

**Shire of Jerramungup  
Shire of Ravensthorpe**

**FITZGERALD BIOSPHERE  
TOURISM PLANNING AND DEVELOPMENT STRATEGY**

**EXECUTIVE SUMMARY**



**ADVANCE TOURISM**

**Shire of Jerramungup  
Shire of Ravensthorpe**

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**EXECUTIVE SUMMARY**

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## EXECUTIVE SUMMARY

Between Albany and Esperance on Highway 1, the South Coast Highway, is an area of Western Australia that is little known to travellers but offers considerable natural attractions and other features. This area which covers the Shire areas of Jerramungup and Ravensthorpe contains

- The Fitzgerald Biosphere, one of two Biospheres in Western Australia, and
- The Fitzgerald River National Park which is in pristine condition and contains an abundance of native flora and fauna. It also has outstanding beaches, one which is used by whales each year to calve.

Both Councils recognise the tourism potential of their areas and have commissioned this report as a blueprint to foster development of a unified approach to developing their tourism industry. There is already a latent potential from travellers moving between Albany and Esperance, between Wave Rock and coastal destinations as well as WA residents taking holidays at Bremer Bay and Hopetoun.

This four year plan, designed to begin in 2007/08, is based on staged development as follows

Phase	Year	
Preparation	2006/07	Preparation for Phase One
One	2007/08	Getting the foundations right
Two	2008/09	Targeting tourism business
Three	2009/10	Going for growth
Four	2010/11	Maximising benefits

The plan is market driven with the focus adopted by successful destinations around Australia. This means identifying market segments that will provide the best results from use of existing facilities and features and then focussing on building demand. Also there is an emphasis on making it easy for customers to learn about destinations and products in the region. Product development is linked to market demand.

Implementing the plan during Phase One and Two relies on a specialist consultant being retained who has proven tourism experience

- At the destination with merchandising, travel product development, tourism product delivery standards and marketing
- In key markets, particularly with distribution channels and knowledge of sources of promotional and publicity support

At present the necessary skills to implement this plan in Phases One and Two are not available in the region. For this reason, it is essential that an experienced specialist consultant be retained who can in:

- Phase One prepare the destination to meet modern destination marketing demands
- Phase Two marry the region with business opportunities available in key markets from distribution channels and marketing support organisations.

Without this crucial appointment, development of tourism in the region will be very difficult in the short or long term.

## STRATEGIC DIRECTION

### Vision

The vision for the tourism industry of the Fitzgerald Biosphere area is that

**within five years, the region will be established as a desired place to visit by an increasing number of Australians and overseas visitors.**

### Branding

At present the area between Albany and Esperance on the South Coast Highway is a void for many travellers. They know little about the area and perceive there is little to enjoy.

Prominent features of the area include

- Fitzgerald Biosphere
- Fitzgerald River
- Fitzgerald River National Park
- Ravensthorpe Ranges.

It is logical to give the area a name that is easy for market recognition and for this reason it is proposed that for tourism marketing, the area be known as

**"Fitzgerald Coast"**

## GOALS

The goals for this plan are

### ***Goal 1 - Establish the Fitzgerald Coast brand***

The first and most important goal is to establish the Fitzgerald Coast as a destination which is different and offers unique features of appeal to Australian and overseas travellers. This includes being perceived as different to other parts of Southern Western Australia.

### ***Goal 2 - Focus on business potential***

To improve the viability of tourism enterprises in the region by targeting new business from

- Markets in Western Australia, particularly the South West, Wheat belt and Kalgoorlie
- The Greater Perth market
- Market segments with growth potential particularly travellers interested in nature, birds, whales, and sea pursuits like fishing, scuba diving, surfing, snorkelling
- Long term potential of overseas visitors

### ***Goal 3 - Attracting private sector investment***

To demonstrate increased visitor volumes so as to attract private sector investment in new tourism-related businesses and expansion of existing businesses. A priority need exists to attract investment in new accommodation that will attract more visitors (particularly coach tours) and provide a better service for the mining industry.

### ***Goal 4 - Improvement of industry performance***

Destination marketing strategies are designed to maximise business results for the tourism industry across the Fitzgerald Coast including

- Extensive use of cooperative marketing programs and introduction of technology (website and automated reservations) to facilitate business development
- Achieve dispersal of visitors throughout the region.

