



KALBARRI FORESHORE REVITALISATION

MASTER PLAN



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PREPARED BY

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ACKNOWLEDGEMENT

The Kalbarri Foreshore Revitalisation Master Plan has been prepared in partnership by the Western Australian State Government and the Shire of Northampton.

The Shire of Northampton, Tourism WA and the Mid West Development Commission would like to thank everyone who provided input into the plan, special thanks go to the Nanda Aboriginal Corporation for their input into the planning for Gidamarra Springs and pay our respects to their elders past, present and emerging. The importance of fresh water (Apa) to the Nanda people, is recognised and acknowledged.

Thanks also go to the Kalbarri community and in particular the Kalbarri Development Association and Kalbarri Boardriders.

Thanks goes to the Northern Agriculture Catchment Council for providing advice on rehabilitation requirements and preferred native landscaping needs and costs.

The design has been conceptualised by Craig Poletti from Eastman Poletti Sherwood Architects following the input from the Kalbarri community.



Photo Community consultation session

BACKGROUND

On the 11 April 2021 Severe Tropical Cyclone Seroja made landfall just south of Kalbarri, causing widespread damage. Seroja is the strongest system to have hit the Mid West Gascoyne region. The coastal surge and destructive winds decimated public and private infrastructure, and caused major coastal erosion and extensive damage to the beaches and vegetation throughout Kalbarri. Around 70% of buildings at Kalbarri and Northampton sustained significant damage.

Seroja's impacts have also caused displacement, financial and emotional stress for residents, severe hardship for businesses, and reduced amenity and attraction for visitors.

On 29 July 2021, the Premier and the Minister for Emergency Services announced a historic \$104.5 million joint Commonwealth-State Disaster Recovery Funding Arrangement to support recovery efforts for the 16 local government areas impacted by the cyclone, covering an area of more than 170,000 square kilometres. The Shire of Northampton is negotiating for reimbursement costs from this fund to repair and replace urgent damage to public infrastructure. Funding is required for the remainder of this plan.

Community consultation for this project occurred in October 2021, where residents voiced their desire to see the immediate impacts of Seroja resolved, and for these repair works to be completed as part of a cohesive plan for the area that increases its appeal and utilisation for residents and visitors.

This project is an opportunity to revitalise the area for community and business benefit, improve the heritage and cultural presentation, enhance the visitor experience along the Kalbarri coastline, help rebuild the town's economy and achieve pre cyclone visitation levels as soon as possible.

This Master Plan provides a blueprint to guide future investment of the Kalbarri Foreshore and coastline and makes a compelling case for investment.

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EXECUTIVE SUMMARY

Tourism is the economic driver for the town of Kalbarri, or Wutumalu, as it is known to Nanda people. The town has a current population of approximately 1,500 permanent residents and swells to more than 8,000 in peak holiday periods.

Tourism Research Australia's National Visitor Surveys highlighted that since the opening of the Kalbarri Skywalk and COVID border closures, domestic visitor nights increased 183.5% from 2019/20 to 2020/21. However following the cyclone visitation numbers to Kalbarri dropped 36%, whilst the surrounding Australia's Coral Coast region saw a 2% increase in 2021.

This Master Plan aims to restore amenity and associated visitor numbers and spending to pre-Seroja levels whilst also creating a springboard for additional uplift beyond these levels.

Methodology for this project:

- Community consultation
- Concept options design development
- Review of draft concept design with Shire of Northampton, community groups and users
- Nanda Aboriginal Corporation approved design
- Concept design drawings
- Preliminary costing of concept design

The estimated development costs for this project is \$33,221,870 inclusive of GST. The investment will support the rebounding of the Kalbarri economy and community resilience, with projected cumulative socio-economic and environmental benefits totalling \$360.8M with 429 new FTE jobs (155.8 construction; 273.2 ongoing) generated.

The Master Plan project spans around five kilometres and includes several key visitor sites.

- Popular surfing beach (Jacques Point)
- Snorkelling beach and Fish Habitat Protection Area (Blue Holes)
- Recreational fishing location and family swimming beach (Chinaman's Beach)
- Popular community and event space (Sally's Tree), pelican feeding area and aquatic tourism operator hire areas
- Important Nanda cultural site (Gidamarra Spring)

The foreshore project area overlooks the Indian Ocean and Murchison River on one side, and houses the town centre on the other.

PROJECT DESCRIPTION

This Master Plan articulates a shared community vision for the Seroja recovery and provides the framework to guide future planning, research and design - an essential tool in the funding process.

The project area is broken into three sub sites:

1. Kalbarri Foreshore
2. Blue Holes to Chinaman's Beach
3. Jacques Point

The priority is to rebuild critical public infrastructure that is heavily used by visitors, residents and businesses to a higher standard necessary to survive similar events in the future.

The proposed project aims to stimulate Kalbarri's economy, with significant expected socio-economic and environmental benefits and plans to achieve pre cyclone tourist visitation levels as soon as possible.

