

Unique Carnarvon waterfront development opportunities

The opportunity

The State of Western Australia, via the Department of Planning, Lands and Heritage, is seeking expressions of interest from suitable proponents to acquire and activate three centrally located lots in the Carnarvon town centre to create economic development opportunity for the local community.

This document provides information on the town, region and economy, to illustrate the development potential of the sites. Proponents should undertake their own due diligence and market research before making any investment decisions. All enquiries about the lots should be directed to the appointed estate agent, Ray White, via raywhitecarnarvon.com.au or phone (08) 9941 1348. The Gascoyne Development Commission is interested to talk to prospective investors about co-investment opportunities where there are clear public benefits associated with the development of this land.

The location

Nestled between two World Heritage listed areas that draw more than 220,000 overnight visitors a year, Carnarvon is a regional hub that offers more than expected. It is an emerging tourism destination with an enviable climate, outstanding local food production, geothermal mineral water, exciting fishing and wind/water sports offerings and unique events. Some of the best tourism experiences on offer in Carnarvon are featured in the [2021 Top Tourism Town](#) entry video.



Carnarvon is also a regional centre for many government agencies and retail/service businesses, with corporate travellers regularly visiting the area. For more detail on Carnarvon's community, services, industry, tourism and hospitality offerings, see [About Carnarvon](#).

The sites

The development lots are strategically located in the town centre on the Fascine, the town's waterfront. They have the potential to deliver a unique development outcome that would appeal to Carnarvon's tourists, corporate visitors, and residents. All lots are vacant and ready to develop. NBN connectivity via fixed line is available to the area.

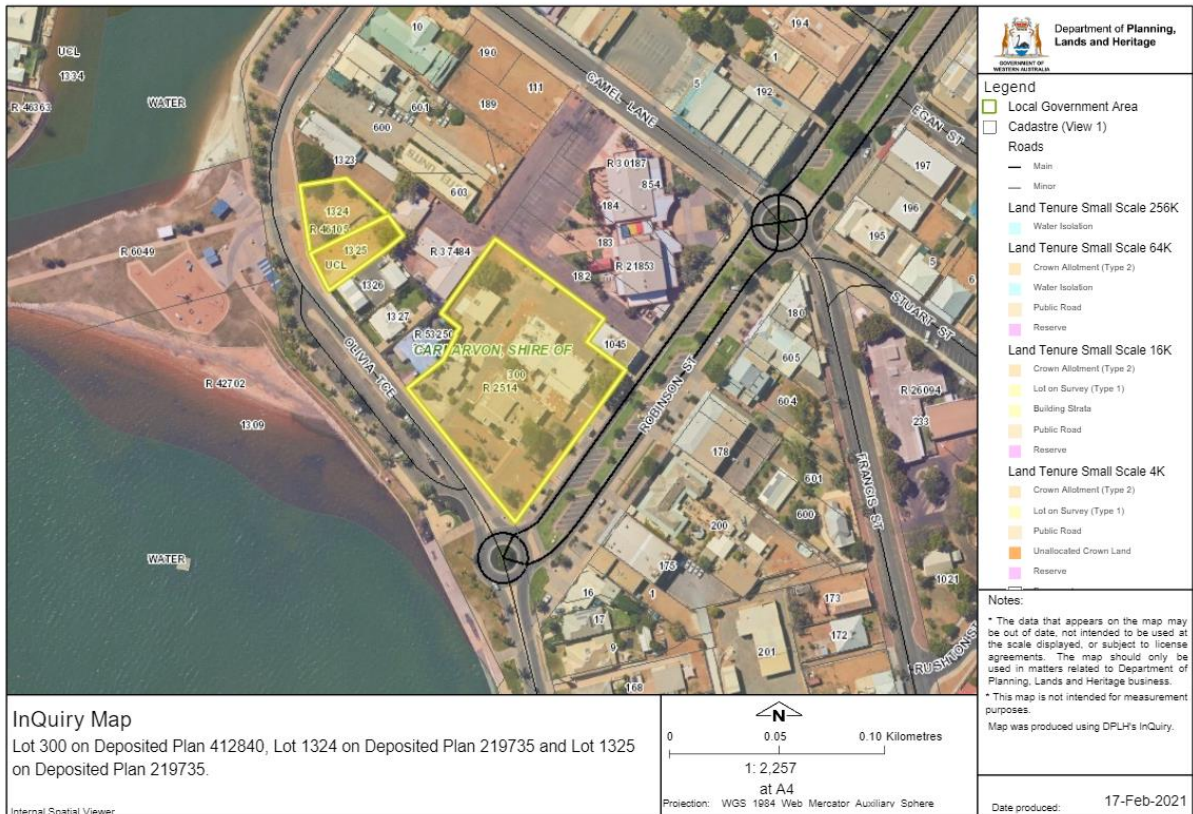
85 Olivia Terrace, Lot 300 – 7422 sqm (1.83 acres).

The site of the former police and courthouse precinct has been cleared of buildings and is now ready for development. This large corner block has extensive street frontage to Robinson St as well as Olivia Terrace and the Fascine foreshore. It is the best commercial/tourism site available in town.