A new Local Tourism Organisation, Fitzgerald Coast Tourism, is needed to focus on delivery of business to industry stakeholders with destination marketing strategies tailored to the needs of a better industry performance.

### **Industry Structure**

For this plan to be successful, it will be necessary to put an industry structure in place for its implementation. This means

- Formation of a Local Tourism Organisation covering both Shire areas. Recommended title is "Tourism Fitzgerald Coast"
- Retaining a skilled consultant for Phases One and Two to ensure product developments occur and to develop destination marketing activities
- In Phase Three, a designated officer be appointed to the role of Tourism Manager for the region
- The Visitor Centre at Ravensthorpe be accredited for the region
- A regional website being developed
- Regional marketing material replace individual brochures produced by each Council.
- From Phase Three, a part time Perth based sales representative to be appointed.

### **Markets**

Because resources are limited, Fitzgerald Coast will need to target its resources for best results. Markets offering the best potential for the immediate future are

1. Perth,
2. Regional WA
3. Victoria and New South Wales particularly Melbourne and Sydney, and
4. Selected overseas markets especially Germany and other European countries.

To tap potential in other states of Australia and overseas markets, a customer friendly website will be needed.

### **Market Segments**

The market segments likely to offer the best commercial results for the next 3-5 years are

1. Fitzgerald River National Park visitors
2. Touring visitors - Perth residents
3. WA Holiday visitors
4. Wildflower visitors
5. Whale watching visitors
6. Scuba diving enthusiasts
7. Fishing enthusiasts

8. Coach tour groups
9. Visiting friends and relatives
10. Meetings and conferences delegates
11. Short break visitors

### **Recognising the competition**

Most important is the need for the Fitzgerald Coast region to recognise the level of professionalism and sophistication of competition being offered by rival destinations. This important factor is presently not understood in the region.

## **MARKETING**

### **Marketing Objectives**

Marketing objectives envisaged are to:

1. Raise market awareness of the range of destinations and wide variety of experiences available across the Fitzgerald Coast,
2. Stimulate increased demand as quickly as possible,
3. Achieve dispersal of visitors across Fitzgerald Coast,
4. Build business from Western Australia and markets in South-Eastern Australia particularly Sydney and Melbourne,
5. Improve the business performance of existing tourism businesses by increasing year round demand,
6. Build support from the travel industry,
7. Develop cooperative alliances with Australia's Golden Outback, Esperance, Hyden and Albany,
8. Achieve greater support for Fitzgerald Coast from Tourism Western Australia, Perth,
9. Adopt a long term approach to building business from overseas markets<sup>1</sup>, and
10. Move as quickly as possible into e-commerce marketing particularly development of a comprehensive website which will reach all markets across Australia and around the world.

As part of this plan, it is recommended that the RTO boundary be moved west of the Shire of Jerramungup and that only one RTO, Australia's Golden Outback represent this region.

### **Marketing Strategy**

The marketing strategy will be to maximise resources of the region to lift awareness of Fitzgerald Coast in key markets while at the same time targeting specific markets and market segments that will provide the best return on resources employed.

A new structure involving both Councils to be used to implement the strategy with cooperative marketing partnerships being sought with Australia's Golden Outback and Tourism Western Australia.

### **Marketing features**

Maximum attention should be given to the main features and attractions of the Fitzgerald Coast which are

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<sup>1</sup> Developing overseas markets is very different to developing Australian markets and entails long lead times to foster confidence amongst trade sources in the destination and the tourism products being offered.

1. Fitzgerald Biosphere, an area recognised by UNESCO but better recognised in Europe than in Australia. A source of overseas visitors
2. Fitzgerald River National Park and the magnificent drives within the park
3. Wildflowers year round
4. Walking trails widely acclaimed by Australian and overseas visitors
5. Plentiful Australian birds, animals and whales (in season) which can often be easily seen
6. Excellent whale watching facilities
7. Splendid fishing
8. Seaside pursuits and experiences including scuba diving, surfing and other water sports
9. Meridian Line and Rabbit Proof fence - Ravensthorpe, and
10. Mining history.

Marketing features to be promoted to be decided on a case by case basis appropriate to the market or market segment.