DESIGN PRINCIPLES

- 1.Meets the needs of the community and local industry, retains and enhances the variety of active and passive recreation opportunities and allows for events of all sizes
- 2.Celebrates Kalbarri's identity, embraces the site's location and improve the opportunities to access and view the beach and Murchison river
- 3.Recognises the significance of the Nanda people as native title holders and celebrates their heritage at Gidamarra Spring
- 4.Protects the environment and includes coastal protection measures
- 5.Enhances the community and visitor experience, including universal access and cohesive amenities in the form of lookouts, interpretation, shade structures, BBQs, tables, seats and landscaping, etc.
- 6.Improve the movement network with pedestrian, cycle and vehicle users, including a safe connection between the foreshore and town centre
- 7.Provides for new commercial opportunities and infrastructure to better capitalise on the project area's ocean views

COMMUNITY PRIORITIES

- 1.Maximise the enjoyment of the natural environment
- 2.Improve connectivity
- 3.Enhance the visitor experience by providing for new high-quality tourist attractions that are universal accessible
- 4.Maximise the natural outlook and addition of shade at Chinaman's Beach.
- 5.Deliver a strong connection to the heritage values including Aboriginal heritage, local history and learn about the surrounding environment
- 6.Consistent design themes, similar to the Kalbarri National Park that surround the town.



PROFILE OF KALBARRI

Kalbarri is within the Shire of Northampton situated where the Murchison River meets the Indian Ocean and is surrounded by the Kalbarri National Park, home to the new Kalbarri Skywalk. Tourism is the primary economic driver for the town of Kalbarri, or Wutumalu, as it is known to the Nanda people. The town has a population of approximately 1,500 permanent residents and swells to more than 8,000 in peak holiday periods, as the Mid West region's most popular destination. The town saw a 23.2 per cent increase in overnight visitors in the three years up until the cyclone and then saw a 36% drop following the event.

This project focuses on the public infrastructure and priority sites along the coastline, popular with visitors, that were damaged by Tropical Cyclone Seroja in April 2021. These sites are managed by the Shire of Northampton and neighbour the popular coastal sites within the Kalbarri National Park. Increasing visitation and community vibrancy will help stimulate new spending and investment in local businesses and help restore community resilience, following the devastating social impacts of Seroja.

FORESHORE

Where the Murchison River meets the Indian Ocean. The foreshore includes a sheltered beach and river bank popular with families, retirees and land based recreational fishing enthusiasts. The area is open and includes playgrounds, BBQs, toilets and shelters and is home to several aquatic tourism operations. The site hosts several events and gatherings as well as providing recreational and commercial fishing boat access. Gidamarra Spring is protected under the *Aboriginal Heritage Act 1972*. it is one of many fresh water sources used by the Nanda traditional owners,

BLUE HOLES

A popular beach for locals and visitors, which provides recreational activities including swimming, scuba diving and snorkelling. The area is a Fish Habitat Protection Area having special ecological and community significance and is home to more than 200 species, including 70 species of finfish, up to 10 types of sponges, 11 types of coral, crustaceans including the western rock lobsters.

JACQUES POINT

One of the State's most famous and remote surfing breaks, on the bucket list of all experienced surfers. Jacques was declared a National Surfing Reserve in 2010 recognising its intrinsic environmental, heritage, sporting and cultural value to the nation. Designs and priorities were developed in partnership with the environmentally friendly local surfers, the Kalbarri Boardriders.

PHOTO ANALYSIS BEFORE & AFTER TROPICAL CYCLONE SEROJA



Chinaman's Beach before cyclone



Chinaman's Beach after cyclone



Jacques Point beach before cyclone



Jacques Point beach after cyclone



Blue Holes beach before cyclone



Blue Holes beach after cyclone

ENGAGEMENT PROCESS

The starting point for this concept design process was an engagement aimed at capturing the feedback from residents and visitors to Kalbarri. On 5 and 6 October 2021, two workshops were held for the residents of Kalbarri, as well as one-on-one meetings with several Kalbarri community organisations, and a series of semi-structured interviews conducted around key Kalbarri sites with tourists. The final concept design was accepted by the Shire of Northampton Council on 17 December 2021. The community priorities are listed on page 2. The Nanda Aboriginal Corporation (AC) accepted the Gidamarra Spring design at their 14 February 2022 meeting and have nominated two members to assist with the delivery.

The top four **community priorities**, blended both short term and long term needs were;

1. Parking and access
2. Cleaning and presentation
3. Chinaman's Beach improvements
4. Pedestrian access

The top four **visitor priorities**, were;

1. Eating opportunities - BBQs, tables, restaurants and food vans
2. Shade - structures and trees
3. Toilets
4. Activities

EXISTING PUBLIC REALM & OPPORTUNITIES

An assessment of the current condition following Tropical Cyclone Seroja damage was conducted and images were shown during the consultation workshops.



