

SHIRE OF GNOWANGERUP

AMELUP PLANNING STRATEGY

LOCAL PLANNING STRATEGY

Endorsed By The Western Australian Planning Commission
22 July 2009

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Amelup Planning Strategy

Shire of Gnowangerup

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July 2009

Adoption

The Draft Strategy was initially adopted by Council at its Meeting of the 24th November 2004. It has since been modified in accordance with the instructions of the Western Australian Planning Commission prior to advertising.

The Strategy was adopted by Council for final approval at its Meeting of the 21st November 2007.

Endorsement


The Amelup Local Planning Strategy has been endorsed by the Shire of Gnowangerup and the Western Australian Planning Commission.



Chief Executive Officer
Shire of Gnowangerup

22/7/09

Date



Shire President
Shire of Gnowangerup

22/7/09


Date



Chairman
Western Australian
Planning Commission

Date

Signed for and on behalf of the Western
Australian Planning Commission.



an officer of the Commission duly authorised
by the Commission pursuant to Section 24
of the Planning and Development Act 2005.


_____ Witness

04 SEP 2009
_____ Date

Chief Executive Officer
Shire of Gnowangerup

Chairman
Western Australian
Planning Commission

Date

Date

Shire President
Shire of Gnowangerup

Date

The preparation of the Amelup Planning Strategy 'The Strategy' by *Thompson McRobert Edgeloe* on behalf of the Shire of Gnowangerup has been triggered by Council's concern with the potential impacts of an increase in number and scale of tourism based developments and activities within the Study Area. Part of this increase will be due to the proposed development of a "Mountain Discovery Centre" with information and interpretation regarding the Stirling Range National Park. This will be located within the National Park a few hundred metres from the Chester Pass/Bluff Knoll Road intersection.

The key objective for The Strategy is to plan and manage for the potential growth of the tourism market impacting the Amelup Locality whilst maintaining the current character and qualities unique to the community.

The Amelup Planning Strategy differs from a Local Planning Strategy in both its exclusive focus on a particular Locality (Amelup) and in its deliberate tendency towards tourism marketing opportunities and constraints facing the Locality. In this regard, however, it does provide background and justification for both the proposed new Shire of Gnowangerup Local Planning Strategy and Town Planning Scheme No. 2.

The Amelup locality is situated within the south western portion of the Shire, adjacent to the Stirling Range National Park. The proximity and relationship of the Study Area to the Stirling Range National Park dominates the extent of opportunities and constraints for tourism marketing and influences other land uses.

The Stirling Range National Park is an area of international significance due to its extremely high level of biodiversity. It has recently (December 2006) been designated as a National Heritage Area by the Australian Government.

Set amongst a naturally diverse and environmentally significant region of the State, the Study Area is experiencing increasing land use pressures and environmental concerns, particularly with regard to its location within the Pallinup River catchment, a saline and continually degrading surface water system.

Existing developments within the Study Area are focussed around current key land uses, namely broadacre farming, grazing and cropping. However, a variety of tourist attractions, infrastructure and operations are currently established and include Stirling Range Retreat, The Lily, Bluff Knoll Café, Trio Park and Yardup Cottage Farmstay.

Although little information is available specifically regarding the Locality of Amelup within the current Great Southern District tourism market, it is understood that the Stirling Range National Park forms the basis for all tourism development by the private sector within the Locality. The Stirling Range provides a spectacular backdrop to the cleared farmland and along the many scenic roads of the Locality. They are unique in Western Australia in terms of their scale and accessibility, with true iconic potential and are valued for their outstanding flora and stunning scenery.

In the preparation of the Strategy, due regard must be given to the current State Planning Framework and its recommendations. Current State statutory mechanisms guiding the preparation, recommendations and implementation of this Strategy include:

- The State Planning Framework;

- The State Planning Strategy;
- The State Sustainability Strategy;
- WAPC Statement of Planning Policy No 2.5 Agricultural and Rural Land Use Planning;
- WAPC Policy No DC 3.4 Subdivision of Rural Land;
- The Tourism Taskforce Report;
- The Shire of Gnowangerup District Town Planning Scheme;
- The Shire of Gnowangerup Strategic Plan;;
- The Stirling Range and Porongrup National Parks Management Plan; and
- The Aboriginal Heritage Act 1972.

In-line with best practice procedures, extensive public consultation has been undertaken in the preparation of this Strategy to aid in the determination and resolution of issues most relevant to the local community, as well as other agencies and stakeholders possibly impacted by implementation of the Strategy. This consultation process has included:

- Workshops with Councillors;
- Liaison with key government agencies;
- Meeting with the Department of Environment and Conservation;
- Liaison with business operators within the area;
- Written referral to landowners;
- A public workshop; and
- Distribution of a questionnaire.

Issues arising from the public consultation process primarily concerned the lack of suitable infrastructure within the Study Area, particularly in terms of power supply, potable water, the standard of roads and particularly the conflict between heavy haulage and tourist traffic along major roads. The perceptions and issues regarding the relationship between DEC as managers of the National Park and the adjoining landowners were also significant.

The following Vision Statement has been developed for The Strategy which is sympathetic to both the outcomes of the community consultation process and the overall objectives for the Strategy.

The Stirling Range is the basis for all tourism development by the private sector in the Locality of Amelup. The Stirling Range provides a spectacular backdrop to the cleared farmland and along the many scenic roads of the Locality. They are unique in Western Australia in terms of their scale and accessibility, with true iconic potential. The range is valued for its outstanding flora and stunning scenery.

Located on the northern side of the Stirling Range National Park, Amelup benefits from scenic views to the Range, being adjacent to the main National Park entry and in proximity to Bluff Knoll. Amelup combines the experiences of nature based tourism and rural tourism.

While encouraging increased tourist development, such development must maintain the current character and qualities unique to the community.

This Vision Statement relates closely to the importance of the Stirling Range on the current character and amenity of the local community and natural landscape as well signalling its potential in future tourism marketing opportunities.

To realise the 'vision' for the Study Area, recommendations have been developed throughout the Strategy encapsulating and addressing the major issues which will impact the Study Area. These recommendations have converged from three broader themes addressed within the Strategy including Tourist Marketing, the Amelup Marketing Strategy and specific Policy Statements.