### **Positioning**

The recommended regional positioning is:

*"An area that ranges from wide open spaces of farmland to the breaking waves of the Southern Ocean. An area with much diversity being great diversity with its Biosphere, magnificent flora and fauna of the national park, walking trails and beach experiences. Also there are wildflowers year round, whales close up and plentiful native animals as well as early mining history."*

To reinforce the positioning it is recommended the destination be promoted as follows

## **FITZGERALD COAST**

### **Marketing theme**

The marketing theme is proposed to be

### **Outback by the Sea**

So many other destinations focus their marketing on natural attractions. Fitzgerald Coast has the added feature of being an outback area combined with a pristine national park, splendid sea based attractions and mining history.

The statement, "Outback by the Sea", highlights the point of difference which can be reinforced with references to the marketing features shown above. If it needs to be qualified, features to be highlighted could be

- Pristine natural area
- Native flora, birds and animals
- Whale watching
- Sea pursuits such as swimming, scuba diving and fishing.

### **Tourism Industry Partners**

With any marketing that is planned, close links with industry partners should be standard procedure. Tourism industry partners to be considered are

1. Tourism-related businesses of the Fitzgerald Coast eg retailers, fishing tackle shops, vehicle servicing facilities, etc.
2. Australia's Golden Outback
3. Tourism Western Australia
4. Esperance Regional Tourism Association
5. Tourism industry at Hyden
6. Albany Tourism

### **Industry Driven Strategies**

Any strategies that are developed need to be driven by the private sector with a high degree of self-help demonstrated. Assistance could be sought from Councils but the primary responsibility for achieving success should lie with the private sector.

Successful regional destinations interstate show private sector leadership and enjoy good support from local government.

### **MARKET COMMUNICATION**

At present market communication activities are fragmented with

1. Brochures being produced by each Shire which lack cross-promotion. Also distribution plans are not always effective.
2. No advertising or promotional activities which lead to a higher profile for the Fitzgerald Coast region and individual destinations.
3. Main reasons to visit not being featured as visitor experiences.
4. A lack of consistent presentation discipline for the region's profile across all market communication activities.
5. A lack of an effective destination website.

### **Destination Brochures**

There are two destination brochures of importance

1. A combined brochure for the two Council areas of the Fitzgerald Coast,
2. Australia's Golden Outback destination brochure for the region.

Individual brochures for locations should be replaced by a combined low cost Visitor Guide with local information for the whole of Fitzgerald Coast. The destination brochure needs to combine the resources of Councils and the private sector to become the authoritative reference for the area and should replace the various brochures currently produced across the region.

The Golden Outback destination brochure is distributed mainly in WA and with 80,000 copies being produced. The last edition divides the region into four sub-regions with Ravensthorpe and Esperance being grouped into "Esperance and the Coast". Tourism Fitzgerald Coast needs to negotiate with Australia's Golden Outback for prominence to support the marketing strategies of the Fitzgerald Coast as it strives to raise the profile for the area.

### **Other market communications**

Other forms of market communication which need to be considered are

1. Publicity
2. Road maps



3. Promotional activities
4. Support from motoring clubs
5. Advertising
6. Sales development programs
7. Packages

## **E-COMMERCE - IMPORTANT FOR A BETTER BUSINESS PERFORMANCE**

E-Commerce has transformed other industries including the travel industry. It is now expanding into regional tourism across Australia at a fast rate and will be universal within a few years. The two main elements are

1. The World Wide Web. This is used to disseminate information and to enthuse customers about the destination and its products
2. A "real time" booking service with immediate confirmation capabilities for customers and travel agents.

E-commerce is providing a competitive advantage over destinations which are yet to fully embrace this facility. It allows destinations and businesses large and small to increase revenues and lower overhead costs.

It is essential that Fitzgerald Coast establish its own destination website as a matter of urgency. Tourism Western Australia's e-marketplace is a good option and not expensive, nor difficult to maintain. Furthermore, introduction of automated reservations facilities should follow.

## **DISTRIBUTION**

"Distribution" is about the channels used to make products available to customers so that they can easily make a booking or purchase. Products can include

1. Accommodation providers,
2. Tours, and
3. Services eg. boat charters

Distribution channels available to the Fitzgerald Coast include

1. Automobile clubs,
2. Travel agents,
3. Tour wholesalers,
4. Inbound tour operators, and
5. Specialist travel agents who cater to the adventure tourism and nature based markets

Also important are coach companies that operate

1. Charter tours - these companies are based in Western Australia and interstate.
2. Scheduled touring coach companies. such as AAT/Kings and Australian Scenic Tours.