Gidamarra Spring is an important cultural site but has been closed off with a concrete drain and poor heritage signage. After consultation with the Nanda Aboriginal Corporation the priorities at this site are to;

- Remove this drain and reinstate the spring to its original natural form;
- Replace the existing shelter;
- Add a Nanda theme nature playground onto the existing playground;
- Provide a raised boardwalk around the spring with curved seating for tour groups and Nanda cultural tours;
- Consistent interpretive signs telling the story of the Nanda people and language to teach visitors about the traditional owners use of fresh water springs in the area;
- Representatives from the Nanda AC will work on this site.



Pelican feeding in Kalbarri dates back to 1975 and is now a very popular tourist activity. Each morning volunteers feed the pelicans and provide an informative talk with some lucky spectators picked from the crowd to partake in the feeding. The priorities at this site will be;

- Terraced seating and shade for the spectators
- Improved accessibility for all users by providing a 3m wide concrete esplanade along the entire length of the foreshore and seating along the way;
- Safe pedestrian crossings to the commercial town centre ;and
- Consistent interpretation, wayfinding and landscaping throughout.

EXISTING PUBLIC REALM & OPPORTUNITIES



This site is home to several **aquatic hire** tourism operators. The cyclone destroyed the most of the hire equipment and operators are now using an unsightly sea container to store their equipment. Located opposite a caravan park the area is very popular with retirees sitting and watching the sunset. The river is used by families swimming or enjoying the water craft activities, there is minimal shade and access is poor. Priorities at this site include;

- A viewing deck, shade and seating looking out over the Murchison River to watch the sunset;
- A boat shed building to house the **commercial** business operations that includes a refreshments kiosk and storage for the equipment;
- Improved beach access and car parking; and
- Consistent interpretation, wayfinding and landscaping throughout.



The **Sally's Tree** site is Kalbarri's main community event space (eg concerts, town markets, etc) and includes a nature playground. Priorities for this site include;

- A grassed amphitheatre and stage with services;
- Limestone wall to protect the carpark (replacing the stone battering);
- Replace the shelters and toilets;
- Safe, raised pedestrian crossings to the **commercial** precinct opposite Grey Street; and
- Consistent interpretation, wayfinding and landscaping throughout.

EXISTING PUBLIC REALM & OPPORTUNITIES



The **Return Services League Memorial** requires terraced seating for the ANZAC Day ceremonies and for casual visitors. The **Volunteer Marine Rescue Service** building was damaged during the cyclone and is being repaired through their insurance. Priorities for this site include;

- Making use of their rooftop by installing a shade structure and decking where visitors can sit and enjoy the sunset;
- Additional boat trailer carparking; and
- Doubling the recreational boat ramp to four bays, catering to the growing number of casual recreational fishers and those participating in the very popular Fishing Classic event for adults and children.

EXISTING PUBLIC REALM & OPPORTUNITIES



Chinaman's Beach is where the Murchison River meets the Indian Ocean. It includes a sheltered beach cove, which is extremely popular with families, retirees and land based recreational fishing enthusiasts. Chinaman's was heavily impacted by the cyclone and much of this immediate works is part of the jointly Commonwealth-State Disaster Recovery Funding Arrangement.

The iconic feature of this foreshore masterplan is an epic replica of the bow frame of the Zuytdorp shipwreck protruding over the cliff face where visitors can snap an Instagram worthy image and learn of the story of the ship and its survivors. It is believed that survivors from the Batavia wrecked at the Abrolhos Islands made it to the coastline at Kalbarri and are thought to be the first European settlers to the state. Survivors from the Zuytdorp also shipwrecked at the Abrolhos Islands also made land in between Kalbarri and Shark Bay.

Other priorities for this site include;

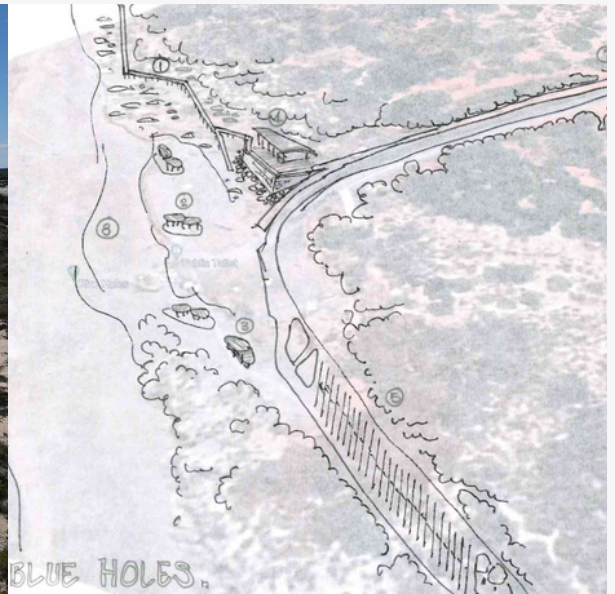
- Replacing the damaged carpark and access road;
- Replacing damaged shelters;
- Installing a seawall to retain the carpark and pedestrian footpath;
- A new accessible fishing platform; and
- Consistent interpretation, wayfinding and landscaping throughout.

