

TOURISM STRATEGY

 @ShireofQuairading

 @QuairadingCaravanPark

 @shireofquairading



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CONTENTS

EXECUTIVE SUMMARY	3
1. INTRODUCTION & BACKGROUND	3
2. OBJECTIVES.....	5
3. QUAIRADING DESTINATION PROFILE	5
4. SUPPORT ORGANISATIONS	7
5. SWOT ANALYSIS	8
6. STRATEGIC GOALS & ACTION PLAN.....	9
7. MONITORING AND EVALUATION	12

EXECUTIVE SUMMARY

The very experiences and sights that locals to the Shire of Quairading and the region tend to take for granted are the things that amaze and excite metropolitan, interstate and international visitors and travellers alike. From lush green paddocks of wheat and acres of brilliant yellow canola, to friendly, welcoming locals, our pristine night skies and the plethora of wildflowers lining the roadside - Quairading has much to offer.

Tourism is one of the fastest growing industries in Australia and a key factor in driving economic growth throughout regional Western Australia. Tourism has historically not been a major focus of the Shire of Quairading and its potential as an economic and community driver is only now starting to be realised. Travellers often are not aware of local government boundaries so it is imperative that regional cooperation is foremost when developing tourism initiatives and experiences.

The Shire of Quairading has committed to developing a sustainable future for the Shire with improved social and economic outcomes for its residents. The Quairading Tourism Development Strategy considers that the development of tourism to attract more visitors is essential, both to the sustainability of our unique natural, cultural and historic attractions and to the creation of employment and prosperity of our residents. It provides a strategic and integrated framework to guide the shared management, development and marketing of tourism for Quairading over the next five years.

1. INTRODUCTION & BACKGROUND

Because of strong community demand, the Shire of Quairading in collaboration with the Quairading Community Resource Centre Inc. (Quairading CRC) and the Quairading Tourist and Tidy Town Committee (QTTTC), have developed the Quairading Tourism Development Strategy (the Strategy).

The Strategy outlines a shared community vision to pursue tourism planning as a means of economic and community development, as referenced in the Shire of Quairading's Strategic Community Plan 2017 – 2027.

The Quairading Tourism Steering Committee has informed the Strategy, taking into consideration previous consultation with local business owners, volunteer organisations and community members through:

30 Under 30

Engagement workshop for 17 – 35 year olds held in June 2016. Organised by Quairading CRC on behalf of Shire of Quairading and facilitated by Professor Gary Stockport from University of Western Australia.

Business Sundowner

Held at and hosted by the Shire of Quairading for local businesses in October 2016. Facilitated by Caroline Robinson from Wheatbelt Business Network.

Valuing Visitors Training

Workshop held at the Quairading CRC for customer facing employees and interested community members in September 2017. Training delivered by Jurek Leon from Terrific Trading.

Thrive to Survive

Community forum organised by the Quairading CRC and held at the Quairading Club as part of RDA Wheatbelt's Enterprising Communities program. Facilitated by Anna Dixon from Creative IQ.

Business after Hours: Main Street Walk

Discussion onsite around the visitor experience in our main street, held in September 2018. Organised by Quairading CRC and facilitated by Caroline Robinson from Wheatbelt Business Network.

Pop-Up Tourism Strategy Consultation Sessions

Session hosted by the Steering Committee at the Quairading Co-op Pop Up Space through July and August 2019.

The Strategy describes the current actions and environment from which the Quairading community approaches tourism and includes a framework of strategic goals that will:

- facilitate decision making by Council
- support economic growth
- provide direction for tourism stakeholders
- encourage community collaboration
- enable integrated planning and review
- encourage planning for assets and initiatives that are sustainable and enhance "what we already have"
- form the basis for development of new products, services or experiences for the tourism market in the future

1.1 Steering Committee

The Steering Committee brings together key 'tourism' stakeholders to develop a plan to enhance and promote Quairading. Comprising members from the following:

- Shire of Quairading
- Quairading Community Resource Centre Inc. (Quairading CRC)
- Quairading Tourist & Tidy Town Committee (QTTTC)

1.2 Community Stakeholders

- 1.2.1 Shire of Quairading
- 1.2.2 Quairading Community Resource Centre Inc.
- 1.2.3 Quairading Tourist & Tidy Town Committee
- 1.2.4 Hospitality business (Quairading Hotel, Quairading Motel, Quairading Club, Golden Grain Cafe & Bakery, Quairading Co-op, Quairading BP, Flavour Town Catering)
- 1.2.5 Service businesses (Quairading Agri Services, Farmarama, Quairading Tyre & Battery Supplies, Quairading Smash Repairs, AFGRI)
- 1.2.6 Other local small businesses (The Makers Keep, Quairading Clinicare Pharmacy, Quairading Garden & Gifts & Quairading Book Post)
- 1.2.7 Local organisations (Quairading Creative Arts Society, Quairading Vintage Machinery Club Inc., Quairading Agricultural Society, Quairading Curtain Raisers, Quairading Photo Club)

2. OBJECTIVES

The objectives of the Quairading Tourism Development Strategy are:

- 2.1 To promote Quairading as a quality place to live, work and play.
- 2.2 To encourage and support economic development, liveability and sustainability in Quairading.

