

Shire of Morawa Tourism Plan

September 2022



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The Shire of Morawa acknowledges the traditional custodians, the Yamatji people, and recognises the contribution of Yamatji elders past, present and future, in working together for the future of Morawa.

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Photography Steve Parish



1. Introduction

The Shire of Morawa (the Shire) is known as a quiet and friendly agricultural district in the Mid-West region of Western Australia, only a three and half hours' drive from Perth. The Shire has a local population of 750 people, with 71% of the population living in the town centre of Morawa. The Shire has an ageing population, slightly in decline over the years and has a higher proportion of Aboriginal population in comparison to other neighbouring local governments (16.5%)¹.

The Shire's main attraction for visitors is no doubt the flourishing wildflowers that carpet majority of the Mid-West region between the months of June – September². Morawa is promoted as part of the Wildflower Country's Wildflower Way driving trail, which goes from Dalwallinu to Geraldton, with over 21 stops. In addition to wildflowers, the Shire is also home to a swathe of attractions, ranging from heritage architecture, historic Canna, natural wonders like Bilya Rock and Koolanooka Springs, a museum, local walk trails, the Biennial Art show and the Speedway. Recent visitors have described Morawa as a 'quiet, friendly, historic' town and vouch that their best assets are the wildflowers and heritage architecture³.

As indicated in the Shire's Strategic Community Plan (2022-2032), tourism and the visitors it brings is perceived as an important part of the local economy for the Shire of Morawa while also providing benefits to the local community as well. To develop a robust and succinct 'action plan', **element** has been engaged by the Shire of Morawa to undertake a combination of desktop research, community engagement and stakeholder engagement. This plan has been developed in conjunction with the *Shire of Morawa Arts and Culture Plan* and the *Shire of Morawa Strategic Community Plan (2022-2032)*, as they are interrelated topics.

This Tourism Plan will act as a useable 'action plan' for the Shire of Morawa to help support the development of sustainable tourism in the area and help the Shire to prioritise future projects, aligning with key aspirations from their Strategic Community Plan.

1 ABS (2016). Community Census Profiles: Shire of Morawa, Shire of Mingenew, Shire of Perenjori.

2 Wildflower Country (2019). Western Australia's Wildflower Country 2019-2020. Edition 2.

3 Shire of Morawa (2019). Visitor Perception Survey



2. Context Analysis

2.1 Strategic Direction

There is a suite of strategies at state government, regional, local government and peak body level that have informed the development of the action plan. The strategic documents reviewed to inform the plan are:

- Shire of Morawa Strategic Community Plan 2022-2032
- Shire of Morawa Strategic Community Plan 2018-2022
- Mid-West Development Commission Tourism Development Strategy 2014
- Wildflower Country Tourism Strategic Plan 2012-2017
- Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025
- Draft Local Planning Strategy (2021)
- Australia's Golden Outback Strategy 2021-2026

2.1.1 Strategic Community Plan 2022-2032

The Strategic Community Plan (SCP) was reviewed concurrently with the development of this Tourism Plan, including the community engagement process. Of note, a standalone aspiration in the SCP is under 'create a sense of place for visitors' and is with a strategic focus area to develop and implement a tourism Plan.

While this Tourism Plan is an outcome of the SCP, the actions will align with other aspirations to promote across the desires of the community.

The Plan on a Page



Create a sense of place for visitors

- Factor the visitor experience into planning and design decisions
- Develop and Implement a Tourism Plan
- Embrace a commitment to excellent service
- Ensure the townsite and its services are accessible to all

Activate a vibrant small business sector

- Incentivise and Support small business
- Encourage variety and competition
- Maintain strong support systems and services

Take pride in our community and an aesthetically appealing townsite

- Develop and implement a townsite greening plan
- Enhance the appearance of homes, gardens, businesses, public buildings, and open spaces
- Utilise public art
- Celebrate our wins

Embrace cultural and social diversity

- Develop and implement an art and culture plan
- Champion inclusion and engagement
- Promote positive aging in place across the community
- Invest in socialisation and belonging

Cement strong foundations for growth and prosperity

- Safe and suitable road and other transport networks
- Ready to go commercial and industrial facilities
- Enhance partnerships and alliances

Occupy a Safe and Healthy living space

- Build safer neighbourhoods
- Everyone will have access to fit for purpose housing
- Increase active living
- Enhance health service provisions

Be future focussed in all we do

- Ensure the shire and its assets are well resourced and sustainable
- Embrace recycling and renewable energy
- Foster belief and passion in young residents
- Invest in opportunities that are designed to benefit future generations

2.1.2 Strategic Community Plan 2018-2022

Tourism has been on the community’s agenda for some time, noting various strategies in their previous Plan that are relevant to tourism and as such have been noted below for contextual purposes.

No.	Strategy
Outcome 1.2	Maximise business, industry and investment opportunities
Outcome 1.3	Responsive to innovation and new technologies
Outcome 1.6	The main street is the civic and retail heart connecting the town
Outcome 1.7	Attractive and well-maintained buildings and streetscapes
Outcome 1.9	Affordable, diverse and quality accommodation options for both residential and businesses
Outcome 2.1	Ensure natural resources are used efficiently and effectively
Outcome 3.1	Services and facilities that meet the needs of the community
Outcome 3.2	Respect our cultural, Indigenous ad heritage assets
Outcome 3.4	A wide range of regional events
Outcome 3.5	Improved and well maintained community, recreational and civic infrastructure
Outcome 3.7	Support an inclusive community

2.1.3 Mid-West Development Commission Tourism Development Strategy 2014

The Mid West Development Commission and Regional Development Australia in collaboration with the Department of Planning and the Mid West Tourism Alliance commissioned this project to establish a regional tourism development strategy. The ultimate objective of this project was to identify tourism opportunities, game changers, priorities and gaps for the Mid West region to inform future development and investment. Extensive consultation and analysis concluded that the Mid West is underperforming as a tourist destination in that its potential is not being realised.