Tourist Marketing recommendations reflect the need to prepare and position the Study Area to take on the role as a regional tourism feature. This includes building relationships and understanding with key stakeholders including Main Roads Western Australia and Tourism WA. Specifically, Tourist Marketing recommendations focus on; the development of trafficable tourist routes; preservation/enhancement of scenic values; development of varied accommodation types; identifying touring route linked attractions and visitor information distribution points; recognising the importance of the Stirling Range National Park and any future Mountain Discovery Centre within the Park, and; opportunities for special events within the Study Area.

The Amelup Marketing Strategy more specifically addresses the requirements and issues in marketing the Study Area as the flagship for all tourism within the Shire. Detailed discussion regarding branding, marketing partners, visitor information and target marketing precipitates express recommendations for positioning the Study Area accordingly.

The development of specialised Policy Statements within The Strategy has been implemented to facilitate a specific standard and character of development within the Study Area, whilst preserving and enhancing the existing natural landscape and amenity of the region, in accordance with the stated 'Vision Statement'. Policy Statements have been formulated into recommendations within the Strategy, for adoption by Council. These Policy Statement recommendations reflect the need for controls regarding the following issues:

Zonings	Road upgradings and closures
Development Pattern	Services
Tourist Development	Subdivision
Resorts	General
Holiday Accommodation	Rural Residential
Caravan and Camping	Conservation Lots
Holiday Homes	Homestead Lots
Commercial Development	Boundary realignments / re subdivision
Potential Land Use Conflict	Multiple Occupancy
Landscape Protection	Fire Management
Landing Grounds	Implementation and relationship to the
Existing development	Proposed Town Planning Scheme No 2.

One key recommendation is the promotion of a Tourist Activity Node focussed on the intersection of Bluff Knoll and Chester Pass Roads. This area should be planned to accommodate a range of tourist and commercial activities that gain a productivity, servicing and marketing advantage by being located in a centre of activity.

The proposed DEC Mountain Discovery Centre should be located close to this Node to ensure that the activities complement each other to the benefit of all parties, including the development of central parking areas and facilities.

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- 2 2001 Census District Map
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- 6 Contact Schedule and Comments
- 7 Minutes of Workshop – April 2004
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Part 1 - Background

1.0 Introduction

1.1 Study Area and Basis

This Strategy is being prepared for the Shire of Gnowangerup for the Locality of Amelup.

The Study Area is located in the south western portion of the Shire adjacent to the Stirling Range National Park. The Locality is situated approximately 90 km north of Albany as shown Figure 1.

The aim of the project is to assist in the coordination and management of orderly development in Amelup and its integration with development in the Stirling Range. The main objectives are:

1. To establish how the areas of broadacre, conservation lots and tourist nodes are best placed to contribute to the land planning strategy; and
2. To prepare a draft report and final report for review by key stakeholders.

Outcomes will include:

1. The identification of both opportunities and constraints in relation to a range of land uses within the Amelup precinct; and
2. Become a model for a wider regional application (Cranbrook etc).

The Study Brief is contained in Appendix 1.

The Study Area comprises of 22,460 hectares of land as shown in Figure 2.

The Area is bounded by Formby South Road, the Stirling Range National Park boundary, Sandalwood Road and North Stirling Road.

The basis for the preparation of The Strategy is recognition by Council that there will be a likely increase in tourism development and activities in the area. Part of this will be due to the proposed development of a Mountain Discovery Centre with interpretation and information facilities for the National Park located along the Bluff Knoll Road.

The key objective for the Strategy is to plan and manage this potential growth while maintaining the current community character.

Preparation of the Strategy has been facilitated by:

- Holding meetings with Council;
- Consulting with landowners within the District; and
- Liaising with Government Departments.

2.0 Existing Conditions

2.1 Regional Setting

The Study Area is located within the Great Southern District of Western Australia as shown in Figure 1, with access from Albany, to the west via Cranbrook and Gnowangerup and to the east via Jerramungup.

The most obvious regional feature is the proximity and relationship of the Study Area to the Stirling Range. The Stirling Range National Park straddles the boundary between the Shires of Plantagenet, Cranbrook and Gnowangerup as well as the City of Albany.

The Stirling Range National Park is an area of international significance due to its extremely high level of biodiversity. It is a well known landmark being only a short distance inland from the south coast. It is a popular destination for visitors and is expected to become increasingly popular as the tourist industry in the region expands, particularly in the area of nature-based tourism.

2.2 Natural Features

2.2.1 Climate

The average rainfall for the Shire Study Area varies from 360mm in the north east to almost 500mm in the south west. Slightly less than two thirds of the annual rainfall falls in the six months between May and October. As the Amelup locality is situated within a 'rain shadow' of the Stirling Range, rainfall is typically less than 400mm per annum.

2.2.2 Topography

The Study Area is characterised by the gently undulating country in the upper basin of the Pallinup River and its tributaries. Gradients within the Study Area undulate with the topography, particularly in the vicinity of the main drainage lines.

The land slopes to the north away from the Stirling Range National Park and towards Mabinup Creek, then rises to North Stirling Road. It generally slopes north eastward towards the Pallinup River.

The general elevations are shown in Figure 3.

The elevation adjacent to the Stirling Range National Park along the southern boundary of the Study Area is generally around 250 m AHD. This diminishes to only 210 m AHD along North Stirling Road. The elevation is similar along Sandalwood Road in the north eastern section of the Study Area.

Interestingly, the northern and southern extents of the Study Area have similar elevations. The average gradient between the Park and North Stirling Road is only 0.36%.

By comparison, the Stirling Ranges rise to over 1,000 m immediately to the south of the Study Area.

2.2.3 Water and Hydrology

The Study Area falls within the catchment of the Pallinup River. The principal drainage systems are illustrated in Figure 4.

The Pallinup River has a large catchment area, second only to the Frankland River within the Region, but has only a relatively minor annual average flow (24,800 megalitres) given the low rainfall in the east and north of the region. The river is highly degraded, with 90% of its catchment cleared and increasing salinity levels. Flows are occasional and the numerous river pools can become hyper-saline as a result of evaporation. Salinity in these pools has been measured between 150% of seawater (at times of greatest evaporation) to 10% of seawater (at times of greatest flow).

Tributaries of the Pallinup River in the Stirling Range National Park have high environmental values due to the associated riparian vegetation, localised fauna habitat and uniqueness within the national park.

There are no natural potable surface water resources that have been identified in the Shire.