69 Olivia Terrace, Lot 1324 – 609 sqm (0.15 acres)

71 Olivia Terrace, Lot 1325 – 696 sqm (0.17 acres)

Two adjacent lots are available, with a combined area of 1305 sqm (0.32 sqm).



Development considerations and constraints

Western Australian Government priorities and opportunities

The unused lots are currently owned by the State Government. This EOI opportunity seeks private sector investment to acquire in freehold and activate the sites to deliver the best outcomes for the community and State.

It is expected that the development of these sites will contribute to the achievement of State Government strategic objectives, including regional prosperity, a liveable environment, job creation, and a strong economy.

The State Government continues to invest in the liveability of Carnarvon including \$x million in the waterfront adjacent to the lots and \$x million for the nearby boat launching facility. More recent investments include at least \$7 million for the adjacent waterway and \$4.5 million towards the upgrade of the local jetty.

There may be potential to access government co-investment to complete parts of the development, where delivery of economic outcomes can be demonstrated. For example, the

State Government has committed \$6 million towards relocating the road around the \$80 million upgrade of the Exmouth Lighthouse caravan park. A proposed \$13 million foreshore and access project is designed to support RAC Parks and Resorts \$60 million revamp of the Ningaloo Resort in Coral Bay. Prospective developers are encouraged to contact the [Gascoyne Development Commission](#) to discuss potential co-investment opportunities.

Local Government zoning, plans and priorities

All three lots are zoned “Regional Centre” in the Shire of Carnarvon’s [Local Planning Scheme No. 13](#), which permits a diverse range of land uses. The objectives of the ‘Regional Centre’ zone are to:

- Provide a range of services and uses to cater or both the local and regional community, including but not limited to specialty shopping, restaurants, cafes and entertainment.
- To make provision for a transition between uses in the regional centre and the surrounding residential area to ensure that the impacts from the operation of the regional centre is minimised.
- To provide a broad range of employment opportunities to encourage diversity and self-sufficiency within the Centre.
- To encourage pedestrian-friendly, street orientated development that responds to and enhances the key elements of the Regional Centre and to develop areas for public interaction.
- To ensure the provision of residential opportunities within the Regional Centre including higher density housing and tourist accommodation that supports the role of the Regional Centre and meets the needs of the community. To retain the cultural heritage value of the built environment and highlight Aboriginal and pioneer connections to the place.

Accommodation and hospitality ventures are anticipated to be particularly suitable developments. Accommodation demand exceeds supply for up to 6 months per year during peak periods. Gaps exist in the market for high-value and high-quality accommodation, and for high-quality dining options; such developments have the potential to attract a whole new market to Carnarvon.

The Shire’s [Carnarvon Civic Precinct Revitalisation Plan 2020](#) is also relevant to the proposed sites, which all sit within the precinct boundaries. Indicative urban design guidelines are outlined for 85 Olivia Terrace (called the Courthouse Sub-Precinct). While they are not binding, they do give an indication of the style of development desired at this prominent location: e.g., 2 to 3 storeys high, lively and active street frontage, car parking at the rear of the building only, a landmark feature at the corner and architecturally interesting building facades are desired. Some possible improvements are outlined for the Town Beach Sub-Precinct (which includes 69 & 71 Olivia Terrace) but the potential uses / ideal form for development of those sites are less well defined.

About Carnarvon

Carnarvon is the regional centre for the Gascoyne. It sits 900 km north of Perth on the Western Australian coast. The Gascoyne River delta, where the river meets the Indian Ocean, is a prominent feature of the town and the lifeblood of the thriving local horticultural industry. To the north, the next major centre of Karratha is 639 km away, in the Pilbara region, and you’ll find Geraldton 475 km to the south, in the Mid West region. The Shire of

Carnarvon extends north, east and south of Carnarvon itself to cover 46,000 km², and includes the settlement of Coral Bay.

Community

In 2019, the town of Carnarvon’s population was estimated to be 4,868 by the Australian Bureau of Statistics (ABS, [Data by Region, Carnarvon SA2, 511021276](#)).



Source: ABS [Data by Region, Carnarvon SA2, 511021276](#) and [2016 Census QuickStats for Carnarvon Statistical Area Level 2](#).

The median total personal income per week of \$679 is higher than the Australian median of \$662. The median total household income at \$1,276 per week is lower than the Australian median of \$1,438; however, in part this is likely due to a higher-than-average percentage of lone person households in Carnarvon – 30.5 per cent, as opposed to the 24.4 per cent across Australia. Interestingly, the highest percentage of occupations was listed as ‘Managers’, at 19.3 per cent: significantly higher than for WA (12.0 %) or Australia (13.0 %).

For full details, consult the [2016 Census QuickStats for Carnarvon Statistical Area Level 2](#); this is the statistical level and data source used for all subsequent statistics quoted from the 2016 Census. The [Carnarvon Strategic Community Plan](#) may also be of interest for insights on the community; this includes an appendix of demographic charts and trends, also drawn from the 2016 Census but for the entire Shire of Carnarvon population.