EXISTING PUBLIC REALM & OPPORTUNITIES



The coastline in Kalbarri is one of nature's finest works. The Kalbarri National Park has several opportunities for visitors to walk the rugged coastline to view the whales and dolphins frolicking in the Indian Ocean. Locals wanted to see the new town infrastructure flow seamlessly from the Kalbarri National Park throughout the foreshore and beaches. The key priorities for this site are;

- A new coastal walk from **Chinaman's Beach to Blue Holes** with elevated accessible boardwalk;
- Shelter and seating; and
- Consistent interpretation, wayfinding and landscaping throughout.



Blue Holes is a popular beach for locals and visitors which provides recreational activities including swimming, scuba diving and snorkelling. The site is a Fish Habitat Protection Area having special ecological and community significance and provides an excellent 'live' educational resource for school groups, marine researchers and the general public.

The priorities for this site include;

- Removing the inundated carpark and install a new 40 bay carpark in a safer location;
- An overflow carpark close to George Grey Drive with line marking;
- A dual use footpath from the overflow carpark to the beach
- A new toilet and change room in a location that is fully accessible;
- Beach shelters; and
- Consistent interpretation, wayfinding and landscaping throughout.

The community has shown desire to work with the Shire to create a **commercial** zone for a possible future Marine Discovery Centre and Kiosk

EXISTING PUBLIC REALM & OPPORTUNITIES



Jacques Point is one of the State's most prominent surfing breaks, attracting national and international visitors. The priorities for this site include;

- Expanding the carpark near the George Grey Drive turnoff to compensate for carparks lost to the coastal surge of Seroja and allows for vehicles towing a caravan/boat to enter and exit safely;
- Shade through landscaping, at the expanded carpark;
- Improving vehicle movement and safety by providing a cleared site for the commercial coffee van on the ocean side with clear parking bays and a viewing deck that brings people out of the way of traffic;
- An elevated boardwalk from the viewing platform along the bay that is fully accessible and allows for seating stops and beach access without damaging the surface below;
- A new walking trail from the main carpark to a lookout at the surfing break. The elevated accessible boardwalk trail will be similar to the neighbouring National Park trails. It will provide interpretation for visitors to learn about the rich coastal history of Kalbarri, including the nearby Wittecarra Creek, believed to be the first permanent landing of Europeans in Australia from survivors of the Batavia shipwrecked in 1629 (making them the earliest Europeans to live in the State). The surfing history at Jacques would also be featured;
- The trail ends at a vantage point featuring a new lookout with 180 degree views of Jacques Point;
- An accessible footpath from the top carpark to the lookout;
- Rockwall and stone balustrade to protect the access and carpark for surfers, including emergency vehicle access;
- Rehabilitation of the dune to stabilize its movement following the damage caused from Seroja;
- Repairing the surfers' carpark and access including bitumen sealing and line marking; and
- Consistent interpretation, wayfinding and landscaping throughout.

KALBARRI FORESHORE

LEGEND

1. CHINAMAN'S / ZUYTDORP LOOKOUT (BOW OF SAILING SHIP)
2. ACCESSIBLE FISHING PLATFORM
3. STONE WALL TO CARPARK
4. SHELTER
5. TOILETS AND CHANGE
6. MOVE CARPARK OFF BEACH
7. 3m WIDE ESPLANADE SEPARATED FROM ROAD WITH LANDSCAPING (CHINAMAN'S TO GIDAMARRA SPRING)
8. BOAT / TRAILER PARKING
9. MEMORIAL TERRACED SEATING
10. SHADE STRUCTURE, DECKING & LANDSCAPING VMR ROOF
11. 4 BAY BOAT RAMP
12. AMPHITHEATRE / STAGE AND LAWN EMBANKMENTS
13. EXISTING PLAYGROUND
14. EXISTING MEMORIAL
15. ELEVATED DECK & SHADE OVERLOOKING RIVER
16. BOAT HIRE & STORAGE
17. PELICAN FEEDING LIMESTONE TERRACED SEATING
18. EV CHARGING BAYS
19. LANDSCAPING CARPARKING (TYPICAL)
20. GIDAMARRA SPRING
21. EXISTING PLAYGROUND
22. RAISED PEDESTRIAN CROSSING
23. IGA
24. RESORT
25. SHOPS
26. LEAF SHADE SHELTERS / SEATING & BEACH ACCESS POINTS
27. VISITORS STOP SHELTERS & BBQ
28. EXISTING PARKING & CARAVAN STOP



BLUE HOLES TO CHINAMAN'S BEACH

LEGEND

1. ELEVATED WALK TRAIL FROM CHINAMAN'S
2. BEACH SHELTER
3. TOILET / CHANGE
4. POSSIBLE FUTURE MARINE DISCOVERY CENTRE / CAFE
5. BEACH CARPARK 40 CARS & DROP OFF BAYS
6. OVERFLOW CARPARK
7. DUAL USE 2400 WIDE PATH
8. BEACH - REMOVE EXISTING CARPARK
9. LEAF SHADE SHELTERS / SEATING & BEACH ACCESS POINTS