Visitor Centres are also an important part of the distribution chain.

Fitzgerald Coast has very little presence in these distribution channels and this is addressed in Phase Two as a priority.

## **TOURISM MERCHANDISING PRODUCTS**

A shortcoming with marketing the region is the lack of availability of tourism merchandising products such as

1. Drive trails
2. Touring routes
3. Packages
4. Special offers

In Phase Two, it is proposed that suitable tourism merchandising products be developed for sale by the trade and on the Fitzgerald Coast website.

## **DEVELOPMENT OF LOCATIONS**

Development proposals to benefit tourism in the Fitzgerald Coast region are as follows

### **Bremer Bay**

For urgent attention is

1. Poor road signage on the South Coast Highway which presently would not be diverting travellers into Bremer Bay
2. Lack of coffee shop or takeaway. This is leaving an unfavourable image of Bremer Bay with visitors and from this the town loses revenue
3. At Bremer Bay the boat charter business holds only one of five fishing tour licenses on the South Coast. This boat business is an important part of Bremer Bay's tourism infrastructure and every effort should be made to ensure this operation is an ongoing success
4. For long term development of the industry, additional accommodation is needed particularly in self-contained apartments.

### **Jerramungup**

Limiting the appeal of Jerramungup are the standards offered at Jerramungup Hotel/Motel. Discerning travellers and business travellers would not find the facilities adequate and it is understood some already choose to stay elsewhere. Jerramungup and its hotel/motel are currently losing business.

Opportunities to get greater benefit from the tourism industry for the community are

1. Soldier Settlement History. This is a fascinating part of Australia's history.
2. Agri-tourism. This attracts many overseas farmers who leave millions of dollars with farmers prepared to share their agricultural knowledge. It is proposed that in Phase One, this option be explored with Jerramungup farmers.
3. Meetings and conferences. With the new community centre plus the modern sporting facilities, Jerramungup could be pro-active in pursuing hosting of events and government meetings which will bring new revenue to the town.

### **Ravensthorpe**

Ravensthorpe has a variety of attractions but they need to be better merchandised as follows

1. Meridian Line. A better presentation followed by a promotional program will raise awareness
2. Ravensthorpe Ranges. These ranges offer magnificent views from the lookouts but visitors do not know what features they are looking at in the distance. Each lookout needs interpretation to enhance this experience.

3. Rabbit proof fence The rabbit proof fence is a unique part of Australia's history. This needs to be more easily accessed by foot and suitable interpretation is needed. Given the right presentation, individual travellers and coach groups would be interested in visiting.
4. Ravensthorpe-Hopetoun Rail Trail. The Ravensthorpe-Hopetoun Rail Trail would appeal to adventurous visitors and could be used to demonstrate another dimension to the appeal of Ravensthorpe.
5. Ravensthorpe should be promoted as a sightseeing hub. Ravensthorpe is well placed to be promoted as a touring hub to Wave Rock, Hopetoun and Fitzgerald River National Park.
6. Effective promotion of attractions can lead to overnight stays. Offering a variety of attractions often causes visitors to stay overnight or extend their stay by an extra night or two.
7. Building visitor numbers is essential if private sector investment is to be attracted. Other features on offer are interesting historic attractions, use of the new Council building for meetings, and the town's sporting facilities. Local fossicking is also a popular pastime for visitors. Building visitor numbers should be tailored to an urgent objective aimed at attracting private sector investment in new higher standard accommodation and upmarket dining.

### **Hopetoun**

Hopetoun will be the residential town for 350 staff for the new BHP Billiton nickel mine. Many will be young adults and they are all likely to attract visiting friends and relatives. This development is already leading to plans for a larger supermarket, new fishing store and expansion of other local businesses.

Mine staff will be looking for entertainment, food services and other features to be available to suit their mine work program and leisure time as well as their disposable incomes. Coffee shop facilities will be popular. However customers will expect service in the evenings until well after 6.00 pm.

Mine business travellers stopping over will be staying at Hopetoun for social contact with mine personnel and they will require high standards of accommodation and restaurants being available.