Services

As a regional centre, Carnarvon is a hub for government services, retail services and business. Many WA Government departments have regional or district offices in Carnarvon. Anecdotally, there is a high turnover of professional and managerial staff with temporary and short-term contracts not uncommon. The 2016 Census finding that 43.4 per cent of dwellings

in Carnarvon were rented supports this observation, as this figure is significantly higher than the average for both Western Australia (28.3 per cent) and Australia (30.9 per cent).

Carnarvon is the only location in the Gascoyne region with a major supermarket, Woolworths. A range of other retail services, from rural supplies, hardware, gardening, furniture, carpets, automotive and electrical, right through to office supplies, surf shops, newsagent, boutique, chemists and sports, fishing and hunting equipment makes the town a retail destination for many residents of smaller surrounding communities.

This concentration of key regional services and agencies in Carnarvon contributes a

Business travel to leisure travel

The 2018 Tourism Research Australia study [Understanding Repeat Visitation to Western Australia](#) highlighted the potential for converting business travellers to repeat visitors who could return with family. A study by University of Wollongong researchers on [‘Converting business travellers to leisure travellers’](#) concluded there is evidence to suggest this strategy is viable and could therefore be used by both individual businesses and destination management organisations to increase visitation. Further evidence to suggest that building repeat visitation can be achieved comes from nearby Geraldton. In 2013, the then 4-year-old Broadwater Mariner Resort reported observing [a shift and growth in their bookings](#) from those working in the resources sector, which dominated their opening years, to a broader corporate traveller audience and increased leisure traveller audience too. Carnarvon has potential to echo this growth, with a number of tourism attraction developments in the pipeline.

considerable amount of corporate and business visitation; Tourism WA found that business travel was the primary purpose of visit for 11 per cent of visitors to the Shire of Carnarvon in 2016/17/18.

The combination of the relatively high corporate travel visitation to Carnarvon and regular influx of new residents presents excellent hospitality business opportunities for the sites in question. High quality accommodation and food and beverage operations are expected to be particularly appropriate uses.

Industry and economy

The Gascoyne region’s economy is founded on quality horticultural, pastoral and fishery production, resources, and tourism.

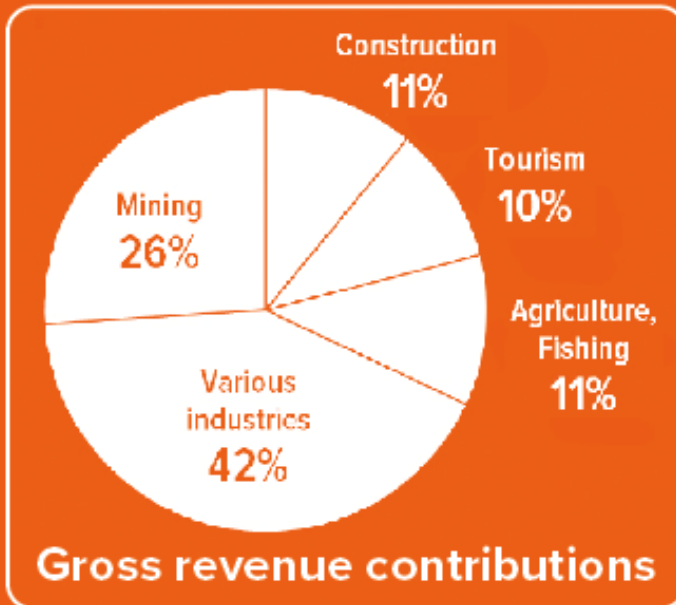
Gascoyne industry and economy



Gross
Regional
Product

▲ 6.7% 2014-2019

\$1.45 billion



Home to WA's
largest prawn fishery
SHARK BAY



Main mined
commodity
SALT



Source: DPIRD 2019 Gross Regional Product (GRP); ABS State Accounts (5220.0), REMPLAN Gascoyne Region Output with Tourism Sector, 2019 R2.

Often called the food bowl of Western Australia, the Gascoyne region (and Carnarvon in particular) produces a large percentage of the state's fruit and vegetables. The Carnarvon Horticulture District alone produced 39,150 tonnes of produce in 2019, with a gross value of over \$94M.

In January 2021, an additional 300ha of horticultural land along the Gascoyne River was released for expressions of interest. The rainfall and floods experience in Carnarvon in early February 2021 have recharged aquifers and secured water supply for the next two years, promising a bright future for growth of horticulture in the area.

Recreational fishing is an important contributor to the economy, with an estimated value to the Gascoyne region of \$27.5 M per annum. With much of that expenditure in Shark Bay or Ningaloo, the potential for Carnarvon enterprises to maximise the benefits of visitation to surrounding destinations is high. Two projects currently underway are expected to reinvigorate recreational fishing potential and opportunity in Carnarvon in the short to medium term:

- The WA Recovery Plan project to reopen the Carnarvon Fascine mouth to boat traffic and find a long-term solution to maintaining navigable waterways.
- The construction of a near-shore artificial reef for small boats and families to safely enjoy.

Tourism and visitors

Carnarvon's appeal as a tourism destination has been underlined by recent recognition in the state-wide GWN7 Top Tourism Town Awards. After winning the Top Tourism Town Award for towns with a population under 5000 in 2018, Carnarvon has been a finalist in 2019 and 2021 in the same category. The growing destination appeal of Carnarvon has been highlighted with significant positive press coverage in the past few years. The West Australian Travel editor has compared Carnarvon to the tourism hotspot of Broome.