JACQUES POINT

LEGEND

1. ELEVATED WALK TRAIL
2. BEACH SHELTER
3. EXISTING TOILET
4. CARPARKING
5. LIMESTONE SEA WALL RETAINING
6. OVERFLOW & CARAVAN PARKING
7. DUAL USE 2400 WIDE PATH
8. DUNE LOOKOUT & SHELTER
9. LEAF SHADE SHELTERS
10. 1500 WIDE CONCRETE BUSH TRAIL
11. COFFEE STOP DECK & SHELTER (POSSIBLE FUTURE CAFE)
12. EXISTING DUAL USE CONCRETE PATH

COFFEE STOP

BEACH ACCESS

BEACH ACCESS

BEACH ACCESS

EMERGENCY SERVICES
VEHICLE ACCESS

BUDGET BREAKDOWN

This opinion of probable costs of construction was received in March 2022. Rates include

1. Preliminaries	10%
2. Regional loading	40%
3. Design contingency	10%
4. Professional & Project Management fees including disbursements	20%
5. Cumulative on-cost included	112%

COMPONENT	ESTIMATED BUDGET
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FORESHORE

GIDAMARRA SPRINGS	\$1,539,900
MARINA CARPARK	\$68,500
RESORT CARPARK INCLUDING PATH TO IGA CARPARK	\$398,000
'E' CHARGING CARPARK	\$246,300
PELICAN FEEDING INCLUDING PATH TO 'E' CHARGING CARPARK	\$67,900
BOATHOUSE PRECINCT	\$849,700
VISITOR CENTRE PRECINCT INCLUDING PATH TO BOATHOUSE PRECINCT	\$680,600
SALLY'S TREE PRECINCT	\$1,883,800
BOAT TRAILER PARK	\$1,504,400
CHINAMAN'S BEACH	\$6,378,200
FISHING PLATFORM	\$215,600
ZUYTDORP LOOKOUT	\$548,000

CHINAMAN'S BEACH TO BLUE HOLES

WALKWAY	\$5,734,800
CARPARK 1	\$363,400
CARPARK 2	\$283,200
CARPARK 3	\$2,489,700
MARINE DISCOVERY CENTRE	\$342,500

PHASE	ESTIMATED BUDGET
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JACQUE'S POINT

COFFEE VAN SITE	\$814,700
COFFEE VAN SITE TO JACQUE'S POINT WALKWAY	\$1,611,200
OVERFLOW PARKING	\$449,900
JACQUE'S POINT	\$2,892,900

GST

GST	\$3,020,170
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GRAND TOTAL	\$33,221,870
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STAGING THE KALBARRI FORESHORE REVITALISATION

This revitalisation of the Kalbarri beaches and foreshore will take time, meaning the works will be staged in line with funding availability. The works are proposed in two sages, first the immediate repairs of damage caused from the cyclone then the revitalisation works.

Stage 1: Urgent repairs following Tropical Cyclone Seroja 1 - 2 years

Overwhelmingly the community engagement expressed a desire to return Kalbarri to its former state. It is anticipated funds will be reimbursed for this stage from the joint Commonwealth-State Disaster Recovery Funding Arrangement.

Chinaman's Beach

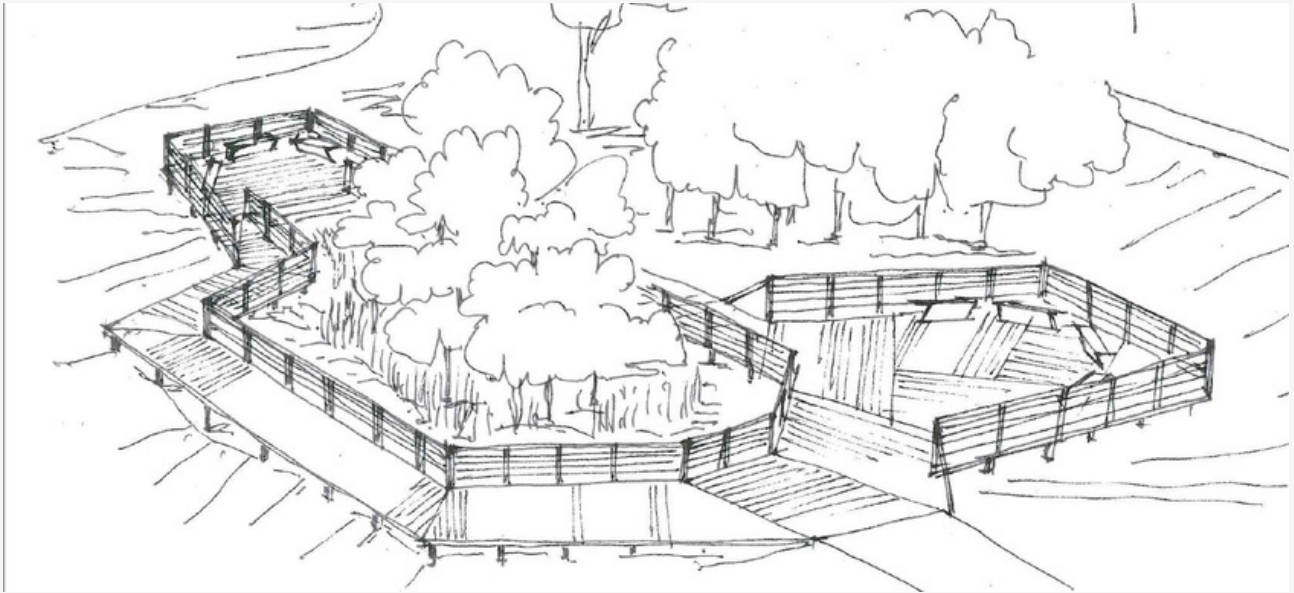
- 1.Remove and reinstate road
- 2.Remove and reinstate pedestrian footpath
- 3.Provide access to beach
- 4.Replace shelters