3. QUAIRADING DESTINATION PROFILE

Quairading is an attractive town nestled in the Central Wheatbelt of Western Australia, just 167km east of Perth on the York-Quairading Road.

We are a farming community with a population of about 1100, producing cereal and grain crops (heaps of wheat, barley and stunning canola!), forestry (like sandalwood!), wool, sheep and cattle, supported by rural service industries. Our community provides a variety of volunteer-run cultural, sporting and social activities.

Our extensive offering of Shire facilities compliment a number of locally owned hospitality business and natural attractions. With various accommodation options, Quairading is the perfect destination for a weekend in the country, or as a base from which to explore the wide-open Wheatbelt.

Perth to Quairading via the Great Southern Highway and York-Quairading Road provides a safe route parallel to the Great Eastern Highway and opens up a convenient alternative when travelling to Wave Rock, Esperance, Merredin and all points east, including Kalgoorlie / Boulder and the Eastern States.

The district also includes the localities of Pantapin, Yoting, Badjaling, Dangin, South Caroling, Balkuling, Doodenanning & Wamenusking.

3.1 Facilities

- Town Hall
- Airstrip
- Community Resource Centre
- Shire of Quairading Admin Officer
- Vintage Machinery Yards & Sheds
- Old Railway Station
- Quairading Caravan Park
- Public Toilets
- RV Parking and Dump Point
- Quairading Swimming Pool

3.2 Accommodation

- Caravan Park
- Quairading Motel
- Quairading Hotel
- Toapin Weir Layby
- Kwolyin Bush Camp
- Private rental properties

3.3 Hospitality and Food

- Golden Grain Café & Bakery
- Quairading BP Roadhouse
- Quairading Hotel
- Quairading Club
- Quairading Co-op
- Flavour Town Catering

3.4 Local Attractions

- Toapin Weir
- Kokerbin Rock
- Rabbit Proof Fence & Stacey Lamb Train Gazebo
- Pink Lake
- Quairading Nature Reserve
- Nookaminnie Rock
- War Memorial and Lone Pine
- Vintage Machinery Club
- Anglican Church Labyrinth
- The Courtyard
- Dangin Heritage Train
- Doodenanning Townsite
- South Caroling District
- Pantapin Townsite
- Wamunesking Sports Club
- Murals by Luke O’Donohoe and Sam Bloor
- The Granite Way
- Wildflowers
- Town roses

3.5 Events and Activities

- Quairading Curtain Raisers musical productions
- Quairading Ag Show
- The Mutton Cup
- Quairading CRC workshops
- QTTC Car Park Markets
- Quairading Creative Arts Society Feature Artist Day
- NAIDOC Day Events
- QDHS Interschool Swimming & Athletics Carnivals
- Sporting Club Open & Invitation Days
- ANZAC Day Commemoration

3.6 Our Stories

- Dangin Temperance Hotel
- Eucalyptus Oil Distillery
- Toapin Weir
- Youndegin Meteorite
- Parker Family
- Tommy Windich
- Stacey Lamb Train
- Forrest family & Cubbine Estate
- Junior Farmers/Rural Youth
- Indigenous Stories
- John Kickett Quairading School

3.7 Signage

- Rock town entry statements
- Stop & revive sign
- Town electronic notice board
- Info Bay signs
- The Grain Family
- Townsite parking signage
- Caravan Park location signage
- Post Office Town Map

3.8 Visitor Information

- Old Railway Station
- Quairading CRC
- Shire of Quairading Administration Centre
- Visit Quairading website and social media

4. SUPPORT ORGANISATIONS

These are government and non-government organisations and campaigns that have been identified as potential partners, collaborators or funding sources.

4.1 Regional Tourism

- Roe Tourism
- The Granite Way
- Central Wheatbelt Visitor Website
- Australia's Golden Outback
- Wheatbelt Business Network

4.2 State Tourism Support

- Tourism WA
- Tourism Council of WA
- Western Australian Indigenous Tourism Operators Council
- Wheatbelt Development Commission

4.3 Federal Tourism Support

- Tourism Australia
- Regional Development Australia (Wheatbelt)

5. SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Natural assets and built attractions • Strong sense of place in community • Active community use of facilities and infrastructure • Proximity to key locations and regional attractions • Existing popular events • Attractive townscape • Interesting heritage • Marketing skills • Feedback from prior forums 	<ul style="list-style-type: none"> • Lack of major attractions in the main street precinct • Volunteer burnout • Resistance to community collaboration • Lack of business engagement and collaboration • Lack of branded marketing • Hard to navigate signage and parking • Limited after hours servicing • No regional tourism relationships • Not on major transport route • No documented benefit or data about visitors and tourism • Poor condition of main street building facades
Opportunities	Threats
<ul style="list-style-type: none"> • Increase promotion and awareness • History/ Art/ Culture/ Indigenous Culture experiences • Day trip promotion • Alternative route promotion • Regional collaboration • New events/ attractions • Resources for data collection • New business ventures • Land available for new infrastructure • Community engagement through tourism strategy 	<ul style="list-style-type: none"> • Not being able to secure funding • Not having access to sufficient resources • Businesses not willing to engage • Declining and aging population • Infrastructure/ level of service • Lack of enthusiasm • Lack of strategic leadership and planning • Location/ Proximity • Competition of similar towns

