



Experience the unexpected

# DESTINATION SHARK BAY

# THE VISION

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Destination Shark Bay is a collaborative project which will rejuvenate key visitor sites and facilities to create an itinerary of new and exceptional 'world class' tourism experiences in the Shark Bay World Heritage Area.

Destination Shark Bay aims to capitalise on significant private sector investment to realise transformative economic growth as well as important social and environmental outcomes.



# THE PROJECT

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The Destination Shark Bay project, which will be delivered over a four-year period, includes:

- Rejuvenation of the Monkey Mia visitor experience
- Renewal of the Peron Homestead Precinct experience
- New 'subterranean' experience at Shell Beach Conservation Park
- New ways of experiencing stromatolites at Hamelin Pool Marine Nature Reserve
- Landscaping and sculpture installation at the World Heritage Area trail head (Overlander turn off)
- Improved viewing opportunities at Eagle Bluff, South Peron.



# THE PEOPLE



A collaborative, coordinated approach

- The Working Group, convened in 2016 and is chaired by the CEO of the Gascoyne Development Commission. It comprises of members from the following organisations:



Department of Biodiversity,  
Conservation and Attractions

AUSTRALIA'S  
CORAL COAST



For the better



# WORLD CLASS NATURE TOURISM

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- Tourism represents the most valuable industry sector in the Gascoyne region
- There is opportunity to promote the region's World Heritage status to drive regional prosperity
- Championing change to emotionally engage visitors and exceed expectations
- Adding value to the regions natural assets through improved access, amenities and presentation



# ECONOMIC BENEFIT

- Focus on multiple key attractions to maximise benefits
- Diversify tourism attractions and broaden commercial opportunities.
- Create opportunities for existing and new local businesses
- Local content maximisation through construction



# ECONOMIC ANALYSIS

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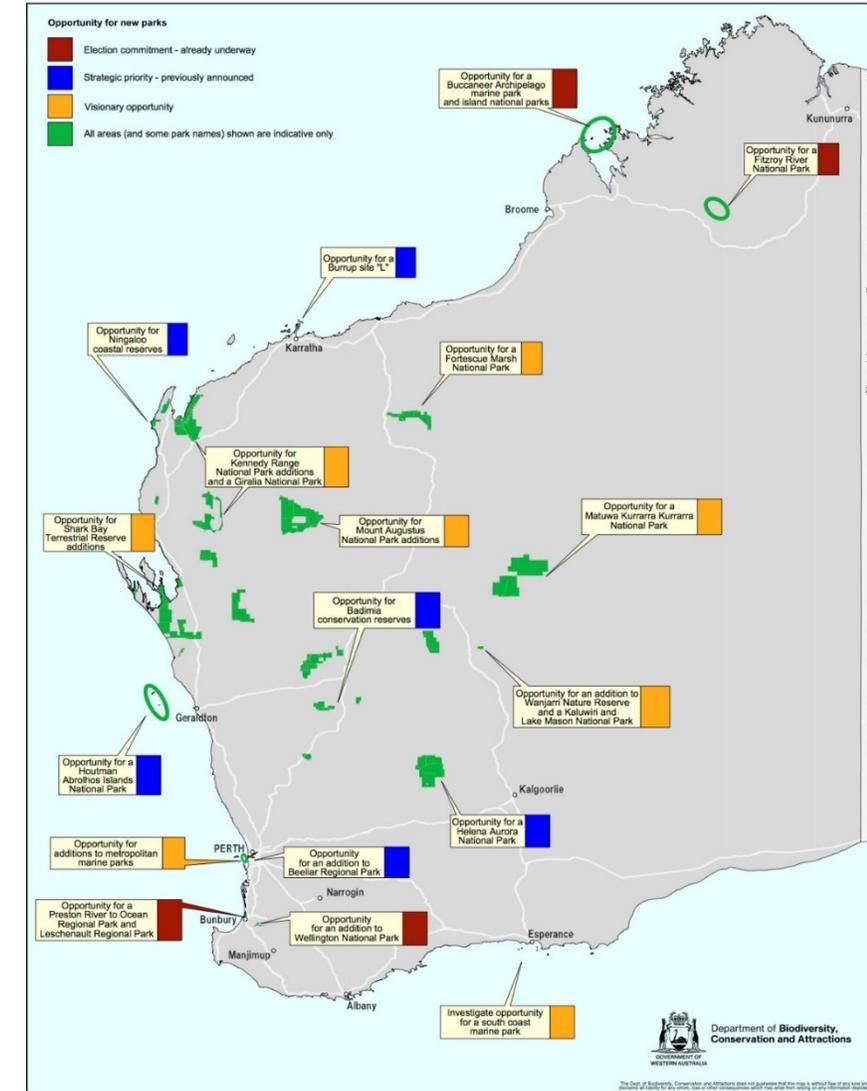


Economic impact assessments suggest that spending \$34.9M (project cost) will generate the following economic returns:

- Total construction effect – \$63.7M in the Gascoyne region and the creation of 101 new jobs during the construction phase, with 22 directly employed on the project.
- Post construction economic impact estimates:
  - \$16.9M peak (2024-25) annual increase to Gascoyne region's Gross Regional Product;
  - \$136.3M (2020-21 to 2030-31) cumulative impact to GRP.
- Post construction employment estimates:
  - 119 FTE peak (2024-25) annual job creation for Gascoyne and 93 FTE for Shark Bay;
  - 958 FTE cumulative (2020-21 to 2030-31) job creation for Gascoyne; 752 FTE for Shark Bay.
- Benefit-cost ratio - 3.06 for the Gascoyne with breakeven year in 2025-26; 2.34 for Shark Bay with breakeven year after 2025-26.

# SOCIAL AND CULTURAL BENEFITS

- Protect cultural heritage for future generations
- Promote Mulgana aspirations and create opportunities for business enterprise
- Complement 'Mulgana Ranger Program' and 'Plan for our Parks'
- Reduce reliance on social services



# ENVIRONMENTAL CONSIDERATIONS

- There is an obligation to protect World Heritage status of the Shark Bay region for future generations
- Visitor sites will be impacted by climate change
- Infrastructure will be robust and designed to withstand years of use in a harsh environment. Materials will be environmentally friendly and energy efficient and renewable energy-based systems will be implemented where applicable
- Appropriate land management techniques will ensure usability for years to come.



# THE NEXT STEP



- Detailed project plans for each site / stage
- Continued stakeholder liaison – in particular with Malgana community members
- Support from key government departments
- Spread the word