STAGING CONTINUED

Stage 1: Gidamarra Springs 1 - 2 years

The community saw an opportunity to recognise the town's Nanda heritage and culture in part of the Master Plan. Following consultation with the Nanda Aboriginal Corporation and Nanda tour operators, this project will reinstate Gidamarra Spring as close to its original form as practical, provide a raised boardwalk around the Spring with interpretive signage telling the Nanda story and language, curve seating for tour groups, and replace shelters.



Apa is Life

This is Gidamarra Spring, an important source of apa (water), birthing site and camping ground for Nanda.

It is part of a network of springs, rivers and creeks that runs through Nanda country, a myriad of water sources that make up its heart and soul. These places provide vital water and plentiful food in the form of bush tucker.

As much as water keeps people alive, it also brings people together.

Think of Nanda family groups of the past and present, who gathered around springs to share food, trade goods and tell stories of the land. Think of early European settlers, like the survivors of the Zuytdorp shipwreck or Lieutenant George Grey, who sought help from Nanda people at the mouth of the Murchison River. And think of Kalbarri, established in 1961, that drew people to its idyllic waters and gave the town its beginnings.

apa - water • wajilu - thirsty • ngutijada - bathing • wulu - river • ngala - to drink

420mm
40mm



STAGING CONTINUED

Stage 2: Repairs following Tropical Cyclone Seroja 2 - 3 years

Foreshore Replace previous stone battering wall in front of Sally's Tree carpark with a limestone wall engineered to withstand coastal surge in the event of a similar event. Provide access from the carpark to the river with steps and ramps.



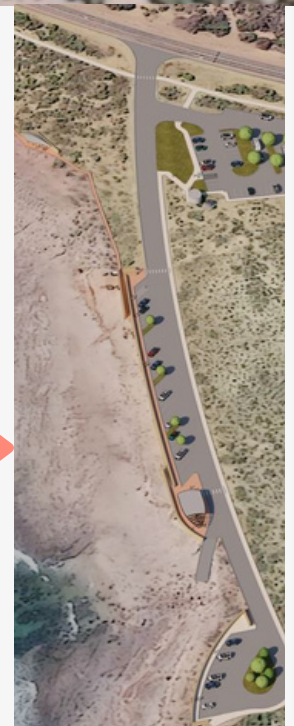
Blue Holes

1. Remove inundated original carpark
2. Install new carpark in safer location
3. Provide access to beach
4. Replace shelters



Jacques Point

1. Install sea wall and limestone retaining wall for road and carpark
2. Reinstate/repair road
3. Provide new carpark
4. Replace shelters
5. Provide access to beach



STAGING CONTINUED

Stage 3: 3 - 4 years

The community expressed a desire to connect the town's commercial district to the foreshore as well as provide access and cohesion to its beaches. To assist bring tourist visitation back to pre cyclone levels and build back better to withstand extreme weather events and assist in the economic recovery of Kalbarri the remainder activities will occur in the final years of development.

Pelican feeding precinct

Blue Holes precinct

Replace toilets and shelters

Blue Holes to Chinaman's Coastal Walk

Zuytdorp Lookout

Jacques precinct

Boat Shed precinct

Chinaman's Beach precinct

Pedestrian connection to town centre and esplanade

Memorial terraced seating

Sally's tree precinct

Gidamarra Spring precinct



SOCIO-ECONOMIC ANALYSIS

The proposed development and all associated benefits stand to increase the attractiveness of Kalbarri as a place to live and visit, but also invest. A variety of significant infrastructure developments are planned for Kalbarri but many rely on private investment and the attraction of private investors, including the coffee shop at Jacques Point and Interpretive Centre at Blue Holes and tenants for the Boast Shed on the Foreshore.

Beyond those encouraged investments, the proposed beaches and foreshore revitalisation would also stand to increase the attractiveness of Kalbarri as a prominent destination which will in turn increase the value of all investments. In-turn, wider private spend on asset and business developments is likely, such as additional food, beverage and accommodation options or personal and holiday homes.

The socio-economic analysis of this master plan determines the expected socio-economic impacts of the proposed project from both qualitative and quantitative perspectives to make conservative estimates of the project's tangible value for money.