6. STRATEGIC GOALS & ACTION PLAN

Goal	Action	Responsibility	Priority	Due Date
INFRASTRUCTURE				
Quality and varied accommodation options.	Investigate services such as Airbnb, You Camp, Farm Stay and Camping and promote to community.	Quairading CRC	Med	December 2023
Easy to navigate to and around the Shire.	Create, update and remove signage (public toilet, Food Works, nature reserve, caravan/truck no entry, Dangin, Granite Way)	Shire of Quairading	High	March 2023
Focal points to show case uniqueness.	Encourage community endeavours (such as Rural Youth Bus)	Community	TBC	TBC
Visible and welcoming green space and activity areas.	Complete Community Park project	Shire of Quairading	High	January 2023
	Install suitable walkway/crossing from Railway Station to Vintage Club carpark/ Community Park.	Quairading Tourist and Tidy Town Committee	High	December 2023
	Repaint car parks.	Shire of Quairading	High	March 2023
	Identify a location for a 24-hour RV layby within the town site and the district and identify a funding source.	Shire of Quairading	High	December 2024
EXPERIENCE				
Variety of events and activities.	Provide new tourist experiences (i.e. Salt Lake, Granite Way, wildflowers, agriculture, nature reserves, indigenous, self-drive tours, Farm Stays).	Community	TBC	TBC
	Encourage the planning of new events and festivals (<i>ideas include Rose Month with celebrity gardener, Airing of the Quilts, family friendly music event, pet's day out, drive-in movies, ghost</i>	Community	TBC	New focus on August, September and October.

Goal	Action	Responsibility	Priority	Due Date
	<i>tours, murder mystery nights, stargazing nights, fervor fine dining).</i>			
Leverage visiting tour and transport buses.	Contact AGO for advice on how to engage with TransWA, Adams and other bus operators	Quairading CRC	Med	February 2023
	Determine attractions that current tour buses might be able to add to their itinerary (e.g. Perth Tours visiting Stacey's Pinnacles).	Quairading CRC	Med	June 2023
Professional and friendly visitor servicing.	Provide Valuing Visitors training online.	Quairading CRC	Med	December 2023
	Organise annual Bus Tour Day or car rally to highlight attractions to locals.	Quairading CRC	Med	December 2023
Accessible art.	House more art in CRC Art Space and open Arts Space on weekends.	Quairading CRC	Med	TBC
	Community consultation on Public Art (e.g. Toapin Weir).	Community	Med	TBC
	Investigate new Art Spaces	Community	Med	TBC
MARKETING				
Strong online presence, brand and identity	Build Visit Quairading campaign on Instagram and Facebook, by cross promoting local businesses, interacting with other tourism-focussed users and inviting bloggers and influencers to visit Quairading. Consider pop up tourism shop.	Quairading CRC	High	Ongoing
Up to date marketing material and content creation	Audit of current printed marketing	Tourism Steering Committee	High	June 2023
	Create brochures for caravan park and distribute to surrounding Visitor Centres.	Shire of Quairading	High	March 2023

Goal	Action	Responsibility	Priority	Due Date
	Distribute Visit Quairading A3 Guides to local businesses and surrounding towns.	Quairading CRC & Shire of Quairading	High	June 2023
	Create videos of local attractions.	Quairading CRC & Shire of Quairading	Med	June 2023
Positive regional collaboration	Maintain a collection of high quality local photos. Encourage locals/visitors to upload to keep photo collection current.	Quairading CRC	Med	December 2023
	Ensure local info on regional websites is up to date.	Quairading CRC & Shire of Quairading	High	March 2023
	Develop 'day trip' recommendations (e.g. Silo Trail, Wave Rock, Granite Way, Wildflowers, Wheatbelt Pubs)	Quairading CRC	Med	June 2023
	Attend trade shows to promote the region (e.g. Caravan & Camping Show, Roe Tourism and Pathways to Wave Rock).	Shire of Quairading	High	June 2023
Regular engagement with visitors	Maintain emailing list of caravan clubs and visitors (provide sign-up options at each hospitality business). Caravan manager to action.	Shire of Quairading	High	December 2023
	Publish a regular email newsletter. Combine with above list.	Quairading CRC	High	December 2023
Local business actively advertising	Encourage hospitality businesses to claim their profiles on online review sites (such as WikiCamps and TripAdvisor).	Quairading CRC	Med	June 2023
	Encourage hospitality businesses to take advantage of local events and offer packages and deals.	Quairading CRC	High	December 2023

7. MONITORING AND EVALUATION

The Steering Committee and key stakeholders will be responsible for the monitoring and evaluation of the strategy on a bi-annual basis.

A formal review of the strategy will be undertaken by the Steering Committee 12 Months after Council adoption.