2.2.4 Vegetation

The Stirling Range system to the south of the Shire has plant communities including Thickets, Mallee Heath, Low Woodlands (which are predominately Jarrah Mallee Woodlands) and Woodlands with Jarrah, Mallee, Wandoo, Yate and Flooded Gum. The Stirling Range National Park is a major ecological resource for Western Australia and needs to be protected.

The main areas of remnant vegetation can be seen in Figures 2 and 5.

There are known threatened flora within the Amelup study area. Three Declared rare species (*Acacia awestoniana*, *Caladenia bryceana* ssp *bryceana*, *Drakaea confluens*) occur immediately adjacent in the Stirling Range National Park / Camel Lake Nature Reserve. These three species could potentially occur within the study area, as could a fourth rare species *Thelymitra psammophila* which occurs to the northeast of the area. Several Priority taxa also occur on the National Park - Private property inter-face, including *Haegiela tatei* and *Verticordia brevifolia* ssp *stirlingensis* (P2).

2.3 Existing Development

Principal existing features are shown in Figure 6. The bulk of the Study Area is used for broad acre farming, grazing and cropping.

Current tourist attractions and infrastructure in the Amelup locality include:

- Stirling Range National Park
- Stirling Range Retreat
- The Lily
- Trio Park
- Glenelg Quarters
- Yardup Cottage Farmstay
- Bluff Knoll café
- Amelup Roadhouse

2.4 Infrastructure

2.4.1 Roads

Major roads within the Study Area are shown on Figure 7.

The study area is traversed by Chester Pass Road which is a main regional road providing access to Albany and the northern hinterland. It functions as both a heavy arterial road for haulage and also as a regional tourist route. Traffic counts for Chester Pass Road are depicted in Table 1.

The peak traffic flow occurs in December, corresponding with both the grain harvest and holiday season. Traffic volumes have been increasing by approximately 3% per annum.

Table 1 Chester Pass Rd

	1997/98 Traffic Count											
Month	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
ADT	263	253	275	289	328	380	285	265	323	322	272	269

Source: Main Roads WA

Formby South Road is also a main haulage road providing access to Gnowangerup. Salt River Road provides access to Cranbrook and areas west of the Albany Highway. These carry significantly lower traffic volumes.

It is noted that the Borden - Bremer Bay Road is located slightly to the north of the Study Area and provides direct access to the coast from that area.

2.4.2 Power

The existing power supply route is shown in Figure 8 and comprises two single phase spur lines:

- The western area is supplied via the Tambellup 12.7 kVA Feeder; and
- The eastern area is supplied by the Gnowangerup 19.1 kVA Feeder.

Western Power has advised that the Tambellup Feeder has enough spare capacity for one more farm supply and that the Gnowangerup Feeder is at capacity limit and would require the installation of an isolation transformer to provide any additional capacity. The system is built predominantly from steel conductors and to facilitate the addition of any new load, Western Power would need to investigate if any additional reinforcement is required.

The closest three phase systems are 6km to the north east and 20km to the north west of the Study Area.

Western Power have advised that there will be significant costs incurred for upgrading of the existing system for any new or expanded developments.

2.4.3 Water and Sewerage

There are no reticulated water or sewerage systems within the Study Area.

2.4.4 Telecommunications

Telecommunication services are available throughout the Study Area including CDMA mobile phone coverage.

2.4.5 Solid Waste

The Council operates a municipal land fill site north of the Borden townsite.

2.4.6 Fire Control

The Amelup area is serviced by three fire fighting agencies. These are the Department of Environment and Conservation (DEC), the Shire Council and the Fire and Emergency Services Authority of Western Australia (FESA).

The Council is the principal agency responsible for fire control on private property. It has prepared a Fire Protection Strategy for the Shire, which has been approved by the Minister for Emergency Services.

DEC is responsible for fire control on land which is vested under its authority. This primarily includes State Forest and National Parks.

FESA combines the previous Bush Fires Board, State Emergency Service and the Fire and Rescue Service and has a general overseeing role in the area. There is an existing State Emergency Service unit based in the Gnowangerup townsite.

The Study Area is within the Borden Bushfire Brigade area in which equipment comprises of:

- One 2.4 diesel heavy duty truck; and
- One fire support trailer.

This is proposed to be upgraded with an additional 3.4 Rural Crew Cab Tanker.

2.5 Land Ownership

The subject area is comprised predominantly of freehold land. The general ownership pattern for this is shown in Figure 9. Details of land owners are shown in Table 2.

There are 36 tenements, including the Crown, comprising of approximately 115 allotments with an average lot size of 195 ha. Individual lots vary in size between 16 and 926 ha.

Notable features of this distribution of land ownership are:

- The number of properties containing multiple lots/ titles; and
- The number of lots with no legal road frontage as shown in Figure 10.

Table 2 Landowner Details

No	Owner	Location
1	PG & SP Dawson	1925
2	J Byrne & T Heesson-Byrne	4006
3	Jangarra Grazing	1868, 3032, 1877
4	RL & BL Neave	3265/4
5	JE & KN Davis	3265/2
6	RGN Smith Pty Ltd & Ellrick Pty Ltd	3265/2
7	GM Peakall	2430, 4538, 567, 6109, 617
8	NR & N Sounness	100, 1463, 165, 175, 2393, 2431, 3967, 3968, 3969, 421, 616, 830
9	NR Sounness	1921, 1964, 4459, 5684, 666, 1920
10	MK & MO Peakall	213, 4408, 5658, 2393
11	CJ & NL McCague	3033
12	RJ & EE Randall	5872
13	PM & H Hitzert	3004
14	PR & MC Hitsert	3745
15	PE Hancock	4322, 3387, 5105
16	North Stirling Downs	2264, 2269, 3275, 2342, 3035
17	KR O'Keeffe	6070
18	DJ Hancock	3737, 3738, 4571, 4572, 4321
19	Ken Pech Family Trust	6071
20	PE Hancock	6073
21	DJ Hancock	3384
22	GC & SA Moir	5249 Lot 52
23	PA & RA Moir	5025, 5989, 504
24	BR & VM Moir	5988
25	PR & MC Hitsert	1276, 5004 Lots 6, 7, 8.
26	J & PA O'Meehan	3377, 3675, 5249 Lot 50
27	PA & RA Moir	838, 958, 6537, 2230
28	IG Route	5899
29	Grandpeaks Pty Ltd	5004 Lots 49, 50
30	D & CA Caldwell	1059 Lot 2
31	NR Sounness	3934, 3933
32	MK & MO Peakall	3264, 3633, 4429/3
33	Moir Bros Pty Ltd	1933, 1934, 2141, 4554, 4868, 3297, 3300, 5041, 5042, 5400, 1003, 1002, 1001, 1000, 1005, 1056, 1059, 1602, 5638, 1524, 182, 1770, 2022, 4086, 4570, 5014, 929, 930, 3050, 3355, 4652, 1824, 1055, Lot 3.
34	Glenmoir Pty Ltd	1551, 1499, 5399, 2592, 2233, 5909, 1876, 4418, 4417, 5696, 2621, 5648, 3114, 5249 Lot 51.
35	MC & PR Hitsert	5141