Rationale for the project is based on measurable benefits, factors include;

Social Impact	<ul style="list-style-type: none"> • Improvement of mental health/quality of life for residents and business owners • Benefits for community groups • Benefits on improving Gidamarra Spring • Safety and access improvements • Health and well-being benefits through use of new recreational coastal walks for locals and visitors
Environmental Impact	<ul style="list-style-type: none"> • Benefits through greater awareness and education of the heritage, culture, marine, flora and fauna of the local area through interpretation at Gidamarra Spring, Jacques Point, Blue Holes to Chinaman's coastal walk and Zuytdorp lookout • Benefit of dune rehabilitation
Economic Impact	<ul style="list-style-type: none"> • Impacts on the tourism industry and overall growth of Kalbarri • Increase in visitor numbers/satisfaction/spend • Benefit of rezoning then implementing new commercial activities • Benefit of Gidamarra Spring improvement for Aboriginal cultural tour operators • Creation of new tourist attractions that are universally accessible • Employment benefits • Attraction of private investment

This project is predominately driven by recovery from the impacts of Tropical Cyclone Seroja, realised through the reestablishment of Kalbarri's tourism economy. Whilst recovery and resilience building are crucial to the future of Kalbarri, several other outcomes are expected from the project, including an uplift in tourism activity (beyond pre-Seroja levels), improvements to regional liveability, public realm enhancement, Indigenous engagement and opportunity, and enhanced connection of community and environment.

The cost analysis includes the capital costs for the project phased over a four year development period. The project demonstrates significant value for money, with a Net Present Value of \$360.8 million, with a payback period in year 3 and a Benefit Cost Ratio of 13.83 at a 7% discount rate. Visitation provides the greatest value, followed closely by mental health improvements.

Jobs are expected in the construction and operational phase, including both direct and indirect, summaries as follows;

SOCIO-ECONOMIC ANALYSIS CONT.

Job Type	Number of Jobs FTE	Notes
Direct Construction	71.1	Over a four-year construction period only
Indirect construction	84.7	Over a four-year construction period only
Direct Operational	1.8	Ongoing maintenance
Direct Operational	2.8	Cultural Tours - Gidamarra Spring
Direct Operational	20	Attracted investment (Boast Shed, Interpretive Centre, Jacques Point)
Indirect Operational	248.6	Flow-on visitation impacts
Direct Indigenous Jobs	3.8	Included above Proportionate to population
Indirect Indigenous Jobs	11.2	Included above Proportionate to population
TOTAL	429	Total number of full time employment

TOURISM

Kalbarri is a small coastal town heavily reliant on tourism activity. Tropical Cyclone Seroja had a direct and considerable impact on tourism activity through the loss of both public and private assets, infrastructure and amenity. For example, 55% of tourism related businesses have been operating at 50% below capacity and there was a 35% reduction in Kalbarri tourist accommodation available to support tourist related businesses in town. Tangible impact on visitor numbers is therefore considered to be extreme, with severe implications for local community and business viability and sustainability and the current and future economic performance of Kalbarri, Shire of Northampton and wider Mid West region.

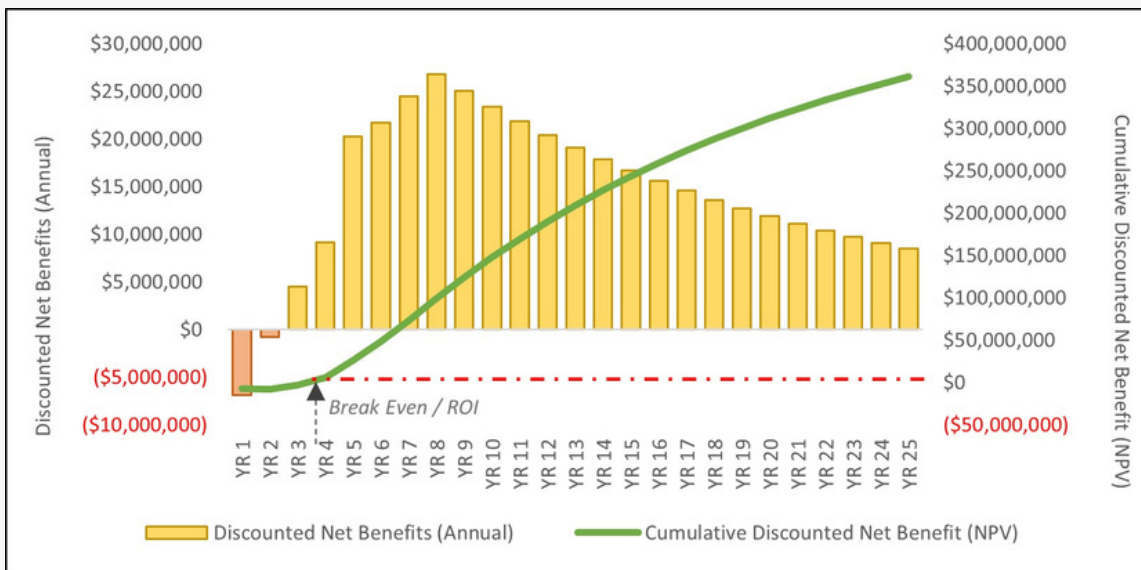
The Australia's Coral Coast region visitation was 2% higher in 2021 (post-Seroja) than 2019, despite the lack of interstate and international visitors due to enduring COVID-19 border closures and other disruptions. In contrast, the Shire of Northampton saw a drop of 80,000 overnight visitors in 2021 from 2019 (36%). When isolating intrastate overnight visitors, a drop of 8.2% was witnessed over the same period. However, in 2020, intrastate visitation was significantly higher due to COVID-19 border closures, exceeding even that of pre-COVID international, interstate and intrastate totals (up 7.7% overall and 63.7% for intrastate visitors alone). Given borders have only recently opened and visitor profiles are still more similar to 2020 data, this suggests Seroja may have had up to a 41% impact on tourism in Kalbarri, or 44% to intrastate visitors alone. The cost benefit analysis used for this project has allocated a more conservative assessment of 10% loss.