The recommended strategy to grow Mid West tourism during 2015-2025 focuses on five key areas.

1. Increasing accommodation capacity from camping through to resorts;
2. Opening up day use sites-places previously overlooked or under-developed to enhance the Mid West’s appeal as a destination;
3. Improving the quality and distribution of information for pre-trip planning and way finding;
4. Attracting more high-yield visitors and the growing self-drive and RV market; and
5. Increasing the range of Aboriginal and eco nature based tourism activities, attractions and experiences.

Success of the strategy is reliant upon the collaboration of government, tourism operators, industry stakeholders and community in resourcing and supporting a regional approach to tourism development. As such, this plan has attempted to align with this strategy where possible and relevant.

2.1.4 Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025

Tourism represents a significant opportunity for Aboriginal people to secure sustainable economic, social and job outcomes. The *Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025* (Jina Plan) outlines how to seize this chance to further strengthen our Aboriginal tourism offering.

The Jina Plan identifies outcomes across the following three focus areas:

- Make Western Australia the premier Australian destination for Aboriginal tourism through promoting the State’s extraordinary Aboriginal tourism experiences;
- Build capacity for Aboriginal people to participate in the tourism industry through direct employment or by fostering the growth of sustainable Aboriginal tourism businesses; and
- Facilitate the development of more authentic Aboriginal cultural tourism experiences across Western Australia to meet visitor demand.

There is a gap in this offer in the Shire currently and through consideration of the Jina Plan actions, this plan can help to realise the focus areas.

2.1.5 Draft Local Planning Strategy (2021)

Local Planning Strategy for the Shire of Morawa (hereon in referred to as the Strategy) has been prepared to set out the long-term planning directions for the Shire and to guide land use planning within the Shire over the next ten to fifteen years. This is the first time that a local planning strategy has been prepared for the Shire of Morawa.

Within the Strategy, Objective C6 most directly relates to tourism and has been considered in this plan: acknowledgment of cultural (including indigenous) heritage through built form, public art and community activities.

2.1.6 Wildflower Country Tourism Strategic Plan 2012-2017

This five-year plan was developed to guide wildflower tourism initiatives in the mid-west region known as ‘Wildflower Country’. While this plan is now outdated, it still provides relevant contextual information to be considered for the Morawa Tourism Plan. The plan mentions diversification of the wildflower tourism industry in the region, noting that “Apart from wildflowers, other tourism strengths for the region are:

- “Nature based” – including bushwalking, bird watching, photography, camping, windsurfing, etc.
- Culture and heritage – historic town, Aboriginal heritage sites, museums, etc.
- Festivals and events – including agricultural expos, country race days, arts and craft, individual iconic town events.
- Diverse range of industry in the area.
- A unique rural way of life.”

This is something the Tourism Plan can look to when providing value-add opportunities to the existing tourism offer in Morawa.

2.1.7 Australia’s Golden Outback Strategic Plan 2021-2026

Australia’s Golden Outback is one of the peak tourism bodies covering the Mid-West region, including the Shire of Morawa. It’s vision states: ‘By 2026, WA’s Golden Outback Region will be recognised as Australia’s road trip capital, offering enhanced visitor experiences, which attracts new and repeat visitors and grows the visitor economy of its communities.’

The Actions within this plan will help to achieve the overarching vision of the AGO strategic plan, as the goals are aligned



2.2 Tourism Profile

2.2.1 Current offer

The Shire of Morawa currently offers seasonal tourism, mostly driven by their wildflowers, inclusion within Wildflower Country and proximity to the Murchison region (often colloquially referred to as the “gateway to the outback”). This is undoubtedly their peak tourist season, lasting roughly between June to late-September, depending on the natural duration of the season. The most common visitor profile that comes through to view wildflowers are often caravaners or campers aged over 55. Although there are emerging trends in increased family (couples with young children) based travel as well.

While wildflowers are Morawa’s big attraction, they also offer a range of year-round attractions, including historic architecture, the nearby historic town of Canna, Bilya Rock, Koolanooka Mine and Springs, Museum, Widimia Trail, historic windmill collection and events such as the Biennial Art Show and the Speedway. Morawa is commonly perceived as an agricultural town, however there is potential to broaden their cultural offer to promote their traditional custodians.

2.2.2 Visitor profile

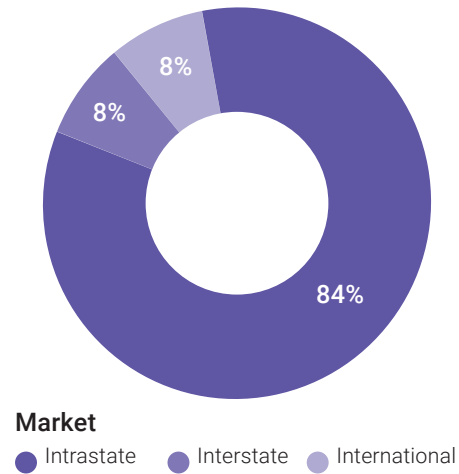
According to the Mid-West Overnight Visitor Fact Sheet (2017/18/19)⁴, most of the regional visitors are from within Western Australia (intrastate), with a small handful being from interstate and overseas. While international visitors spend more on their trip and stay for a longer duration, domestic visitors tend to spend more per-day. This indicates that the key audience for tourism in the Shire of Morawa are West Australians, however strategy should reflect aiming to increase length of trip and spending by attracting interstate and overseas visitors as these groups tend to spend more money.

See finding from the Fact Sheet on the next page.