36	Unvested Reserve – Camping Res 13081	1527
37	CC of WA – Fauna Res 9159	7606
38	UCL	-
39	Telstra	

2.6 Population Characteristics

The most recent Census data was collected in 2001. Collection District CD 5043407 includes the Study Area and some surrounding land. The extent of this collection district is shown in Appendix 2.

The following information is a summary of the data from that Collection District at the time of the 2001 Census.

Population

There were a total of 117 persons within the area (68 males and 49 females). The majority of these are more than 15 years of age with only 3 persons more than 65 years of age.

Dwellings

There were 39 separate houses (52%), 0 semi detached, row/terrace houses or townhouses, 0 flats, units or apartments, 10 other dwellings (13%) and 26 unoccupied private dwellings (34%).

The 26 unoccupied dwellings were dwellings which were vacant on the night of Census.

Occupation

There were 39 (48.7%) people (31 males and 8 females) employed as Managers and Administrators and 9 (11%) people (3 males and 6 females) employed as Professionals.

There were 6 (7.5%) people (3 males and 3 females) employed as Associate Professionals, 6 people (7.5%) (3 males and 3 females) employed as Intermediate Clerical, Sales and Service Workers and 17 (21.2%) people (11 males and 6 females) employed as Labourers and Related Workers.

Employment

In the 2001 Census, 49 (57.6%) people (37males and 12 females) were employed in the Agricultural, fishing and forestry industry. There were 9 (10.5%) people (3 males and 6 females) employed in the Accommodation, Cafes and Restaurant industry in the 2001 Census.

There were 6 (7%) people (3 males and 3 females) employed in the Retail Trade industry in the 2001 Census and 6 (7%) people (3males and 3 females) employed in the Education industry.

This information suggests that although the area is mostly involved in the agriculture industry there is still a relatively large percentage (as compared to other industries) of people that are employed in tourist based industries such as accommodation, restaurant and cafes, retail industry and the cultural and recreational service industry.

Income

The median weekly individual income for people aged 15 years and over was \$300-\$399, whilst the median weekly family income was \$600-\$699.

2.7 Tourist Marketing Review

2.7.1 Visitor Profile

Local sources indicate the main reasons for visiting the area are include:

- Sightseeing on the way to or from the southern coastal towns of Denmark, Esperance, Albany and coastal nodes in between (predominantly Perth origin);
- To visit the Stirling Range National Park - notably Bluff Knoll, wildflowers, walk trails, lookouts;
- To see the seasonal wildflower display (spring) of the northern Great Southern region;
- As part of an extended interstate trip (mainly Victorian and New South Wales origin);
- To stay at specialist accommodation in the area; and
- Have heard of the Ongerup mallee fowls (a small but growing group).

The vast majority of visitors are in their own vehicles (some towing a caravan / camp trailer). The small number of coach groups are mainly linked with seasonal wildflowers.

The Shire of Gnowangerup distributes visitor information from the front counter of its administration centre. There is no formal Visitor Centre. Around 25% of those seeking information on local attractions and facilities are family groups with young children and 75% are older couples – retirees from Perth, regional WA or interstate.

2.7.2 Current Visitor Numbers – Great Southern Region

It is estimated that around 557,000 people visited the Great Southern region in 2002 for at least one night. In total 1,576,000 visitor nights were spent in the region. After four years of declining domestic visitor numbers and expenditure, the market has recovered to 2000 levels.¹

Over 90% (507,000) of those who stayed at least one night on the region were domestic visitors (from WA or interstate), with the remainder being international visitors (50,280).

On average, visitors stayed 3.1 nights and spent \$75 per day in the region in 2002. The average length of stay for 2001 was 4.0 nights indicating a significant decline in just 12 months.

The Albany Visitor Centre receives around 128,000 visitors each year. This number is declining, presumably as a result of the increasing usage of internet based tourist information.

For visitors spending nights in the region, 86% of the total trip expenditure (\$118 million) is spent in the region, indicating the Great Southern is an end point destination. Local data indicates the majority of visitors are utilising accommodation

¹ From WATC Research Review – Great Southern Region, 2002.

in the larger coastal centres (e.g. Albany and Esperance) and undertake day-trips to places like Wave Rock, the Stirling's and other national parks, Denmark and the smaller coastal settlements.

2.7.3 Amelup Visitor Profile

Data available at the Shire level is minimal, with data specific to the Amelup locality level almost non-existent. The following visitor profile observations should therefore be considered subjective.

The Stirling Range National Park forms the basis for all tourism development by the private sector in the Locality of Amelup. The Stirling's provide a spectacular backdrop to the cleared farmland and along the many scenic roads of the Locality. They are unique in Western Australia in terms of their scale and accessibility, with true iconic potential. The range is valued for its outstanding flora and stunning scenery.

Located on the northern side of the Park, Amelup benefits from scenic views to the Ranges, being adjacent to the main National Park entry and proximity to Bluff Knoll. The likely future location of a Visitor Centre just inside the northern entry to the Park will further consolidate Amelup's locational advantages compared to localities to the east, west and south of the Park.

Of the 550,0000 people who visit the Great Southern region each year, the WATC estimates that around 150,000, or 27%, visit the northern inland part of the region which includes the Amelup / Stirling Range National Park area, the Mt Barker wine growing region and the Porongurup Range National Park .

There is a lack of tourism data at the very localised level (Amelup); however DEC does collect Park entry data. DEC also collects entry fees for the Park. In 2003 approximately 90,000 people entered the Stirling Range National Park.

There are three main reasons for visiting the Amelup / Stirling Range National Park area:

- Passing through on the way to or from the popular coastal spots;
- Day tripping out from Albany / Esperance / Denmark, attracted by the nature based qualities of the Stirling's;
- Passing through the Locality as part of a tour including the eastern states.

