

DESTINATION SHARK BAY

Destination Shark Bay will redevelop key visitor sites and create an itinerary of new and exceptional tourism experiences in the Shark Bay World Heritage area, realising transformative economic growth as well as important social and environmental outcomes.

It will capitalise on private and public sector investments in Shark Bay and growing demand for authentic natural and cultural tourism experiences.

Destination Shark Bay will:

Reinvigorate Shark Bay's key visitor sites with outstanding, sustainable and diverse experiences and amenities, encouraging visitors to extend their stay and visit the area during the shoulder and low periods, levelling the seasonal nature of tourism.

Realise transformative economic growth, with increased tourism revenue, more jobs, small business development and greater confidence for private sector investment.

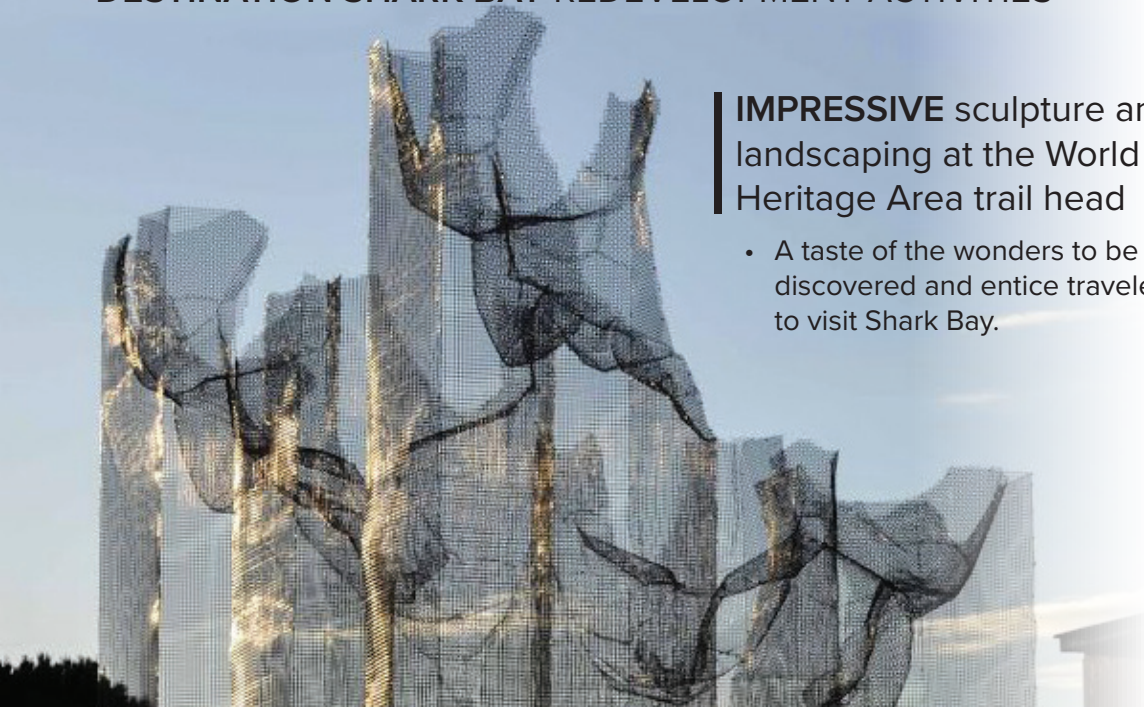
Promote Malgana aspirations, creating opportunities for Aboriginal employment and enterprise development and building on joint management initiatives for conservation reserves.

Protect environmental and cultural heritage values through effective management of visitor access and impacts.

Bolster the regional economy, with business investment supported by large scale, strategic investment in public tourism infrastructure.



DESTINATION SHARK BAY REDEVELOPMENT ACTIVITIES



IMPRESSIVE sculpture and landscaping at the World Heritage Area trail head

- A taste of the wonders to be discovered and entice travelers to visit Shark Bay.



REJUVENATION of the Monkey Mia visitor experience

- Tiered beachfront seating adjacent to the dolphin interaction area
- Landscaped plaza at visitor arrival point
- Garden to provide quiet, contemplative spaces for interpreting World Heritage and cultural values
- Promenade boardwalk along the foreshore incorporating beach platforms with shade and seating
- Upgraded Wulyibidi Yaninyina walk trail
- Over-water dolphin viewing platform
- Elevated lookout for viewing the dolphins and the beach
- Upgraded Visitor Centre
- Carpark and entry station redevelopment
- Exceptional visitor interpretation



‘Subterranean’ experience to REVEAL the coquina shell profile at Shell Beach Conservation Park

- Subterranean immersive access and viewing of coquina deposit and sculptural elements to interpret the life of coquina
- Walkways, ablutions, shade shelters, road and carpark work.