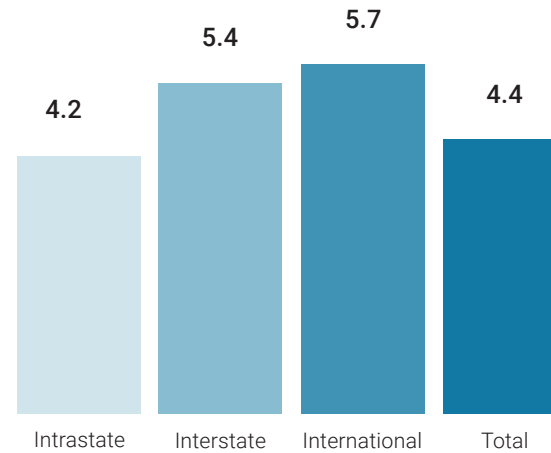
⁴ Tourism WA (2020). Mid-West Overnight Visitor Fact Sheet (2017/18/19).

Mid-West Overnight Visitor Statistics (Tourism WA, 2020)

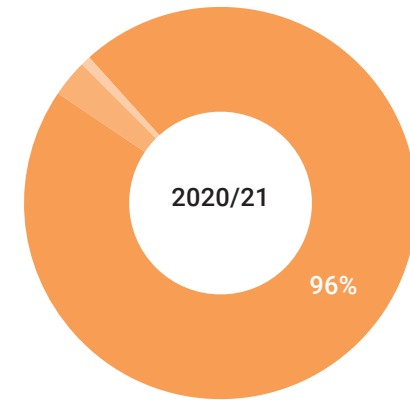
Visitors by Market



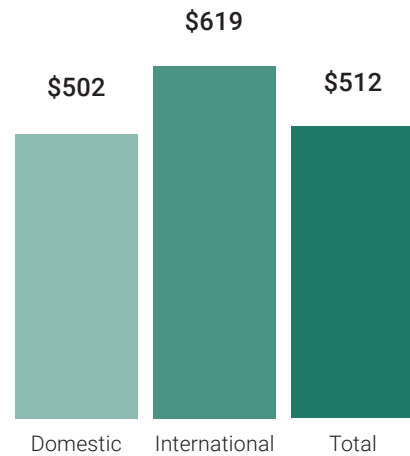
Average Length of Stay (Nights)



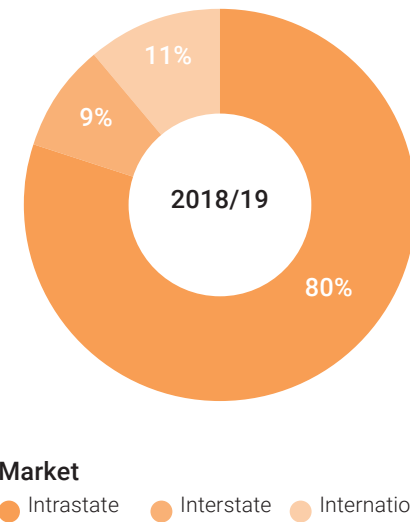
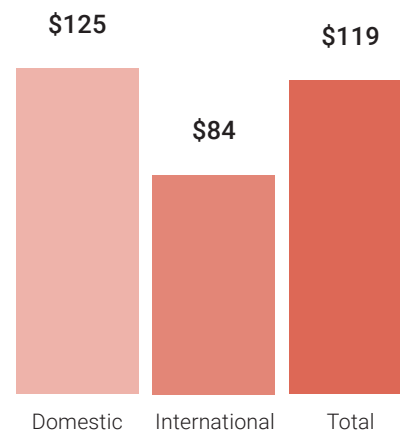
Share of Overnight Visitors Change vs. Pre-Covid



Average Trip Spend*



Average Daily Spend*



*Four year average 2015/16/17/18

2.3 Comparative Local Offer

The below table shows a summary of the tourism infrastructure and activities of neighbouring Mid-West Shires. This is important to consider for Morawa’s strategy, as it indicates potential areas of partnership and resource-sharing, as well as opportunities to learn from the successes of approaches to Shire involvement in tourism.

Table 1 Comparative Local Offer

Attractions	Services	Considerations
Carnamah		
<ul style="list-style-type: none"> • Wildflowers • Astro-tourism • Museum • Art Gallery • Tractor Museum • Book exchange and visitor info • Art and heritage Trail • Walk trail 	<ul style="list-style-type: none"> • Free WiFi in ‘Cultural precinct’ • Café • Ice creamery • IGA • Friday night meals at bowling club • Service station • Carnamah Hotel 	<p>A small town with a range of offerings in town including café, ice cream and free WiFi which strategically promotes the town’s ‘cultural precinct’.</p> <p>Carnamah has a lot on offer in terms of art and culture, including an art gallery, museum, tractor museum and an art and heritage trail.</p> <p>An additional place for meals has been added on Friday nights at the local bowling club.</p>
Mingenew		
<ul style="list-style-type: none"> • Wildflowers • Astro-tourism and listed stargazing sites • New Leaf Connect tours • Mid-West Adventure Tours • Yandanooka Hall (RV friendly) • Coalseam Conservation Park (BBQ and toilet facilities) • Depot Hill • Museum • Mingene Hill • Historical walk • Littlewell Reserve 	<ul style="list-style-type: none"> • IGA • Roadhouse (fuel available 24/7) • Mingene Hotel and Pub • Visitor’s map (well-designed) • Caravan park (Friday night meals from 6pm) • Mingene Bakery (also open Sundays during peak season) • Enanty Barn (free camping) • Tourist centre 	<p>Mingenew has a well-designed website with engaging and legible maps, including a quick snapshot of where to eat and drink, where to stay and things to see in the one brochure.</p> <p>Mingenew has a focus on natural attractions such as picnic spots and stargazing and promotes them well.</p> <p>Accommodation includes free camping, to promote stargazing.</p> <p>In terms of their retail and hospitality offer, they have fuel available 24/7 (while the roadhouse has similar hours to Morawa Wildflour Bakery Roadhouse) and the local bakery opens on Sundays during the peak wildflower season.</p> <p>Lastly, Mingene partners with New Leaf Connect and Mid-West Adventure Tours to promote touring to their town and nearby attractions.</p> <p>Claims to be the heart of WA’s wildflower country.</p>