The main tourist visitor season for the region is from April to October, with domestic visitors heading north from Perth for winter escapes. Domestic travel during 2020 was intensified by the impacts of the COVID-19 pandemic, with the region experiencing a higher-than-average number of intrastate tourists after the initial lockdown in WA eased in June. The high season extended beyond October 2020 with high occupancy rates recorded into December 2020 and January 2021. Traditionally, international visitors have tended to come later in the year, from September to December, particularly those escaping the northern hemisphere winter. While these markets are temporarily on pause, with restrictions on international travel persisting, it is anticipated these will return in time.



Source: Tourism WA. [Shire of Carnarvon overnight visitor factsheet](#) and [Overnight Visitor Factsheet 2019 - Australia's Coral Coast](#).

Tourism WA's most recent [Shire of Carnarvon overnight visitor factsheet](#) contains helpful statistics on visitors to the local government area up to 2019 and longer term trends. The [Overnight Visitor Factsheet 2019 - Australia's Coral Coast](#) provides further insights on the broader tourism region that Carnarvon sits within.

Key attractions and events putting Carnarvon on the map with visitors include:

- [Gwoonwardu Mia - Aboriginal Heritage and Cultural Centre](#): Celebrates the culture and country of the five Aboriginal language groups of the Gascoyne Region. Features include a permanent collection, exhibitions, Artist-in-Residence program, conference & meeting rooms, outdoor event space, an ethnobotanical garden, gallery shop and café.
- [Carnarvon Space and Technology Museum](#): Celebrates the little known history of the role Carnarvon played in the manned space program and in the Australian communications industry. The Carnarvon Tracking Station and the OTC Satellite Earth Station each played separate roles in the early space industry, including the Apollo 11 moon landing mission.
- [Carnarvon Heritage Precinct](#): Features the One Mile Jetty Centre, Lighthouse Keepers Cottage, Shearers Hall of Fame & Railway Museum, One Mile Jetty and Lock Hospital Memorial.
- [Gascoyne Food Festival](#): August and September each year sees a series of events in Carnarvon and across the Gascoyne celebrating the region's food. In particular, the long table lunch (or twilight dinner, as it was in 2020) sells out quickly.
- [Kickstarters Gascoyne Dash](#): Desert motorsport race event in April each year, situated between Carnarvon and Gascoyne Junction. Features cars and bikes racing in excess of 500 km over two days.
- [Carnar-fin Fishing Competition](#): Fishing competition open to all recreational fishers, held in the last week of May since 1992. The prize pool exceeds \$25,000.
- [Gascoyne in May](#): A coordinated circuit of festivals held on consecutive weekends across the region. Mostly free to attend, each festival is themed to reflect its diverse and individual locations, each celebrating and sharing local culture in their own Gascoyne style.
- [Carnarvon Windfest](#): A free summer community event consisting of a festival, live concert on the Saturday night and with windsurfing and kiteboard racing as the centre piece attractions.
- [Fruit Loop Trail](#): A 26km self-drive trail includes Carnarvon's harbour for fresh seafood and goes past the many working plantations, some of which have roadside stalls or shop fronts to buy fresh fruit and vegetables, preserves and more.

In addition to these, visitors to Carnarvon enjoy taking advantage of all that nature has to offer: fishing and boating, wind and kite surfing, swimming at beautiful beaches and river pools, watching nature at work, and astrotourism. Many visitors make the short drive north to Point Quobba to see the Insta-worthy "king waves kill" sign and the spectacular blowholes (where surging water is forced upwards through narrow holes in the rock shelf) and to enjoy snorkelling at the natural aquarium nearby – a calm lagoon with colourful fish and coral. Further north is Red Bluff, where famous recent guests include Matt Damon and Chris Hemsworth!

Several initiatives are already underway or actively being pursued to further enhance Carnarvon's destination appeal and extend the tourist season, making it likely that Carnarvon will continue to attract and grow visitation and increase visitor spend.