Development will be aided by these initiatives

1. Overcoming a shortage of quality motel standard accommodation which is already evident at certain times. This will be exacerbated further once the Nickel Mine becomes operational.
2. Improved road signage on the South Coast Highway at Ravensthorpe
3. Short cut from Esperance to Hopetoun via Springdale Road and Southern Ocean Road to be sealed as soon as possible to improve visitation to Hopetoun and to help combat the Dieback problem

### **Munglinup Beach**

Munglinup Beach area is a fascinating part of Fitzgerald Coast. For travellers who like remote localities, splendid beaches and great fishing, this location is different. It would enhance the appeal of Fitzgerald Coast to give Munglinup Beach a higher profile.

## **FITZGERALD BIOSPHERE RESERVE**

Fitzgerald Biosphere is at the cornerstone of all activities to build the Fitzgerald Coast tourism industry. The Fitzgerald Biosphere should be promoted at every opportunity.

To improve understanding of the Fitzgerald Biosphere concept, an interpretative centre is advocated to be built on the eastern end of the Fitzgerald River National Park. In Phase Four, or perhaps sooner, a special promotional campaign should target the academic community in Australia encouraging them to visit.

## **FITZGERALD RIVER NATIONAL PARK**

Fitzgerald River National Park is clearly the major attraction for visitors to Fitzgerald Coast. There is a high awareness of the National Park with overseas visitors who visit for its pristine appeal, unique species of flora and fauna and walking trails. It is also a popular National Park with many Australians although there are many other National Parks in WA with a higher profile. A serious threat to the future of the National Park is Dieback

### **DIEBACK - A REAL THREAT TO FITZGERALD NATIONAL PARK AND THE FUTURE OF FITZGERALD COAST TOURISM**

The Fitzgerald River National Park is possibly one of the least infected parks in South-Western Australia.

#### **Cape le Grand**

Dieback can be seen at its devastating worst at Cape le Grand National Park. Should Fitzgerald River National Park become affected in this way, the "jewel in the crown" for the Fitzgerald Coast tourism industry would be decimated and the major reason to visit would be lost forever for many overseas and Australian visitors.

**It is essential that DEC and the Shire of Ravensthorpe work together to deliver a more strident approach to this threat particularly with the arrival of 350 new residents at Hopetoun.**

## **Birds**

The National Park offers five different bird habitats - Woodland, Low Woodland, Mallee, Heath and Shoreline. These habitats host over 150 species of birds which range from common or moderately common to rare and very rare. One most popular but difficult to see is the Mallee Fowl

Many overseas visitors are attracted to the National Park by the large number of species on offer. . This represents a market segment with good growth potential.

## **Park roads**

Unlike the superb roads at Cape Le Grand National Park which has been severely affected by Dieback, Fitzgerald River NP has no sealed roads and there seems to be no priority at DEC to change the situation. It is essential that roads like Hamersley Drive and some of the roads in the Eastern sector be given urgent attention. Improving the road from Bremer Bay to the Point Ann whale viewing platforms should also receive early attention. Additionally, consideration should be given to allow caravans and larger coaches to travel over selected roads.

## **TOURISM INDUSTRY OPERATIONS**

Normally, regional areas include

- A Tourism Organisation which has a membership base of private sector tourism businesses.
- A Board being appointed that decides policies and monitors the activities of the organisation. It usually comprises private sector stakeholders and local government representatives.
- A Tourism Manager who
  - \* executes Board policies,
  - \* manages all destination marketing programs
  - \* manages or supervises Visitor Centre operations,
  - \* maintains regular contact with local industry stakeholders,
  - \* is proactive with targeting business as part of destination marketing strategies, and
  - \* maintains close links with the RTO and neighbouring destinations.
- Individual tourism enterprises manage their own businesses but provide assistance for destination marketing strategies.

Best results are achieved when the public and private sectors are working together in partnership.

