $3.5 million a year will help identify, protect and share Australia's Indigenous heritage.

The Indigenous Heritage Programme provides Indigenous organisations or not-for-profit bodies with grants for projects up to $100,000 (GST inclusive). Individual Indigenous applicants are generally eligible for funding up to $5,000 (GST inclusive).

To be eligible, a project must relate to one or more of the following five activities:

- Conservation of a place or places of Indigenous heritage significance.
- Identification of Indigenous place(s), and/or the Indigenous heritage values of a place or places, for heritage protection, heritage listing or conservation planning.
- Heritage Planning, including projects which will develop plans to assist with the identification, conservation and/or promotion of the Indigenous heritage values of a place or places.
- Sharing Australia's Indigenous Heritage, including projects that interpret or explain a significant Indigenous heritage place or places, promote the knowledge and understanding of Indigenous heritage, or facilitate the active teaching of traditional knowledge and understanding of customary responsibilities (where appropriate) to future generations.
- Construction of Keeping Places: A maximum of $30 000 may be provided for small-scale keeping places to house remains and objects that require restricted access, where exceptional circumstances can be demonstrated.

For more information:

www.environment.gov.au/heritage/programs/ihp

Freecall: 1800 982 280

Email: ihp_grants@environment.gov.au

Royalties for Regions – Mid West Regional Grants Scheme

- The primary objective of the Mid West Regional Grants Scheme (MWRGS) is to improve economic and community infrastructure and services in the Mid West 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 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. Funding is intended to support the development of resilient communities and contribute to regional areas being vibrant and interesting places in which to live.
- The Royalties for Regions program has six primary objectives. Applications must address at least one of these objectives:
    - building capacity in regional communities;
    - retaining benefits in regional communities;
    - improving services to regional communities;
    - attaining sustainability;
    - expanding opportunity;
    - growing prosperity.

Further information is available from:

Mid West Development Commission
PO Box 238
GERALDTON WA 6531

Phone: 99210702
Fax: 99210707
Email: royaltiesforregions@mwdc.wa.gov.au

Lotterywest - Cultural Heritage - Interpretation Grants

Cultural Heritage - Interpretation Grants support projects which assist communities to understand and communicate the significance of their cultural heritage places and objects. It is envisaged that projects will help communities to maintain their sense of identity and heritage.

In providing these grants Lotterywest recognises and acknowledges the importance of the State's diverse communities and their role in the care of Western Australia's cultural heritage for the future. The Program will aim to:

- interpret and make clear the cultural heritage significance of objects/places;
- encourage organisations of all types to develop initiatives which engage communities in active and creative ways with their cultural heritage;
- enhance community identity and sense of place; and
- enhance social and economic development of communities.

For the purpose of these grants, 'place' can include a building or other structure, group of buildings or other structures, or a landscaped area.

Examples of the type of project that may be considered for funding include:

- the development of interpretation plans;
- the creation and installation of interpretive materials;
- the improvement of collection management practices;
- assistance with the employment of consultants for a project or the contracting of specialist services;
- the assessment of significance of moveable heritage objects in accordance with the Heritage Collections Council guidelines ('significance': A Guide to Assessing the Significance of Cultural Heritage Objects and Collections is available on www.amol.org.au/craft/publications);
- the development of on-going public education and information programs;
- improving the documentation, research and/or display environment(s) of the object(s) or place;
- training in relation to interpretative projects;
- publication regarding the heritage object(s)/place;
- public programs and the use of innovative strategies such as music and theatre; and
- interpretative signage which discovers and celebrates the community's heritage.

The total funding available for the program is limited. A maximum of $15,000 for any one project has therefore been set. Projects that exceed this amount and are a joint initiative discussed with the Program Coordinator prior to an application being developed.

Contact Details:

Lotteries Commission Program Coordinator,
Cultural Heritage - Interpretation
Phone: (08) 9340 5270
Toll Free: 1800 655 270
Fax: (08) 9340 5274
Email: grants@lottery.wa.gov.au
Website: www.lotterywest.wa.gov.au

Lotterywest (Community Funding)
74 Walters Drive
Osborne Park WA 6017
PO Box 1113
Osborne Park WA 6917

ArtsWA

ArtsWA runs several grant programs, including an Indigenous Arts Program.

The Indigenous Arts program aims to promote a greater understanding of Indigenous culture amongst both Aboriginal peoples and the wider community. Support for traditional and contemporary Aboriginal and Torres Strait Islander arts and culture is a priority for the State of Western Australia.

The Indigenous Arts panel has adopted the program principles developed by the Australia Council's Aboriginal and Torres Strait Islander Arts Board. These principles fall within five key areas: Respect, Authority, Rights, Responsibilities and Diversity. The panel is comprised of Indigenous artists and representatives from around Western Australia who assess applications from Aboriginal and Torres Strait Islander artists, groups and organisations.

Applications are invited across all artforms, excluding film, television and radio.

Categories

Indigenous Arts applications are invited in the following funding categories:

- Project Development
- Distribution;
- Annual or Multi-Year Program; and
- Creative Development Fellowships.