This project aims to restore amenity and associated visitor numbers to pre-Seroja levels whilst also enhancing amenity and attraction to provide additional uplift beyond these levels.

SUMMARY OF CORE PROJECT DRIVERS, NEEDS AND IMPACTS

Driver	Needs and Expected Impact
Recovery	<p>Tropical Cyclone Seroja has had a number of severe negative impacts on Kalbarri businesses and community. There are limited food and accommodation options for visitors and amenity is reduced, resulting in reduced visitation and associated tourism business output. This is coupled with the complete or partial destruction of many business premises, reduced capacity of business owners and employees, and reduced employment overall. Flow-on impacts to community financial resilience, quality of life and mental health are evident. The safety of damaged tourism assets and supporting infrastructure is also affected. With tourism the largest contributor to the Kalbarri economy, industry recovery is an imperative first step to addressing all other challenges brought about by Seroja. The proposed project will redevelop damaged and unsafe assets and infrastructure, improve upon them, and develop new assets that will encourage uplift in visitation beyond pre-Seroja levels. Importantly, the project will help to restore hope, resilience and community spirit.</p>
Resilience	<p>Well implemented recovery from Tropical Cyclone Seroja, including improvements to key assets and infrastructure and rehabilitation of damaged natural barriers, will build resilience against potential future events and disasters. Strengthening the tourism economy, attracting new private investment, creating new jobs and income opportunities, providing new opportunities for Indigenous and cultural engagement, universal access and growth of disabled tourism market are all expected from redevelopment of an improvements to key tourism assets. Accelerated rehabilitation of damaged dunes will build resilience against future storm surges or other adverse weather events.</p>
Tourism Enhancement	<p>Tourism throughout WA is increasing, and beach or coastal tourism is an important driver for visitation to an area. In particular, opportunities are building through increased intrastate interest during the COVID-19 pandemic, with longer term opportunities to recapitalise on previously growing interstate and international markets. The Shire of Northampton and the Mid West region must work hard to provide the services and amenities necessary to attract a strong proportion of these visitors, and to differentiate the region from other coastal areas. Enhanced facilities, safety, and the provision of enhanced recreational experiences provides diversified attraction to residents and visitors alike.</p>
Regional Liveability	<p>As for tourism, increased provision of services, amenity and enhanced safety all contribute to regional liveability and attractiveness to residents. This will encourage the retention of existing residents and the attraction of future residents. This will also serve to enhance opportunities for local business and economic development within the Shire of Northampton.</p>
Public Realm Enhancement	<p>Provision of high quality public spaces and assets for all users which are safe, accessible, attractive, comfortable, flexible, well connected and long lasting. Developing integrated community facilities and spaces can maximise the efficiency of travel networks and service provision and enhance opportunities for sports participation, physical activity, mental health, wellbeing, community interaction and cohesion. A high quality pedestrian environment and public realm is considered an essential component of the right business environment.</p>
Indigenous Engagement and Opportunity	<p>In line with Jina, the WA Aboriginal Tourism Action Plan, providing access to and opportunity for Aboriginal cultural experiences will enhance and encourage the engagement of Aboriginal people in the tourism and hospitality industry. Rehabilitation and revitalisation of Gidamarra Spring provides new opportunities for Indigenous tour operators. With a relatively high Indigenous population (4.5% in 2016), new developments and flow-on private investment will provided additional continued opportunities for the employment of Aboriginal persons in Kalbarri.</p>
Community and the Environment	<p>Commitment to a healthy, active community lifestyle, connected to world class natural assets. Protect, enhance and communicate the unique cultural heritage values of the locale, creating memorable, diverse and authentic experiences which express civic pride, and ensuring the safety of the community and beach-goers.</p>

The cost in the analysis included the capital costs for the project, phased in line with the plan, over a four year development period. Visitation provides the greatest value, followed closely by mental health improvements. New employment spend and uplift in business activity also have a notable contribution to overall outcomes.



Sensitivity testing analysed best and worst-case scenarios varied to higher or lower values. All options represent significant value in the best-case, which could be considered more realistic than the base-case given the conservative nature of variables used. Even in the unlikely worst-case, where all variables are significantly lower than historic data and research indicate, the results remain positive for all options.