2.8 Native Title

The Study Area forms part of a large Native Title claim by Indigenous family groups, representing the entire Noongar population.

The Single Noongar Claim combines the six registered native title claims covering the south-west and combines them with 12 other unregistered claims to form a Single Noongar Claim. This Claim covers a significant portion of the State, extending from Jurien in the north through to Dalwallinu, Merredin and Hopetoun in the east and down to Albany and includes all coastal areas and throughout the south-west.

A major goal of a Single Noongar Claim is to negotiate an agreement with government and other parties for the recognition of the Noongar people's native title rights and interests. The recognition of the Noongar people as the Traditional

Owners of the south-west would be formally acknowledged through a comprehensive agreement process that will include:

- An enhanced heritage protection regime;
- Land acquisition programs;
- National Park joint management programs;
- Economic development opportunities; and
- Recognition of Traditional Owner roles in Local Government processes.

3.0 Planning and Policy Framework

3.1 State Planning Framework

The State Planning Framework provides overall direction in methods of growth and development throughout the state of Western Australia. The State Planning Framework Policy was gazetted on the 30 May, 2000 by the Western Australian Planning Commission and is known as Statement of Planning Policy No.1, prepared under section 5AA of the Town Planning and Development Act 1928.

The State Planning Framework provides general principles for land use and development and a listing of plans, policies and strategies that form the State Planning Framework. The general principles relate to:

- Protection and enhancement of the environment;
- Responding to social change and facilitating the creation of vibrant, safe and self-reliant communities;
- Assisting economic growth in accordance with sustainable development principles;
- Provision of efficient and equitable transport and public utilities; and
- Accommodating the special assets and individual requirements of each region.

3.2 State Planning Strategy

The State Planning Strategy was released in November 1996 by the State Government to provide Western Australia with a strategic guide for land use planning through to the year 2029. The Strategy sets out a common vision for the state and its regions, identifies the likely changes and prepares for them and establishes the mechanisms for implementation of strategic guidance.

The Shire of Gnowangerup is within the Great Southern Region as designated by the State Planning Strategy. Apart from the general strategy statements that relate to the whole state, the following strategy statements have general impact on the Amelup locality:

- Promote nodal settlement patterns in agricultural areas separated by Agricultural/green belts. (WAPC)
- Identify and protect prime agricultural land of state and regional significance suitable for intensive and/or irrigated uses. (AgWA, WAPC, LG)
- Develop and promote landcare initiatives to rehabilitate degraded agricultural land to reduce salinity levels, especially in water catchments such as the Wellington Dam. (AgWA, LG, WRC)
- Ensure that strategic region plans facilitate tourism development, which will have a low impact on the environment and landscape values. (WAPC)
- Recognise tourism as a legitimate land use compatible with a range of existing land uses and incorporate into future regional planning strategies and town planning schemes. (WAPC, LG)
- Identify areas which could be protected as regional open space under statutory region schemes and which might not otherwise be so protected, such as pockets of remnant vegetation. (WAPC, DEP)

3.3 State Sustainability Strategy

The State Planning Strategy recognises the concept of 'sustainable development' and advocates a shift from "the traditional focus on planning on the management of urban growth to the wider scope of the management of all land and its uses."

The draft State Sustainability Strategy (2002), defines sustainability as:

"meeting the needs of current and future generations through simultaneous environmental, social, and economic improvement."

The "foundation principles" in the State Sustainability Strategy relate to:

- Long-term economic health;
- Equity and human rights;
- Biodiversity and ecological integrity;
- Settlement efficiency and quality of life;
- Community, regions, 'sense of place' and heritage;
- Net benefit from development; and
- Common good from planning

These values will be considered in the Study.

3.4 SPP 2.5 – Agricultural and Rural Land Use Planning

The Agricultural and Rural Land Use Policy aims to establish a framework for the proper planning of rural areas. Its basis is the recognition that:

"Productive agricultural land is a finite national and State resource that must be conserved and managed for the longer term. As a general objective, the exercise of planning powers should be used to protect such land from those developments, activities or influences that lead to its alienation or diminished productivity, while always accepting the need for land for expanding urban areas and other uses of State significance."

This Policy has been prepared in response to the recognition of the following principles:

- The State's priority agricultural land resource should be protected;
- Rural settlement opportunities should be provided if sustainable and of benefit to the community;
- The potential for land use conflict should be minimized; and
- The State's natural resources should be carefully managed

3.5 WAPC DC 3.4 Subdivision of Rural Land

The Western Australian Planning Commission guides land use planning for rural development under its Development Control Policy DC 3.4 Subdivision of Rural Land (February, 2008). The following clauses are particularly relevant to this Strategy:

Clause 3.1 of the Policy states that:

“The subdivision of rural land and agricultural land for closer settlement (rural-residential and rural-smallholdings) and more intensive agricultural uses should be properly planned through the preparation of regional and local planning strategies and provided for in local planning scheme prior to subdivision.”

The Policy while containing a presumption against rural subdivision does provide for:-

- Boundary realignments;
- Farm rationalisation;
- Conservation of heritage buildings and places;
- Conservation of biodiversity and natural heritage; and
- Homestead lots.

The criteria for the subdivision of Conservation Lots are contained in Appendix 3. It is noted that the creation of more than one conservation lot is not supported by the policy. The creation of multiple conservation lots require the rezoning of the land.

Clause 4.9 controls the development of Homestead Lots and states that these can be considered in areas where:

- (a) The land is in the Wheatbelt agricultural policy area;
- (b) The population in the locality is declining or relatively static;
- (c) The homestead lot has an area between 1 and 4 ha, or up to 20 ha where it is desirable to respond to the landform or to include existing outbuildings or water sources;
- (d) There is an adequate water supply for domestic, land management and fire management purposes;
- (e) The homestead lot fronts a constructed public road;
- (f) The homestead lot contains an existing residence; and
- (g) A homestead lot has not been excised from the farm in the past.

Clause 5 provides for the survey strata subdivision for purely agricultural purposes including farm forestry.

3.6 Tourism Taskforce Report

The Report of the Ministerial Taskforce to the Minister for Planning and Infrastructure on Tourist and Permanent Residential Accommodation on Tourist Zoned Land 2003, recommends the following hierarchy of tourist uses:

- Bed & Breakfast
- Cabin
- Caravan & camping
- Chalet
- Farm stay
- Guesthouse
- Holiday home
- Lodge
- Park Home
- Resort
- Serviced apartment

It makes recommendations for how these uses should be provided for within the Town Planning Scheme.