The program supports applications that:

- demonstrate artistic merit and innovation and encourage creativity;
- encourage the expression of spirituality, integrity and authority of Aboriginal and Torres Strait Islanders through the arts;
- provide a direct benefit to Indigenous artists;
- utilise regional resources, especially Indigenous organisations;
- demonstrate long-term benefits that promote cultural maintenance and skills development of Indigenous arts in Western Australia;
- acknowledge and respect the rights of Indigenous communities in determining cultural priorities;
- ensure that cultural integrity is observed and maintained in all areas of the arts, arts practice and arts advocacy;
- support the needs and aspirations of Indigenous peoples through the arts;
- encourage and support exchanges with other Indigenous peoples of Australia and the world; and
- demonstrate sound financial and project management.

Application must be discussed with the relevant Indigenous Arts Project Officer prior to an application being submitting.

Further information and assistance:

ArtsWA
PO Box 8349
Perth Business Centre
PERTH WA 6849

08 9224 7310 or Freecall 1800 199 090

Web: http://www.artswa.wa.gov.au/ArtsWAGrants.asp

Country ARTS WA

Country Arts WA is one of a number of organisations providing funding for a wide range of arts projects and programs in regional Western Australia.

Country CAPS is designed to assist community organisations and groups in country areas to take an active role in the development of arts activity in their own community. Projects that offer opportunities for creative expression, skills development and broad community participation are encouraged. All artforms are eligible, including visual arts, theatre, dance, creative writing, music, multimedia and film. Funding is to a maximum of $2000. Country CAPS cannot fund the entire cost of the project. Applicants are required to contribute at least 25% in-kind or cash.

Further information and assistance:

Regional Arts Development Manager
Telephone: 9481 0077 • Fax: 9481 0477
Freecall: 1800 811 883 • Email: radm@countryartswa.asn.au
ArtsWA, Law Chambers, Level 7, 573 Hay Street
PO Box 7012, Cloisters Square, Perth WA 6850
Web: www.countryartswa.asn.au

Shire Council Contributions

Many of the grant programs available for trail projects require matching contributions, and it is recommended that the Shires involved make an annual budget allocation in cash and/or in-kind contributions for the initiatives set out in this Plan.

Corporate Sponsors

Sponsorship is big business – and very competitive. Two main options exist: either negotiate with local corporate entities which have a geographical and social connection with the area, or go after the 'big' players for big projects. Many large companies have formalised sponsorship programs.

Funding for trail development has been received from a number of major (and minor, local) companies. Sums of up to $100,000 can be gained, if benefits can be proven. Any company with an operation within the region would appear to be a potential sponsor. Alcoa has been a major contributor to Western Australia's two premier long distance tracks – the Bibbulmun Track (walk) and the Munda Biddi Trail (mountain bike). In the case of the Munda Biddi Trail, Alcoa funded major parts of track construction and interpretation.

Companies are looking to be good local citizens and being associated with a positive asset such as a trail can be good for business. Companies should be approached with the message that such a project will bring a number of benefits to the region. Any approaches to corporate sponsors should focus on a main message that trails and the company products provide an alliance of healthy living and healthy products (if such a link exists).

Corporate entities are looking to make community commitments in a number of ways other than direct funding. For example, many of the banks have both a competitive grants program and a volunteer scheme which provides paid volunteer leave to every employee. Organisations such as the ANZ and National Banks also look for community development options for their staff e.g. corporate team building days are held on a trail.

Partnerships relating to specific elements of the project may be easier to develop than more generic "donations" to the overall project. For example, companies could be offered the opportunity to fund specific sites that are "local" to their operations – such funding should include all works associated with the site (panels, signage, infrastructure, road works etc) and possibly a pro-rata contribution to general costs (mapping, promotion etc). This in turn would generate the right for on-site recognition of the company's contribution at these locations.

A third option could be to facilitate specialist staff involvement in the project – environmental or research staff could provide information for signs; company archives could provide images or historical material for stories or panels, or works crews could undertake construction on the trail. Many companies have access to men and machinery, either directly or through contractors, and these could form the basis for worthwhile partnerships that would generate mutual benefits.

What is important in dealing with potential corporate sponsors is to have a clear development plan (the product of this work), a well-developed message to send to them, clear pointers as to what and where their engagement might be, and a clear indication of how they might benefit from their involvement. Going to companies on a frequent basis with no clear structured approach, no idea of what their involvement might be (beyond direct financial grants) and no clear message as to what benefits their involvement will have for them almost guarantees failure.

Green Corps

Federally funded "Young Australians for the Environment" program. A 'major project' provides a host partner agency with 10 'trainees' and a supervisor for 14 weeks within a 26 week program. All materials, tools and technical supervision to be provided, as is accommodation and some other basic requirements.

Volunteers

Often the last thought-of resource – but often the most effective. Many trails are only built – and then kept alive – by volunteer input. Either establish a specific local 'Trail Volunteers' or 'Friends of…' group, or tap into existing community organisations such as service clubs, progress associations, schools, scouts etc.

Conservation Volunteers Australia (CVA)

The Trust provides small crews of volunteers, with a supervisor, to undertake environmental activities. Teams of between five and eight people work for one to two weeks. An administration fee is imposed by CVA. Materials, tools and technical supervision need to be provided by the host agency. CVA have been involved in trails project elsewhere in Australia.

Prison crews

Crews of minimum security inmates have worked extensively in trail construction in Western Australia in the last fifteen years. This has proven a hugely beneficial program - to host agencies, to the Department of the Attorney General (formerly the Ministry of Justice) and to the inmates themselves. A prison officer and transport is usually provided, but materials, tools, and technical supervision are required. In addition the Department may require host agencies to cover the Department's costs (staff etc).