Attractions	Services	Considerations
Mullewa		
<ul style="list-style-type: none"> • Wildflowers • Drive trails • Walk trails (including bush, wildflower and heritage) • Our Lady of Mount Carmel Church & Priest House Museum • Mass Rock • Scenic Lookout • Aboriginal Art Workshop and Gallery • Men's Shed and Yamatji Sitting Circle • Masonic Lodge • Rodeo • Agricultural Show 	<ul style="list-style-type: none"> • Dedicated tourism website (visitmullewa.com) • Detailed map brochure • Inspirations Mullewa hotel/motel • Service station • Jonesy's Café • Mullewa Sports club (serving meals Friday, Saturday and Sunday) • Mullewa Caravan Park • Railway Hotel Motel 	<p>A small town with a historic focus. Mullewa has limited offerings however does offer meals at the Sports Club on weekend evenings.</p> <p>They promote drive and walk trails, which boast the local heritage and natural beauty, including wildflowers.</p> <p>The Aboriginal Art Workshop and Gallery is a standout offer within the town and a point of difference from other nearby towns.</p> <p>Facilities are basic in offer compared to other neighbouring towns, such as Mingenew.</p> <p>Key to Mullewa's tourism offer is the Rodeo and Agricultural Show, playing to their agricultural strengths.</p> <p>Claims to be the heart of WA's wildflower country.</p>
Three Springs		
<ul style="list-style-type: none"> • Wildflowers • Scenic drives • Heritage trails • 360 degree panoramic view at Three springs Talc Mine Lookout • Pink Lakes • Yarra Yarra Lakes • Astro-tourism • Geocaching • Wildflower Show (August) • Dookanooka National Park • Arrino Gardens (bush tucker experience) 	<ul style="list-style-type: none"> • Visitor's centre • Very basic mapping • Eco caravan park 	<p>Three Springs is another Wildflower Country town that offers wildflowers as the main attraction, while also focussing on heritage and other natural beauties, including the pink lakes.</p> <p>There are minimal services that support tourism in the town, however there are a variety of attractions that complement wildflower season, including astro-tourism, geocaching and even learning about bush tucker at the Arrino Gardens.</p>

Attractions	Services	Considerations
Perenjori		
<ul style="list-style-type: none"> • Wildflowers • Astro-tourism / stargazing • Rothsay Heritage Trail • Rothsay Ghost Town • Terina’s Wildflower Walk • Birdwatching • Charles Darwin Reserve • Karara Rangeland Park • Pioneer Museum • Rabbit Proof Fence 	<ul style="list-style-type: none"> • Dedicated tourism webpage • Perenjori Roadhouse (7am – 7pm, 7 days a week) • Perenjori Caravan Park (including ‘the village’ and 2x chalets and 1x house) • Lindum Farmstay (via Air BnB) • Perenjori Hotel • Tourist information centre • Wheat Bean Café (opening hours Monday – Friday) 	<p>Perenjori has a dedicated tourism webpage for those coming to explore during wildflower season, outlining their main attractions, services, and connections to Wildflower Country’s Wildflower Way self-drive route.</p> <p>There is a clear focus on wildflower season and associated outdoor activities, such as walking trails, heritage trails, stargazing and birdwatching.</p> <p>While the roadhouse is available 12hrs a day, 7 days a week, their local café is only open Monday to Friday and not on weekends.</p> <p>The Lindum Farmstay provides a unique, niche accommodation offer suitable for families.</p>
Yalgoo		
<ul style="list-style-type: none"> • Arts and Cultural Centre • Wildflowers • Miner’s Pathways self-drive trail • Wildlife spotting • Gold rush heritage architecture • Museum • Joker’s Tunnel 	<ul style="list-style-type: none"> • Yalgoo Caravan Park • Yalgoo Hotel Motel • Station Stay at Mellenbye (including glamping pods and other niche accommodation offer) • Melangata Station Stay • Gabyon Station Stay 	<p>Yalgoo is a small Shire with modest tourism offer, however they have a wide offer of accommodation and niche accommodation. This includes rammed earth units at the caravan park as a point of difference, and Mellenbye station offer a diverse range of accommodation including glamping pods, cheap camping (both powered and unpowered sites) and various size chalets.</p>

Attractions	Services	Considerations
Morawa		
<ul style="list-style-type: none"> • Wildflowers • Astro-tourism • Museum and old police station • Widimia Trail • Heritage walks • Koolanooka Springs • Bilya Rock • Canna historic town • War Rock and Gnamma Hole • Speedway • Biennial Art Show 	<ul style="list-style-type: none"> • IGA • Caravan Park (RV friendly) • Wildflour Bakery (roadhouse) • Bottlemart and convenience store • Basic maps on webpage • Visitor’s centre • Everlastings guest house • Morawa Hotel Motel • Canna town campsite • Koolanooka springs campsite (basic toilets and wood BBQs) • Free Wi-Fi in Town Centre and Caravan Park • 24/7 fuel options (x2) 	<p>In comparison to the nearby towns, Morawa is quite well-serviced and has a range of alternative attractions to wildflowers.</p> <p>Some gaps that have been highlighted by review of nearby towns, is the lack of awareness of free Wi-Fi in town, limited service hours for food and beverage offering and rudimentary maps and website to promote attractions and services for tourism. The action plan should aim to address these gaps.</p> <p>Carnamah, Mingenew and Mullewa all had clear focus for their tourism – either promoting cultural attractions, natural beauty or large events. This is something that Morawa could consider, to create a sense of tourism identity.</p>

2.4 Trends in Tourism

The following tourism trends discuss both global and national tourism trends and how they may apply to the tourism context in Morawa. Consideration of these trends has informed the action plan in conjunction with community and stakeholder feedback.