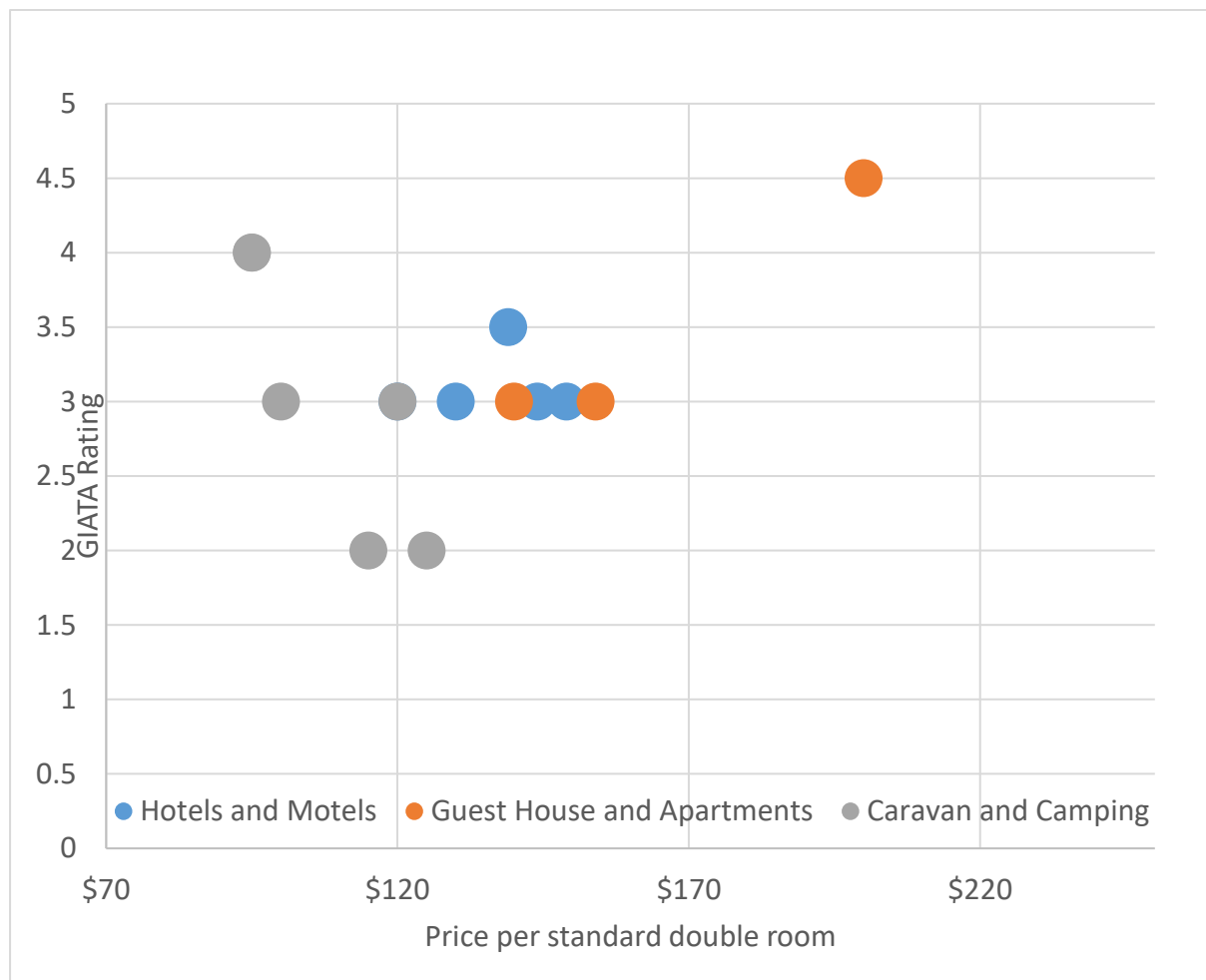
Looking ahead, 20 April 2023 will see the North West Cape, near Exmouth, become the only place in Australia where an extremely rare hybrid solar eclipse will be visible – the first eclipse of its type visible in Australia in 1000 years. Planning is already underway to ensure the entire region, including Carnarvon, can capitalise on the media focus and anticipated crowds that will descend on this unique corner of Australia.

A broader focus on building astrotourism opportunities in the region is also in play. A successful Gazing the Gascoyne event at Gascoyne Junction during the 2020 Gascoyne Food Festival featured a Yinggarda Aboriginal Elder sharing his people’s connection to the night sky and guided telescope viewings from the Perth Observatory. There is potential for more of the same in Carnarvon and surrounds with multiple astrotourism events planned for 2021.