The Report also defines tourist locations as follows:

- 'strategic sites' - those sites or areas that are critical to the future growth and community benefit of tourism in an area and the state, and where development shall be for tourism purposes only; and
- 'non-strategic sites' - those sites that have an important tourism function but where their retention for tourism only purposes is not in all cases critical.

3.7 Shire of Gnowangerup District Town Planning Scheme

The subject land is zoned 'Rural' in Town Planning Scheme No. 1 which was gazetted in 1989.

While the objectives of this zone seek to protect the character of rural areas, a number of commercial uses may be considered by Council including hotel, motel, and restaurant.

The Council is currently preparing a Local Planning Strategy and also Town Planning Scheme No 2. While the subject land is not specifically recognised in either of these documents, they do provide a far more detailed local planning framework for the area.

The Local Planning Strategy contains a detailed Tourism Policy which is contained in Appendix 4.

Town Planning Scheme No. 2 is subject to a number of modifications requested by the Western Australian Planning Commission prior to it being advertised for public comment. While regard has been given to the draft provisions it will be necessary to review following completion of advertising.

3.8 Shire of Gnowangerup Strategic Plan

The Council's Strategic Plan was prepared in 2001. Its Vision Statement identifies the Shire as

A place where people and the natural environment are important.

It acknowledges the importance of people and the natural environment with tourism considered to be an important secondary industry. The Vision Statement included the following:

*"The area will also be well known as a tourism destination. There will be a variety of accommodation available for short stay visitors and attraction for people on day trips from Perth. A number of farms will operate as farm stay and others will provide 'back to nature' experiences for people on day trips. There will two main eco tourism centres at the Stirling Ranges and Ongerup. **It is possible that another townsite will evolve centred around tourism at the Stirling Ranges.**"*

The detailed Tourism statement from the Plan is included in Appendix 5.

3.9 Stirling Range National Park Management Plan

The Stirling Range and Porongurup National Parks Management Plan was prepared in 1999. This Plan provides guidance for the management of the Park which adjoins the southern boundary of the Study Area.

The Plan contains a land use zoning schemes as shown in Figure 11. This categorises use of the Park into recreation, special conservation, natural environment and wilderness areas. These zones are used as the basis for the provision of facilities and services in the Park. The main servicing facilities must be confined to the 'Recreation' zone which is centered at Bluff Knoll / Chester Pass Road area.

Selected recommendations from the Plan include:

- In consultation with neighbours, Land Conservation District Committees, Catchment Groups and Local Authorities, seek to establish and ensure protection of vegetation corridors linking the Parks with other bushland.
- Continue close liaison with Park neighbours over all Park management practices and encourage management of their lands in sympathy with Park objectives.
- Examine the feasibility of developing a visitor centre in SRNP in the vicinity of the Bluff Knoll Road and seek resources to enable construction and maintenance if its development is recommended (see 'Information, Interpretation and Education').
- Liaise closely with local tourism bodies to ensure that management of the two Parks considers their role in the broader tourism sphere.
- Fuel reduced areas will be maintained on most Park boundaries. The target is to have between 50 and 80 percent of the vegetation cover in each of these fire management units burnt under prescribed conditions in any fire.
- Encourage the provision of accommodation suitable for Park visitors in surrounding areas (page 64)
- Provide, where possible, advice on request to private landholders and other agencies on minimising the visual impact of operations, especially on lands adjacent to or within the view-shed of lands in the Parks (page 62)
- The suggestion has been made that a Cable Car should be developed at Bluff Knoll. Any development of this nature would require a feasibility study which could possibly be carried out during the life of this Plan. Environmental, cultural, landscape, safety and economic issues, as well as alternative sites in the Parks would all require careful consideration in such a study (page 69).

3.10 Aboriginal Heritage Act

The Aboriginal Heritage Act 1972 protects and preserves Aboriginal Heritage and culture including any site or object that is of significance to Aboriginal people. The Act protects Aboriginal sites irrespective of whether they have been recorded or not.

It is an offence under the Act to excavate, destroy, damage, conceal or otherwise alter an Aboriginal site unless authorised to do so.

The Department of Indigenous Affairs recommends that developers undertake the following procedures prior to commencing work:

- Consult with the Department to identify heritage sites and values;
- Undertake Aboriginal heritage survey including consultation with the local Aboriginal community;
- Undertake an archaeological survey prior to commencing works; and
- Ensure that project staff undertake an introduction to Aboriginal Heritage so that they can recognise material and objects.

Part 2 - Consultation

4.0 Issue Identification

In the preparation of this Strategy the following consultation was undertaken:

- Workshops with Councillors;
- Liaison with key government agencies;
- Meeting with DEC;
- Liaison with business operators within the area;
- Written referral to landowners;
- A public workshop; and
- Distribution of a questionnaire.

The summary of the consultation with the government agencies and business operators is contained in Appendix 6.

The minutes of the public workshop held at the Bluff Knoll Café on the 19th April are contained in Appendix 7.

At this workshop attendees were also provided with the following questions:

1. What do you like best about the area?
2. What are the problems facing the area?
3. What changes need to be made?
4. What would you like to see the character of the area to be in the future?
5. What land uses would you like to see in the area?
6. What land uses would you not like to see in the area?

The key issues that arose from this workshop was the concern regarding the lack of suitable infrastructure in the Study Area particularly in terms of power supply, potable water, the standard of roads and especially the conflict between heavy haulage and tourist traffic on Chester Pass Road.

The perceptions and issues regarding the relationship between DEC as managers of the National Park and the adjoining landowners were also significant.

Following preparation of the draft Strategy is was advertised for public comment and a second public workshop was held on the 20th October 2004. The minutes of this are contained in Appendix 8.