Table 2 Summary of Tourism Trends and Implications for Morawa

Trend	Description	Considerations for Morawa Tourism Plan
Aboriginal Tourism	<p>Visitors are seeking knowledge of a place's history beyond visiting museums or reading tour guides. Added to this, visitors to WA are seeking authentic Aboriginal cultural experiences, with Tourism WA reporting 82% of visitors would like to take part in an Aboriginal tourism experience however only 26% have done so⁵.</p> <p>Tourism WA has recently released their Jina Plan, which is an action plan promoting Aboriginal Tourism between 2022-2026⁶.</p>	<p>Morawa is well positioned to facilitate Aboriginal and cultural tourism experiences through partnering with their local Aboriginal group MEEDAC or Yamatji Aboriginal Corporation. This would also boost employment opportunities.</p> <p>A point of difference for Morawa is their higher proportion of Aboriginal residents compared to other neighbouring towns, which should be acknowledged, celebrated and better promoted to visitors.</p>
Astro-tourism or Dark Sky Tourism	<p>Astro-tourism is a small but growing trend centred on visitors seeking out dark skies to enable a clear and unpolluted view of the solar system⁷.</p>	<p>Morawa is already on the map as an 'Astro Tourism Town' and is well-positioned to offer astro-tourism experiences. The Shire should consider partnering stargazing and other astro-tourism activities with events, such as dinner under the stars, guided astrology tours, or Aboriginal tourism events.</p>
Caravanning trends Australia	<p>Caravanning's becoming a young person's game, with the average Australian owner of a caravan or motorhome now aged 33. The #vanlife hashtag has exploded, nearing 6 million Instagram posts. And latest Caravan Industry Association of Australia stats put families (30 per cent) hot on the heels of Grey Nomads (32 per cent) when it comes to nights spent caravanning and camping⁸.</p>	<p>In order to diversify the average visitor age and profile, focussing on caravanning facilities is something Morawa has been doing well and should continue to pursue going forward.</p> <p>Consider expanding the existing caravan park to include more family friendly accommodation, features and landscaping to make it more attractive.</p> <p>Proactively ensuring Apps like Wiki Camps include details around the services, facilities and overflow areas are uploaded to the relevant travel Apps.</p>
Soft adventure	<p>Destination cycling and mountain bike riding is a significant growth sector and an average of just over 350,000 overnight visitors to WA per annum undertook cycling while travelling in 2019⁹. These visitors are experience seekers with high disposable incomes, bringing significant flow on benefits to complementary activities including hiking, camping, bridle tours, specialty accommodation and hospitality.</p>	<p>Morawa already has a concept plan for a bike trail that would bring in alternative tourists to those who traditionally journey to see the wildflowers.</p> <p>Additionally, adding various heritage and walk trails near the town to Trails WA (DBCA) would be beneficial to tap into the soft adventure market.</p>

⁵ Tourism WA (2021). Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025.

⁶ Ibid.

⁷ Tourism WA (2021). Informing TWAs Dark Sky Tourism Products and Strategy.

⁸ Caravan Industry Association Western Australia in Browning, M (2019). Vanlife Boom: How caravanning became Australia's coolest travel trend

⁹ westcycle.org.au/western-australian-cycle-tourism-strategy

Trend	Description	Considerations for Morawa Tourism Plan
Niche accommodation	Discerning consumers and niche audiences are increasingly seeking unique accommodation products that offer a memorable and authentic stay. These generally offer a wellness component, local produce, low impact or low footprint performance, connection to the natural environment, and a showcasing of unique local buildings and heritage assets.	Supporting existing accommodation facilities in the Shire to add or upgrade facilities to accommodate for a niche experience, such as farm stay, glamping, bed and breakfast would be of benefit to the current accommodation offer.
Repeat visitation	<p>Research from Tourism WA in 2018 draws light to the fact that WA has a higher proportion of repeat visitors, making up a larger proportion of the market. These repeat visitors have a different attitude to places, are more community-minded and more likely to be drawn back to WA for its natural beauty.</p> <p>Activities that repeat visitors undertake include natural landscapes (88%), museum/gallery (75%), iconic market or shopping (62%), cultural event (38%) and sporting event (31%).</p> <p>Repeat visitors are most commonly aged between 24-35 and 64-75, commonly known as SINKS or DINKS¹⁰.</p>	<p>Morawa is well-placed to attract a 'repeat visitation' market with their abundant natural landscapes and being on the 'doorstep to the outback'.</p> <p>Some gaps for Morawa include markets or shopping, cultural events (notwithstanding the biennial art show), and sporting events. These may be aspects that the Shire can consider creating additional visitation.</p> <p>Consider marketing to appeal to the personality type of a repeat visitor – a place for reflection and reconnection with loved ones, while highlighting Morawa's natural assets.</p>
Country core movement	Since the pandemic, a growing number of online trends and hashtags related to simple country living has become popular ¹¹ . After being locked away in urban environments for the last two years, people are seeking to reconnect with nature and live slowly in contrast to their fast-paced urban lifestyles.	<p>Morawa has potential to tap into this younger audience of the country core movement, being a small, quiet, farming town with Australian heritage.</p> <p>Consider marketing to tap into the country core movement – quiet, friendly, small town charm.</p>

¹⁰ Tourism Research Australia (2018). Understanding Repeat Visitation Australia Summary.

¹¹ Braff, D (2020). How the #cottagecore Internet Aesthetic Dovetails with Pandemic Travel. The Washington Post.



3. Community and Stakeholder Engagement

Engagement with the community and key stakeholders was conducted in March and April 2022 for input on the draft Tourism Plan and Arts and Culture Plan. Consultation was undertaken with the Aboriginal Community (Midwest Employment and Economic Development Aboriginal Corporation), local businesses, Councillors, volunteer organisations in Morawa, Shire staff (administration and operations), Tourism WA, Mid West Development Commission, North Midlands Project, Yamatji Aboriginal Corporation and Department of Local Government, Sport, and Cultural Industries.

The engagement approach was structured by understanding the existing offer in Morawa, barriers and opportunities, potential partnership/funding opportunities and priority areas for the action plan.