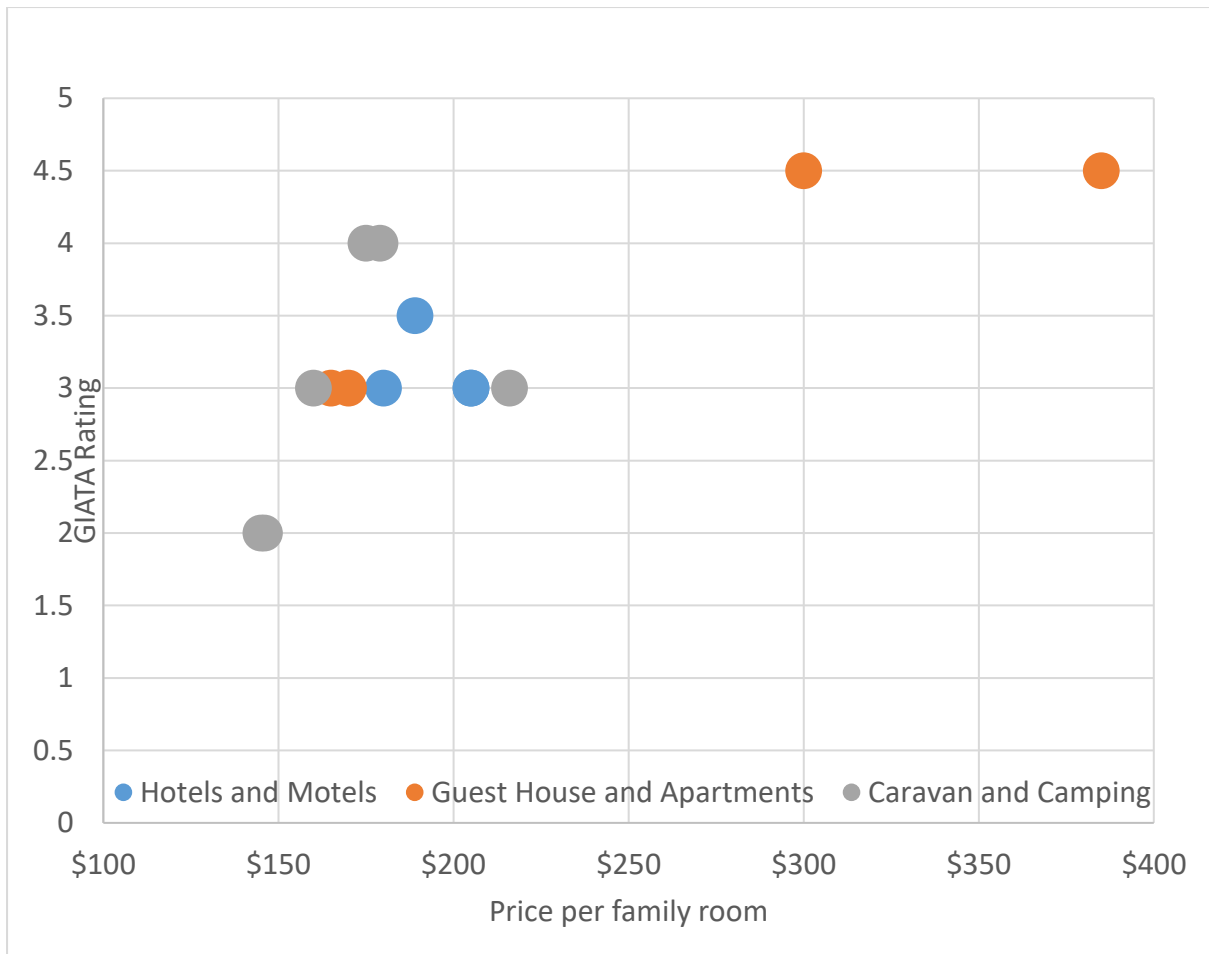
Existing accommodation

The accommodation options currently available in Carnarvon are similar. The accommodation offering is dominated by caravan and camping parks (six, most with chalets/units), small 3–3.5 star hotels and motels (four) and some short stay apartments. A complex of six short stay, one and two bedroom self-contained apartments on the waterfront provides a more premium accommodation offering, as does one two-bedroom apartment at a location on nearby Babbage Island. A dozen private homes are listed on Airbnb and Stayz, with some of these catering to the higher end of the market for group, self-contained stays.

Double room accommodation offerings



Family room (2 bedroom) accommodation offerings



There is a market in Carnarvon for more sophisticated, contemporary accommodation that also incorporates exceptional in-house food and beverage offerings. This would attract both corporate travelers and those tourists seeking high quality accommodation experiences that are currently not available in Carnarvon.

Existing food and beverage

The food and beverage amenity regularly available in Carnarvon consists primarily of low- to mid-range options, with a focus on pub/tavern dining, restaurants attached to motels, daytime cafés and a selection of takeaway and lunch bar options. In addition, there are a few occasional dining venues, which only operate 1-2 nights a week.

Carnarvon food and beverage

EVENING DINING OPTIONS

3 PUB /
TAVERN

3 RESTAURANT /
BUFFET

Average
mains
price

\$21-\$33

3 daytime
dine-in cafes

8 takeaway /
lunch bars

Noting the current options in Carnarvon, an opportunity exists to provide a more refined dining venue that serves and promotes the best of local produce and seafood the region has to offer. The appetite for this kind of dining experience is supported by the success of the Gascoyne Food Festival, where \$100+ tickets to the long lunch dining experience sell out.

Access

By road: Research demonstrates that most tourism visitors come to Carnarvon by road, with a high number of caravan and camping visitors reflected in the region's tourism statistics. There is potential to develop a stronger WA coastal tour product for the international tourism market, with an overnight stop in Carnarvon.

By air: Carnarvon is served by regular commercial flights from Perth through [Rex](#). The WA Recovery Plan includes initiatives to ensure a minimum level of service to Carnarvon as the state recovers from the travel downturn caused by COVID-19, with flight schedules returning to daily service. Political pressure for capped regional fares is anticipated to lead to even more affordable flights to Carnarvon, making it far more accessible to potential visitors from the metropolitan area. Unlike most regional centres, Carnarvon's Airport is located less than 1km from the town centre. Its proximity to the town and subject site gives increased potential for attracting a new market into town with the right kind of development. Fly/drive holidays involving Carnarvon are also possible, with car rental companies in operation from the airport, and one way car rental specials often available along the '[Coral Coast Highway](#)' between Perth and Exmouth.

By coach: A private bus service operates three (3) days a week from Perth on Sunday, Tuesday, and Thursday. The trip is 12 hours and 20 minutes and is operated by Integrity coachlines.

About the Gascoyne region and surrounds

Carnarvon is the gateway to the World Heritage listed Ningaloo Marine Park, Australia's largest and most accessible fringing coral reef system, where visitors can view, swim, and interact with marine creatures including whale sharks (the world's largest fish), turtles, and dugongs.