The general issues raised during the whole consultation process are summarised in Table 3:

Table 3 Summary of Issues

Issue	Comment
Regional Demands	To what extent should Amelup accommodate the regional recreation and tourist demands expected for the Stirling Range National Park.
Visitor Numbers	Should the number of visitors be limited / managed in order that the environmental qualities and servicing limitations are not exceeded.
Growth Strategy	Promote dispersed opportunities through the study area or promote nodal development. Agreement for a

	possible node of activity around Bluff Knoll but concern with the function of the interpretative centre.
Farming Value	Importance of maintaining current farming practices and providing potential for new farming ventures. Concern with the potential impact from such ventures (i.e. viticulture)
Regional Tourism	Opportunities for networking and promotion. Iconic nature of the Stirling's. Porongurup's are not seen as being associated. Incorporation of other attractions.
Visitor Characteristics	Varied type of visitors use the area and therefore require differing forms of accommodation.
Visitor Centre	The possible impact and implications are of concern to operators especially as it is perceived that it will compete with existing businesses.
National Park - Relationship	A wide number of issues were raised including the use of entry fees, allowing people free access to the car park (which is a local Council Road), accommodation of buffers, intensity of development adjacent to the Park, fire management (etc.).
National Park Access	Access to Ellen Peak needs to be resolved as no party wishes to take management responsibility for Reserve No. 13081.
Roadside Conservation	Not raised as a major issue.
Vegetation Protection	No need for additional controls on private land given the amendment to the Environmental Protection Act.
Vegetation Corridors	Scope to identify potential corridors especially linking the eastern area to the Fitzgerald's.
Land Care Rehabilitation	Land care issues are well known and accepted in the area but not specifically raised as planning issues.
Scenic Values	Acknowledgment that these are the values which are a significant tourist attraction. Some difficulty in being able to define existing landscape values. Concern with the need for buffers from National Park.
Fire Management	Within SRNP it is seen as a major issue but is less significant on private property.
Diversification of Business Opportunities	Acknowledgment that other types of businesses should be encouraged to allow for diversification.
Existing Businesses	Should be recognised and provided opportunities for expansion.
Rating	Concerns if there will there be a need for alternative forms of rating for tourist / commercial uses.
Land Use Management	What is an appropriate form of land use control, zoning for example.
Land Use Conflict	No current land use conflict. Some concern with grape growing and what mechanisms can be used to avoid potential land use conflicts.
Unallocated Crown Land	Several parcels exist with the main one being the Camping Reserve off Sandalwood Road. What management role will Council have?
Land Locked Properties	Need for rationalisation noted.
Subdivision	Discussion over what is a suitable minimum lot size and further information needed. Interest expressed in possible multiple occupancy

	proposals.
Boundary Alterations	They should be encouraged for land management.
Unconstructed Road Reserves	The public has a right to use these for access. Council has management control under the LGA. Potential for vegetation corridors. Identify reserves for closure.
Road Maintenance & Construction	Potential contributions by developers need to be defined.
Regional Road Network	Designation of tourist routes is important. Concern over delays in upgrading Chester Pass Road and heavy haulage conflict with tourist traffic. Issues with providing parking bays in suitable locations. Construction of secondary roads (i.e. Salt River Road)
Power	Major concern with the need for power upgrading costs that is likely to be prohibitive for new developments.
Water Supply	Major concern that there is inadequate water for development. Access to water within the SRNP should be allowed.
Waste Disposal	Solid waste management is disposed of at the Borden Tip which needs upgrading. While a collection service is a possibility there is little demand at the moment.
Borden Townsite	Development of facilities around the Bluff Knoll location should not compete with Borden townsite. Borden seen as the local centre for social and cultural activities.
Landing Grounds	Potential to introduce controls for commercial landing grounds.

Part 3 – The Strategy

5.0 Vision Statement

In consideration of the Study Brief and the issues raised during the preparation of this Strategy the following Vision Statement has been prepared to encapsulate the essence of the Study:

The Stirling Range is the basis for all tourism development by the private sector in the locality of Amelup. The Stirling Range provides a spectacular backdrop to the cleared farmland and along the many scenic roads of the locality. They are unique in Western Australia in terms of their scale and accessibility, with true iconic potential. The range is valued for its outstanding flora and stunning scenery.

Located on the northern side of the Stirling Range National Park, Amelup benefits from scenic views to the Range, being adjacent to the main National Park entry and in proximity to Bluff Knoll. Amelup combines the experiences of nature based tourism and rural tourism.

While encouraging increased tourist development, such development must maintain the current character and qualities unique to the community.

Figure 12 contains a summary of all the recommendations from the following Policy Statements and where appropriate it depicts these on the Plan.

Recommendation 1

That Council adopt the above Vision Statement for The Strategy.

6.0 Tourist Marketing

6.1 Tourist Routes

Establish Tourist Drives that encourage touring traffic to detour from the three major highways (Albany Hwy, Great Southern Hwy and South Coast Hwy) to incorporate Amelup and the Stirling Range National Park via Chester Pass Road into their itinerary.

Two main feeder routes can be targeted:

- Targeting east – west bound traffic (off South Coast Hwy). To detour from Jerramungup to Ongerup and via Chester Pass Road.
- Targeting North – South traffic (off Great Southern Hwy and Albany Hwy). To detour Kojonup or Broomehill to travel from Gnowangerup to Chester Pass Road via Borden.

This 'T' shaped Tourist Drive will require extensive directional, tourist and interpretive signage.

Directional signage (white on green) will emphasise these routes as the Stirling Range National Park Tourist Drive alternative route and provide comparative driving distances.

Tourist facility signage (white on blue) will provide information about tourist accommodation en route as well as distances to these facilities.

Tourist attraction signage (white on brown) will provide information about the natural and heritage attractions en route. This will include the name of the tourist drive and the Stirling Range National Park.

Additionally, interpretive signage provides a more detailed and concise layer of information about local geology, history, landuse and points / places of interest. Visitors need to pull off the road to review the information provided. Interpretive signage will add interest to the visitor's journey, particularly where there are less scenic stretches of road to be travelled (e.g. from Jerramungup to Ongerup). Roadside information bays (at end points of Tourist Drives), pull-off parking bays and periodic lookouts at scenic points related to interpretation opportunities, designed with traffic safety in mind, will be required.

The Tourist Drive route will be recognised on touring road maps and atlases published by the RAC and Streetsmart for example.

Recommendation 2

A 'T' shaped scenic tourist drive be formally established and accredited by MRWA / WATC as a State Tourist Drive:

- From Jerramungup to Ongerup and via Chester Pass Road; and
- From Kojonup and Broomehill to Gnowangerup and Chester Pass Road via Borden.

The State Tourist Drive be signed in accordance with the WATC / MRWA Tourism Signage Policy.

Interpretive signage should contain information on the Aboriginal heritage values of the area and use the Aboriginal names of places and landscape features where appropriate.