RENEWAL of the Peron Homestead Precinct experience in Francois Peron National Park

- All season geothermal artesian 'hot springs'
- Nocturnal native fauna viewing facility and education centre to view and learn about rare and threatened fauna
- Commercial café
- Landscaping, ablutions and visitor facilities
- 6.5km 2WD sealed road access and carpark
- Upgraded existing homestead infrastructure.
- Education/tour group campsite to access fauna viewing and education facility
- Exceptional visitor interpretation

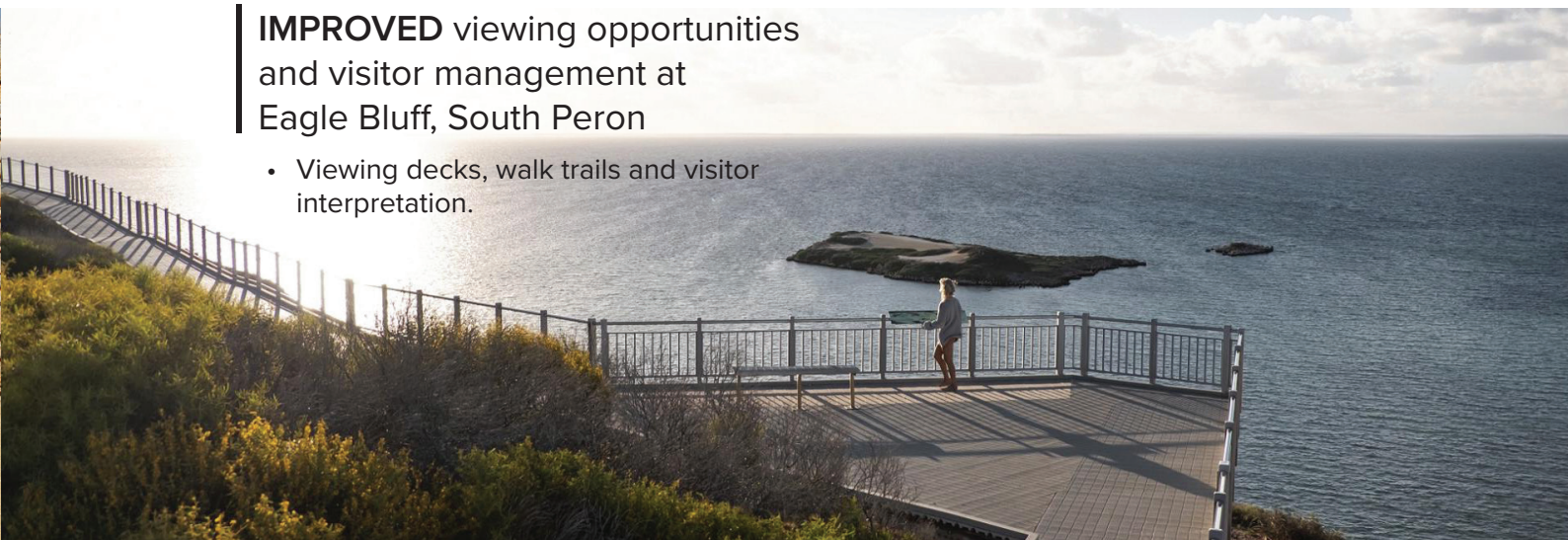


New ways to **EXPERIENCE** stromatolites at Hamelin Pool

- Extension and improvements to the existing boardwalk
- Shade shelters, ablutions, landscaping and paths
- Sculptural interpretation of the coquina quarry and loop walk trail
- New carpark and access road.

IMPROVED viewing opportunities and visitor management at Eagle Bluff, South Peron

- Viewing decks, walk trails and visitor interpretation.



“Realising potential through transformational economic development; driven by tourism, underpinned by World Heritage values.”

The Ningaloo - Shark Bay landscape has been identified for its ability to contribute to Australia’s global tourism competitiveness and has a number of comparative advantages; ‘Unexpected Encounters’, ‘Outback and Ocean Discovery’ and ‘Conservation through Participation’.



REFERENCE IMAGES

Cover: Shark Bay region, courtesy Tourism Western Australia

Centre spread (left to right, top to bottom):

Edoardo Tresoldi’s ‘Pueblo’ in Siena, Italy

Mornington Peninsula Hot Springs in Victoria, Australia

Harbour bathing piers in Faaborg, Denmark

Stromatolites at Hamelin Pool Station, Western Australia

Whyalla Jetty in South Australia

Harbour bathing pier in Faaborg, Denmark

Coquina quarry at Hamelin Pool Station, Western Australia

Roman Forum of Empuries near Catalonia, Spain

Viewing deck at Eagle Bluff, Western Australia

Back: Malgana ranger in Shark Bay region

Destination Shark Bay is a collaborative project proposal lead by Gascoyne Development Commission, with support from Department of Biodiversity, Conservation and Attractions, Tourism Western Australia, Shire of Shark Bay, Shark Bay Tourism Association, Malgana Wangganyina, RAC Parks and Resorts, Ocean Park Aquarium and Bush Heritage Australia.