Ningaloo is the destination drawcard for much of the tourism visitation in the Gascoyne region, with 218,000 overnight visitors and 61,000 domestic daytrip visitors estimated to have visited in 2018-19. A recent study on the [economic contribution of Ningaloo](#) found it

contributed \$110 million in value to the State economic in 2018-19 – a combination of tourism expenditure, commercial fishing, recreation activity, and management and research.

South of Carnarvon, the Shark Bay World Heritage Area displays exceptional natural beauty, significant habitats, and evidence of both evolutionary history and ongoing evolutionary processes. Key attractions include Monkey Mia, the Hamelin Pool stromatolites, Shell Beach, Francois Peron National Park and Dirk Hartog Island. This area is another prominent tourism drawcard, providing an appealing southern bookend to the Gascoyne region.

Carnarvon is well positioned between the two world heritage areas to become a regular stopover for road trippers in the region. In fact, the majority of visitors to the region drive to Ningaloo from Perth, exploring the [Australia's Coral Coast](#) tourism region along the way – from the Pinnacles, through the spectacular Kalbarri National Park, then on to the Gascoyne region destinations including Shark Bay and Ningaloo. A savvy investor could capitalise on this potential when developing the vacant lots in Carnarvon's town centre, to ensure that Carnarvon is a must-stop destination on this broader road-trip itinerary.

Carnarvon is also well connected to nearby inland and pastoral areas, with the Kennedy Range and Mt Augustus a relatively short drive east. The [Gascoyne Murchison Outback Pathways](#) features Carnarvon as the starting point for The Kingsford Smith Mail Run self-drive trail, which extends to Meekatharra via mostly unsealed roads. This presents another unique opportunity to cater to a specific tourist market that is drawn to Carnarvon.

Potential development ideas

Potential point of difference - geothermal mineral water

The Gascoyne region is fortunate to have access to geothermal water which comes to the surface under pressure at approximately 60 degrees Celsius. Natural salt composition is ideal for mineral bathing and spa use. Geothermal water can be accessed within a short distance from the lots. With similar facilities already available at other locations in the region, there is potential to cross promote and develop a spa trail. Existing facilities are 'bush hot tub' style so a development incorporating a high-end facility could become a focal point for a broader wellness tourism offering, emulating the success of hot springs-based tourism ventures elsewhere in the world. By offering a night-time attraction, such a venture could also help contribute to more overnight stays in Carnarvon. It would likely appeal to both visitors seeking a luxury weekend stay in terms of accommodation and experiences, and to those who may prefer to stay at a budget accommodation venue to undertake more extraordinary experiences.

Boutique accommodation

A new, boutique hotel offering could be an ideal development outcome for 85 Olivia Terrace, offering modern hotel design, service, and amenity comparable to that available in other regional centres such as Broome, Geraldton, and Exmouth. The shrewd developer could then target visitors who seek a more refined vacation or business stay than the current accommodation options in Carnarvon are able to offer. This would be expected to particularly appeal to:

- Corporate travellers travelling to or through Carnarvon, e.g. agriculture, fisheries or resources industries employees, and state and federal government employees
- Travellers wanting one last bit of luxury before heading into more remote locations in the region
- International travellers who are accustomed to higher quality accommodation
- Residents from nearby locations seeking a quality weekend away.

Key considerations that could help to set such a facility apart from existing premises include:

- Delivering accommodation that is rated at least 4.5 star
- Ensuring every room has an uninterrupted view of the Fascine
- Enabling food from an onsite restaurant/bar to be delivered or charged to the room
- Providing apartment options as well as ensuite hotel/motel style rooms
- Incorporating one element of a city hotel offering (e.g. pillow menu, complimentary shopping bag with hotel logo)
- Incorporating additional facilities or commercial tenancy opportunities on site, e.g. gym, business centre, offices, consulting rooms, wellness centre, or function space.

As an example of a high-quality accommodation offering in the Gascoyne, the Mantarays Ningaloo Beach Resort in Exmouth is a popular destination for travellers to the region who want some luxury during their holiday. It is equally popular with residents from the Pilbara and Gascoyne regions seeking a luxury weekend away. The potential boutique hotel amenity in Carnarvon could have a similar appeal, with the added drawcard of the only large major supermarket in the Gascoyne region, creating a one stop opportunity to both stock up on supplies and enjoy a special getaway weekend. It is also the major regional hub for government services in the Gascoyne, providing a regular captive market of corporate travellers.

Commercial space to rent

The inclusion of a range of flexible commercial spaces within the proposed boutique hotel could provide a unique and valuable opportunity for the developer, as well as for local businesses, start-ups, large companies, guests, and corporate visitors to Carnarvon. By incorporating the necessary technology, connectivity, and adaptability into the design of these spaces, they could meet a number of different needs and maximise the potential for occupancy and income.