A summary of the priorities from community and stakeholders are presented in the table below:

Table 3 Action Plan Priority Areas

Community priorities	Stakeholder priorities
<ul style="list-style-type: none"> Expand accommodation. Improve food and beverage offer (ideally through a café on the main street) to encourage people to stop, stay and spend more in the town. Augment what is already existing in terms of tourist attractions (such as upgrading Koolanooka Springs toilets and camping facilities, additions to Widimiam Trail for example). Improve marketing and promotion of attractions. Improve signage and wayfinding. Desire for Aboriginal tourism (such as tours, bush tucker, cooking classes etc). 	<ul style="list-style-type: none"> Expand accommodation. Focus on maximising wildflower season, getting tourists to stay longer and spend more. Aboriginal tourism – align plan with the Jina Plan (Tourism WA). Partnering with neighbouring local governments (trails, events, etc). Host regional sporting events. Liaise with bus touring companies to stop in Morawa. Ensure Tourism, Arts and Culture plans are unique to the area (Morawa).
Funding / partnership opportunities	
<ul style="list-style-type: none"> MEEDAC and CRC keen to be involved where possible (example, fabricating signage, building community gardens, running Aboriginal tourism projects). North Midlands Project – potential partnership opportunity (especially for arts and cultural projects). DLGSC have lots of funding relating to arts and culture. Linking with neighbouring local governments would attract more funding (example, for establishing an event). DBCA and Trails WA digital mapping. Lotteries West for arts and cultural grants. Alfresco dining rebate for small businesses (DLGSC). Tourism WA Australia Golden Outback Wildflower Country Inc. Mid-West Development Commission Regional Development Australia 	

Opportunities

- Key opportunities to distinguish the Shire of Morawa in terms of tourism initiatives were recognised in the Aboriginal tourism space and with sporting events, given the Shire’s good-quality facilities.
- The community pointed out that Morawa has a decent tourism offer, however, needs more promotion and perhaps some value-adding to make the existing trails, camping spots and other attractions a little more interesting, including outside of peak wildflower season.
- The community were also keen to see more events, large and small, including both free and paid events.
- The town has a strong agricultural identity, there is potential for branding in this way.
- There are opportunities to link in with existing tour services and tourism services within the Mid-West region.

Challenges

- Community acknowledged challenges such as resourcing, including fatigue of their own volunteer base. They’d like to encourage newer and younger casual volunteers.
- Lack of accommodation is a challenge, as it often is booked out in peak season.
- Current mapping is outdated and not visually engaging.
- Signage is lacking around the Shire’s attractions and in town, therefore tourists can’t easily navigate to different attractions and services.
- Lack of café and limited opening hours was seen by the community as a big challenge to overcome, they feel that this is why many tourists drive through without stopping.



4. Goals for Tourism

Considering the existing strategic context in the tourism space, the local comparative offer, and community and stakeholder feedback, we have created three goal areas to guide the Tourism Plan:

1

LEVERAGE: Build upon the existing services and attractions in Morawa.

2

ENRICH: Enrich experiences culturally, seasonally and recreationally.

3

SUPPORT: Provide supporting infrastructure to maximise tourism, social and economic benefits.



5. Action Plan

These three overarching goals aim to address the areas of needs and desired outcomes across the tourism sector, the wider regional public and their access to tourism experiences, and the alignment with the Shire’s Arts and Culture Plan.

Actions from the Shire’s Arts and Culture Plan which have arts outcomes have been included in the below Action Plan, highlighted in green.

The following Action Plan list has taken into consideration: stakeholder engagement, Strategic Community Plan outcomes, guiding strategy, community priorities and relevant tourism trends. It is then organised into the three guiding goal areas of this plan to support achieving them. We recommend the timing of some actions to occur before others are implemented, to maximise social, economic and tourism benefits. However, we understand funding availability, resourcing and other factors may alter the roll-out of the actions and timing.

Indicative costing has been added as a guide only, however more accurate pricing of actions will be needed closer to implementation

\$ = under 20k | \$\$ = under 100k | \$\$\$ = under 500k | \$\$\$\$ over \$500k

Priority is indicated by community, stakeholder or priorities identified in relevant strategies.

Please note, where we have identified partnership or funding opportunities - these should be read as proposed only and are to be explore by the Shire with the organisations upon progression of the action items.

Action Plan: Leverage

LEVERAGE: Build upon the existing services and attractions in Morawa.



Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Strategic Links	Priority
				0-2	3-5	6-9		
Update mapping	<ul style="list-style-type: none"> Enrich map of heritage walk trail visually Create map of wildflower walking/driving trails (other than Widimia Trail) from the Town. Create or visually update map/s of day-driving tour starting from the town and linking key attractions (for example: War Rock, Gnamma Hole, Koolanooka Springs, Karrara Rangeland Park and Canna). Ensure maps are visually engaging and legible. Ensure all key tourism sites, such as Canna, Widimia Trail, Koolanooka Springs etc are registered on Google Maps. 	\$\$	<p>Recommend using graphic designer to ensure high quality end product, with inputs from the Visitors Centre to provide information and current mapping/brochures.</p> <p>Work with Wildflower Country for trails, ensure trails link with Wildflower Country.</p>	•			Wildflower Country Tourism Plan	Community Strategic
Improve wayfinding and informational signage for key locations and services	<ul style="list-style-type: none"> Understand key locations for signage Improve signage and wayfinding within the town, pointing to key stores, services and attractions. Improve signage and wayfinding for key visitor attractions within the Shire, outside of the town. Add more informational signage to key locations 	\$\$	Explore partnering with MEEDAC and Community Resource Centre.	•			MWDC Tourism Strategy Local Planning Strategy, Objective C6 (Draft 2021)	Strategic
Upgrade visitor's bay information and map in town centre	<ul style="list-style-type: none"> Create an exciting visitors bay information stand with up-to-date information on facilities and services, accommodation, attractions in town and in the surrounding area (within the Shire). Update the map to be better-designed and more legible, highlighting key attraction within the town, and the direction of attraction out of town (such as Bilya Rock, Koolanooka Springs, etc). Explore electronic notice board to ensure information remains up-to-date and is easy to update. Add call-out to broader area of the Shire, not just focusing on the town centre. 	\$\$	Resource to graphic designers for final production of a fixed map, or utilise communications company for digital format.		•		MWDC Tourism Strategy	Community Strategic
Upgrade the south entrance dump point	<ul style="list-style-type: none"> Improve landscaping to the area surrounding the dump point. Add signage and an information bay to this area as it is visited by many tourists. 	\$\$	Partner with MEEDAC and Community Resource Centre for landscaping and small-scale signage.	•			MWDC Tourism Strategy Local Planning Strategy, Objective C6 (Draft 2021)	Community Strategic

Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Strategic Links	Priority
				0-2	3-5	6-9		
Enhance the existing online calendar of events happening within the Shire.	<ul style="list-style-type: none"> Central and organised location for events happening within the Shire. Encourage all community groups to add their events to the events calendar. 	\$	Produce in-house. Partner with local groups for timing of events, meetings, workshops.	•			MWDC Tourism Strategy	Community Stakeholder Strategic
Incentivise/support small businesses on the main street, including a café	<ul style="list-style-type: none"> Support a 'buy local' business support campaign with vouchers for businesses along the main street, available for tourists and locals. Activating the main street to create a sense of vibrancy in the town, encouraging more tourists to stop, wander and spend. Local café on the main street highly desired by local and tourists alike and could act as a 'hub' for activity and promote foot traffic. 	\$	Businesses and future investors		•		MWDC Tourism Strategy Wildflower Country Tourism Plan	Community Stakeholder Strategic
Improve events and marketing - consider a stand alone resource or enhancing the responsibility for this area within existing position descriptions.	<ul style="list-style-type: none"> A dedicated resource to help promote the town, run marketing and organise events. Organise range of free and ticketed events. Improve use of communications channels. 	\$\$					MWDC Tourism Strategy	Community
Hold meeting pre-wildflower season with local businesses to see how they can complement each other and identify gaps in local offer.	<ul style="list-style-type: none"> Work with local businesses to improve the local offer of retail and hospitality, while ensuring competition is kept to a minimum. Identify the best way to promote the existing local offer while filling gaps to improve offer for tourists. Consider a staff exchange or secondment program with the Town of Victoria Park events or community development team. Consider annual meeting with Wildflower Country nearby LGAs to identify shared opportunities of nearby attractions. 	\$	Local businesses		•			Stakeholder Community



Action Plan: Enrich

ENRICH: Enrich Experiences Culturally,
Seasonally and Recreationally

Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Other Strategic Links	Priority
				0-2	3-5	6-9		
Add a geocache or geocache trail to the Shire.	<ul style="list-style-type: none"> Possible locations could be Widimia Trail, Bilya Rock, War Rock and Gnamma Hole, Koolanooka Springs, churches, or Canna. 	\$\$		•			Local Planning Strategy, Objective C6 (Draft 2021) MWDC Tourism Strategy	Community Stakeholder Strategic
Promote the largest windmill collection in Western Australia	<ul style="list-style-type: none"> Promote at the visitors centre, include on the mapping and website. Consider moving the windmill collection outside to make for an interesting installation and attraction in the town. Provide better opportunities for people to view the attractions. Consider how to make the windmill collection more accessible. 	\$	Museum volunteers North Midlands Project		•		MWDC Tourism Strategy Wildflower Country Tourism Plan	Strategic Community
Add to Widimia Trail with interpretive signage, native planting or artwork.	<ul style="list-style-type: none"> Help to make Widimia Trail interesting outside of wildflower season Offer additional attractions and promote local information to tourists, enriching their experience. Native planting to include bush tucker or medicinal planting, with explanatory signage throughout the trail. Interpretive signage to include local stories or information on local flora/fauna. Consider using QR codes to link to Shire website. 	\$\$	Work with local artists and MEEDAC to source artwork and stories for the interpretive signage.		•		Local Planning Strategy, Objective C6 (Draft 2021)	Community Stakeholder Strategic
Town beautification focussing on the heritage area and surrounding the caravan park, linking to the main street.	<ul style="list-style-type: none"> Focus beautification and planting in strategic locations such as near the caravan park, along the Heritage Trail and Widimia Trail. Use seasonal planting for a range of colour year-round, or bush tucker options. Encourage local businesses on the main street to look after planting boxes with colourful flowers and greenery. 	\$	MEEDAC		•		Wildflower Country Tourism Plan	Community Strategic

Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Other Strategic Links	Priority
				0-2	3-5	6-9		
Deliver a medium-sized event alone or work with neighbouring Shires to plan and attract funding for a large, annual event.	<ul style="list-style-type: none"> • Could be astro tourism, Aboriginal tourism, music, wildflower, 'mid-western' themed or a combination. • Consider how this event could complement the Biennial Art Show (on the alternate year, or at a similar time). 	\$\$	RAC Neighbouring Shires		•		MWDC Tourism Strategy	Community Stakeholder Strategic
Work with neighbouring Shires to facilitate rotating weekend markets.	<ul style="list-style-type: none"> • Markets to be held, monthly, fortnightly or weekly, depending on capacity and popularity. • To have a food-focus (example, sunset dinner markets) and local businesses set up a stall. • Encourage MEEDAC or similar to set up a stall with bush tucker inspired food. • Potential locations for Morawa Markets include the town centre or the Town Hall. 	\$	Neighbouring Shires MEEDAC Kleenheat Community Grants		•		MWDC Tourism Strategy	Community Stakeholder Strategic
Organise astro-tourism event	<ul style="list-style-type: none"> • Promote 'dark sky tourism' offer by holding a specific event. • Possible event ideas include 'dinner under the stars', Aboriginal guided stargazing evening. • Event should be ticketed, include souvenir or something patrons can purchase as a way of raising revenue. 	\$\$	Neighbouring Shires		•		Jina Plan (Tourism WA) MWDC Tourism Strategy	Stakeholder Strategic
Facilitate year-round interest in astro-tourism with complementary facilities.	<ul style="list-style-type: none"> • Augment popular visitation sites such as Koolanooka Springs and lookout, Cannar townsite or caravan park with stargazing facilities. 	\$\$			•			

Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Other Strategic Links	Priority
				0-2	3-5	6-9		
Create or support Aboriginal tours and trails	<ul style="list-style-type: none"> Consider how the current wildflower trail might be improved with Aboriginal tours or information. Consider creating a separate trail. 	\$	MEEDAC Yamatji Aboriginal Corporation DLGSC Tourism WA Trails WA			•	Jina Plan (Tourism WA) MWDC Tourism Strategy Local Planning Strategy (Draft 2021)	Community Stakeholder Strategic
Support local food and beverage businesses to access alfresco incentive or state government incentives.	<ul style="list-style-type: none"> Special efforts made Friday – Sunday when visitors are likely to be in town and locals have time off on the weekend to promote vibrancy. 	\$			•			Stakeholder Community
Produce interactive mapping for wildflowers	<ul style="list-style-type: none"> Having the ability to facilitate interactive mapping could encourage tourists to come to Morawa for wildflowers or stay longer as they can see in real time which flowers are being sighted. Include wildflower monitoring station at the lookout, or at Widimia Trail. Visitors can upload their photo to a website repository. Initiative mobile application ('app') development with Wildflower Country and Trails WA. 	\$	Opportunity to partner with Wildflower Country, Trails WA trail app or neighbouring local governments on the Wildflower Way.		•		Local Planning Strategy, Objective C6 (Draft 2021) MWDC Tourism Strategy	Community Stakeholder Strategic
Continue to progress the Bike Trail project	<ul style="list-style-type: none"> Creation of a standalone attraction for Morawa, attracting a new visitor profile of younger and family type tourists who may stay longer and spend more. Continue the conversation and negotiation with Sino Steel. 	\$\$\$\$	Sino Steel DBCA			•	Local Planning Strategy, Objective C6 (Draft 2021)	Community Stakeholder Strategic



Action Plan: Support

SUPPORT: Provide supporting infrastructure to maximise tourism, social and economic benefits.

Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Other Strategic Links	Priority
				0-2	3-5	6-9		
Develop Masterplan for the Caravan Park expansion.	<ul style="list-style-type: none"> • More accommodation available for tourists and a larger range on offer, including chalets, powered and unpowered sites. • Ensure family visitor groups are catered for in both accommodation and complementary facilities (such as ablutions, playgrounds, safety etc). • Investing in both RV/Caravan facilities and chalet style accommodation ensure that different types of tourists are accommodated for. • Identify overflow areas, potential location at the Morawa Sport Oval. 	\$\$		•			MWDC Tourism Strategy Wildflower Country Tourism Plan	Community Stakeholder Strategic
Facilitate expansion of the caravan park, as per the above Masterplan (ref: Action 3.1)	<ul style="list-style-type: none"> • Source and connect baseline infrastructure needs (sewerage, power, water connections). • Construct accommodation and facilities. 	\$\$\$\$			•		MWDC Tourism Strategy Wildflower Country Tourism Plan	Community Stakeholder Strategic
Free Wi-Fi in town centre.	<ul style="list-style-type: none"> • Expand wi-fi from Shire offices to the ablution block in main street to encourage visitors to enjoy the streetscape and view shops. • Widely advertise free Wi-Fi in the town centre, near the visitors information bay in addition to the Caravan Park and Shire Offices. • This will encourage visitors to stay in the town centre and view what's on offer. • Promoting free Wi-Fi can also be an attractor for tourists to stop in Morawa, rather than another nearby town. 	\$		•				Stakeholder
Ensure Morawa is recognised on existing tourism apps/maps.	<ul style="list-style-type: none"> • Explore adding Shire of Morawa to DBCA Trails WA online program. • Trails could include public art, walking, cycling, Aboriginal tours, etc. • Possibility for trials to link with neighbouring towns to maximise reach. • Other apps include WikiCamps and Camps Australia Wide. 	\$	DBCA Trails WA WikiCamps Camps Australia Wide		•		MWDC Tourism Strategy	Community Stakeholder Strategic

Action	Desired Outcomes	Indicative Cost	Proposed Funding / Partnership Opportunities	Indicative Timing			Other Strategic Links	Priority
				0-2	3-5	6-9		
Develop marketing campaign, drawing on some of the trends in tourism mentioned in Section 3.4.	<ul style="list-style-type: none"> Refresh website to be more attractive to visitors. Work with the Visitors Centre to develop and implement a complementary tourism media plan. Utilise Facebook and Instagram account as a tourism platform, rather than just a communication tool for residents. Tag and share with synergistic accounts such as Australia's Golden Outback (@australiasgoldenoutback). 	\$	Develop in-house.	•			MWDC Tourism Strategy	Community Stakeholder Strategic
Seek and promote accreditation from Campervan and Motorhome Club of Australia and Caravan Industry Association of Australia.	<ul style="list-style-type: none"> Morawa will be promoted as a 'RV friendly town' with these association and additional marketing can be done through these networks, reaching afar wider audience. 	\$	Campervan and Motorhome Club of Australia Caravan Industry Association of Australia	•			MWDC Tourism Strategy	Stakeholder Strategic
Seal the Morawa Airport and support additional functions including gliding, hot air ballooning, charter flights for tourists or other suitable purposes.	<ul style="list-style-type: none"> Morawa Airport will be an ideal place for tourists to fly into/out of for wildflower or other chartered tours. Encourage industry to utilise the Morawa airport 	\$\$\$				•		Community



element.
the art and science of place