To achieve this structure for Fitzgerald Coast, the following is proposed

1. Tourism Fitzgerald Coast be formed as soon as possible
2. The Board of Tourism Fitzgerald Coast to comprise leading industry stakeholders with representatives from each Council. For the first two years it is important that the Board be chosen by the two Councils in consensus with private sector tourism industry leaders. What is needed is to choose people who are successful with operating their own tourism business and have an understanding of strategic planning and management. The end result from this Board must be to lift the business performance of the industry. To minimise demands upon their time, Board meetings, in the main, could be conducted by teleconferencing with emails being used to submit discussion papers as well as to circulate minutes and other papers.
3. For the first two years, a specialist consultant should be retained as a Project Manager to implement Phases One and Two of this plan. In Phase Three, a Tourism Manager to be appointed funded by the two Councils
4. Tourism Fitzgerald Coast to be a membership based organisation for all tourism-related businesses across the two Shire areas. A modest membership fee to apply during the first two years unless decided otherwise by the Board. However regular communication with the private sector of the industry is vital for success and this will need to be funded.
5. Ravensthorpe Visitor Centre, once accredited, should become the Visitor Centre for the region particularly for servicing enquiries from outside the region by potential visitors and the travel industry. While the Visitor Centre will never become self-funded, every opportunity should be taken for this facility to generate its own revenues. Collecting commissions from bookings would be the first step.
6. In the modern era it is not enough to establish good product and visitor servicing. To maintain a presence in key markets, a representative based in the Perth market is recommended from Phase Three. This representative to concentrate on securing tourism business for the region.

## **INDUSTRY DEVELOPMENT**

Presently, operational standards are mostly attuned to the needs of local residents and regular travellers but as visitor numbers grow, tourism enterprises will need to review their standards if the Fitzgerald Coast is to be competitive. This applies to

1. Marketing their businesses
2. Customer service standards, and
3. Product delivery.

During Phase Two it is recommended that an audit be conducted of customer service standards by a specialist consultant. From these findings, appropriate training can be planned.

Making businesses more profitable and more competitive should be an ongoing aim. During Phase Two, to reinforce the proposed destination marketing strategies, it is recommended that workshops be conducted in Bremer Bay, Jerramungup, Ravensthorpe and Hopetoun to show industry stakeholders how they can improve their profitability and be more competitive. This is an important initiative.

### **Partnership approach**

Implementation of this plan should have "ownership" by industry stakeholders. Best results will be achieved if they perceive the plan is for their businesses then maximum support can be anticipated by the private sector.

Experience elsewhere indicates that without involvement and "ownership" this plan will be seen as the responsibility of the Councils. The plan will not attain its goals in full without strong private sector support.

## **INFRASTRUCTURE DEVELOPMENT**

Several infrastructure initiatives have been identified if the region's tourism industry is to grow. The most important is the present standard of the hotels at Jerramungup and Hopetoun which are a long way short of the standards sought by discerning travellers. Lack of after hours snack meal services in Bremer bay and Hopetoun are serious shortcomings also.

## **FUNDING**

This plan has been constructed cognisant of the financial constraints on Councils and the limited size of the private sector across the Fitzgerald Coast region.

In the early phases of the plan funding assistance will be needed from outside the region if key recommendations are to be actioned in the implementation phase.

However, the private sector will need to invest more heavily in its own industry and there will also be some calls upon the two Councils for extra support. Without greater investment in the future of the industry at all levels, the results from this plan will be minimal.

## **WHAT THIS PLAN WILL DELIVER**

This plan is designed to boost awareness and visitor levels for the Fitzgerald Coast to overcome present low levels. It also aims to

- combine the resources of the public and private sectors for strategies to maximise market penetration'

- initially use mostly existing infrastructure to boost tourism revenues but progressively introduce more infrastructure to satisfy growing demand
- retain an experienced tourism specialist for two years to
  - \* build the pool of tourism expertise in the region for long term benefit
  - \* introduce a high standard of market support facilities e.g. use of packages
  - \* raise the standard of product delivery within the region, and
  - \* build market support outside the region for Fitzgerald Coast including negotiations with RACWA, wholesalers, coach companies and cooperative alliances
- Identify infrastructure product development opportunities for private sector investors.

By so doing, the Fitzgerald Coast should become established as a high profile tourism destination both for its location and its unique features, some an area exclusive, a competitive advantage.

With the growth of visitors and improved infrastructure, particularly at Bremer Bay and Hopetoun, local communities will enjoy improved hospitality and other facilities, not now available and in turn this will contribute to the local lifestyle. It will also create new jobs, so important for younger and older adults who are important to the future of these country towns.

There will be new business for local tourism enterprises such as retailers, petrol stations, food outlets and service people. More residents will help with acquiring more community services.

Development of a quality website will provide the communities of Fitzgerald Coast with unprecedented international exposure.