Office space and hot-desking There is currently no provision in Carnarvon for corporate and business travellers to access suitable office accommodation and facilities on an as-needs basis. There is also limited capability for new business start-ups to operate from professional premises on an affordable basis while they get established. By creating (or hosting) a co-working space, there is potential to offer and capture a range of business opportunity, including:

- Hot-desk, meeting room or consulting room hire by the hour or day, for visiting corporate travellers or consultants
- Regular co-working for local sole operators or consultants to work a couple of days a week in a more sociable environment
- Ongoing office space rental for existing small businesses in Carnarvon that require updated office space, or for resource or agricultural companies or government agencies wanting a local presence in the town
- Short term office space for new start-ups requiring more flexibility in their rental premises while establishing operations

Wellness centre There is potential for a value-add offering of a health or wellness related business to operate from the hotel premises. This could be a health spa or similar, and/or a range of complementary health services. This could bring together existing small businesses in a shared location or open up potential for new therapies and treatments to be offered that aren't currently available.

Pop-up retail Any unused spaces could be made available on short term lease for pop-up retail or gallery space. This may be particularly viable and worthwhile during high tourist season or during major events that draw people to Carnarvon, such as the Gascoyne Food Festival.

Fine dining featuring local produce

An opportunity exists to make the most of a town and region known as the food bowl of WA by establishing a quality restaurant that has a mission to spotlight and feature local produce on their menu. There is a broad range of produce available within the local area – including premium fruit, vegetables, prawns, scallops, crabs, and pastoral produce such as beef and goat – but no dining venues making the most of this quality harvest right on their doorstep.

Case studies from other regional areas

Premier Mill Hotel, Katanning

One of the state's newest regional luxury destination hotels is a great example of how a well-planned development can reinvigorate a regional community. Built in 1891, the Premier Roller Flour Mill building fell into decline in the 1980's after decades of use as a mill, cordial factory, shopping centre and more. The Shire of Katanning eventually bought it to use for community purposes, but by 2008 the maintenance and safety issues were too costly to rectify, and the building was closed for public use. A bold move by the Council to offer the building for \$1 to a developer with vision eventually resulted in the renovated building opening as a destination hotel in 2018 to great acclaim. The \$5M+ redevelopment by Dome Café Group took over six years, with careful preservation of the heritage of the building and community at its heart, and it has since won state and national awards. The [Premier Mill Hotel](#) includes a 22-room boutique hotel, Dome café, wine and tapas bar, and meeting and function spaces, offering something new and unique not just for Katanning, but for the surrounding region as well. It has since reportedly become a [hub for the local community](#), as well as a tourism drawcard. In late 2020, the Shire of Katanning was successful in securing [RED Grant funding](#) for its Destination Development Project to elevate the town's capacity to provide quality visitor experiences; this likely builds upon and will in turn help to support the Premier Mill Hotel's success in elevating Katanning as a tourism destination.

CityHive by Pollinators, Geraldton

In the heart of Geraldton's CBD, another heritage building has had an award-winning makeover to become an important community hub, but this time with a core focus on providing co-working facilities and office space for micro and emerging businesses. It was established by Pollinators Inc, a member-based social enterprise that helps to grow innovation and entrepreneurship capability. [CityHive](#) has been instrumental in facilitating several enterprises to establish or expand by providing and facilitating flexible, affordable business space in Geraldton's west end, backed by learning and networking opportunities. It offers office studio spaces for rent, casual coworking passes by the day, regular coworking plans, and meeting rooms and event space for hire.

Middleton Beach Hotel, Albany

In late 2020, plans were announced for the development of a landmark new four-star-plus hotel at an iconic location with absolute beach frontage. The hotel development is expected to underpin the development of the Middleton Beach Activity Centre, a vibrant mixed-use precinct and visitor destination with an active beachfront, innovative housing development, cafes, shops, short stay accommodation and more. The proposal and plans for the area have resulted from the Western Australia Government's intervention to facilitate the development; a large privately-owned parcel of land at Middleton Beach had lain derelict

since a previous hotel on the site was demolished to make way for a new development that never went ahead due to the global financial crisis in 2008. The WA Government purchased the site and is now actively promoting the development of the site by private investors.

Regional hospitality ventures supported by government grants

RED Grants, offered by the nine regional development commissions to stimulate economic growth and development in regional Western Australia, have contributed funds to support the development of a number of accommodation, food, and beverage enterprises over recent years.

Some recent examples include:

- **One L of a Good Feed**, Carnamah: café specialising in local produce opened in an old church building in September 2019, with [support provided for the building renovations](#).
- **North West Brewing Company**, Karratha: new microbrewery exploring the use of bush foods in craft beer opened in late 2019, with [support for building construction](#).
- **Heritage Resort Shark Bay**, Denham: refurbishment of rooms to meet growing demand for [high-end accommodation](#) in the region.
- **Coorinja Winery**, Toodyay: [new kitchen and dining room](#) to be built to increase agri-food tourism offering in the region.
- **Southerlys**, Port Denison: [new microbrewery and live lobster tank](#) to be installed, to bring a new food and beverage tourism experience to the Dongara/Port Denison Area.
- **Dune Beer Company**, Albany: new [family friendly microbrewery](#) and restaurant in advanced planning stage, and will feature a playground and nature walk.

Recent media coverage of Carnarvon's destination appeal [Gascoyne in the Media](#)

Document prepared May 2021 by Gascoyne Development Commission in partnership with Hospitality Total Services.