6.2 Scenic Values

The scenic values of the area are some of its most important tourist attractions.

From a tourism perspective, development on the plains at the foot of the Ranges should be rural in scale and character and developed not to be an 'eyesore' when viewed either from Bluff Knoll, or from Chester Pass Road (or other lesser volume tourist roads such as Formby Road or North Stirling Road). DEC's management plan provides for the maintenance of the scenic qualities of the Ranges themselves within Park boundaries. The Strategy needs to manage the maintenance of the scenic values of the surrounding farmland so it does not conflict with views to or from the Ranges.

Managing the maintenance of scenic values can incorporate the Shire in protecting road verge scenic qualities, including the preservation of remnant vegetation and road reserve trees, for example. Roads should not be made wider and faster. Instead, they should be maintained as they are currently so that adjacent trees and the road alignment encourage slower traffic (safer / more pleasant for tourists). The Shire of Augusta-Margaret River has adopted this approach with Caves Road, where appropriate measures have been implemented to reduce traffic speed and create a safer road, including for example; information bays; signage on side roads / respite bays; rumble strips on road edges; and reduced speed limits.

6.3 Accommodation

The Amelup area currently has five accommodation providers of varying sizes and styles, providing the following accommodation types:

- Caravan / camping (older couples, families);
- On-site cabins (families);
- Self contained cottage accommodation (couples, families);
- Farm stay cottages (families); and
- Shearers quarters budget accommodation (budget travellers, backpackers)

Two accommodation properties (The Lily and Stirling Range Retreat) incorporate purpose built tourism facilities, are significantly larger in scale than other nearby accommodation providers and market their properties in line with mainstream practices. Other smaller providers have taken the opportunity to supplement their mainstay agricultural income by incorporating tourist accommodation into their agricultural properties (for example - converted shearers' quarters, farm workers cottages and small scale purpose built accommodation).

Growth in tourist accommodation available through agricultural diversification (farm stay accommodation) should be encouraged as this will assist in developing the

'critical mass' required to support a more diverse range of tourist attractions and tours in the area and in particular linked to the Ranges.

Critical to supporting the growth of tourism activity on properties in the Amelup area is the affordable availability of basic infrastructure, such as power and water.

Also critical will be a level of development and marketing support by the Shire to support farmers wishing to become involved in tourism.

With increasing awareness of the Stirling Range National Park through consistent and targeted marketing activities, accommodation development opportunities warranting further feasibility investigation in the medium to longer term may include;

- Coach market accommodation. Around 50 bed capacity, double keyed motel style (flexible to cater for singles, couples or family groups) of 3 to 3.5 star standard. Able to provide dinner / bed / breakfast packages at competitive rates with ability to add-on local tours (e.g. wildflowers, fauna).
- Wilderness Resort style accommodation. Accommodation in true wilderness environment. Constructed and operated according to eco tourism principles. Of high standard (4 to 4.5 star) with resort style facilities that counteract seasonal influences. For example Cradle Mountain Lodge, Tasmania.
- Wilderness Adventure Lodge accommodation. Aimed at families or groups seeking adventure tourism activities in a secluded, self contained development. Constructed and operated according to eco tourism principles. Focus on activities such as climbing or abseiling and 3.5 to 4 star standard, plus budget accommodation (dormitory option for backpacker / school groups).

Recommendation 3

That Council seek assistance from the Tourism WA (Regional Development Manager) and Australia's South West Tourism Association to hold a forum aimed at providing practical information on farm based tourism such as how to become involved in tourism, rules and regulations, how the tourism industry works and marketing avenues available.

That Council and operators work with the Tourism WA's Regional Development Manager (Albany based) to identify accommodation development opportunities and access advice on how to progress these opportunities.

Using Shire resources and with the support of local operators, seek to establish tools to measure tourism visitation patterns within the Shire – for example road counts, occupancy, seasonality data, periodic visitor surveys etc.

6.4 Attractions and Tours

The following tours are available, either on selected days of the week or on a seasonal basis:

- Stirling Range Retreat offers tours of flora and fauna in the Park and slide evenings during peak wildflower season;
- The Ongerup Eco Farm and Mallee Fowl tour offers tours on a limited seasonal basis; and

- The Lily offers tours of the windmill and winery.

The 'Gnowangerup, Heart of the Stirling's brochure lists the following attractions and facilities:

- Stirling Range National Park (and related tours and activities);
- Wildflowers;
- Scenic Loop drive;
- The Lily windmill / winery / restaurant;
- Ongerup Eco Farm and Mallee Fowl Tour; and
- Restaurants / cafes

In addition to the towns of Gnowangerup, Borden and Ongerup the Amelup area is clearly the fourth and most progressive tourism 'precinct' within the Shire with the highest capacity in terms of tourism facilities and services.

The Yongergnow Malleefowl Centre at Ongerup is strategically important to the Amelup / Stirlings area. Once constructed and marketed to a standard consistent with a significant regional attraction, the Centre has the potential to provide another nature based activity to attract and retain people in the region. It should also assist in promoting advantageous drive routes through the region – encouraging east to west travellers to travel straight on at Jerramungup rather than take the South Coast Hwy. The Centre will assist in delivering the larger critical mass attracting daytrips to the area out of coastal locations such as Albany.

Likewise, to varying degrees, surrounding attractions that will assist achieving a higher critical mass of attractions to increase both daytrippers and overnight stayers to the area need to be identified. These may include various Visitor Centres in the Great Southern region and surrounding regions and more localised attractions such as the Mt Barker winegrowing area, Kodja Place in Kojonup, the Tree Top Walk near Walpole and as far away as Wave Rock at Hyden. This approach is based on an understanding that visitors will be attracted by 'experiences' on offer, and the ability to link these together forms a more compelling reason to visit or detour through a particular area.

Recommendation 4

The Shire actively support the development and integrated marketing of the Yongergnow Malleefowl Centre at Ongerup.

Identify touring route linked attractions and visitor information distribution points. Distribute the Shire tourist brochure widely to these facilities.

6.5 Stirling Range National Park

DEC is currently assessing the feasibility of constructing a visitor centre inside the northern entry to Stirling Range National Park. It is likely to be located near the turnoff from Chester Pass Road onto the Bluff Knoll access road.

If built, this centre has the potential to create an additional and significant attraction for the area. It will provide information and interpretation about the Park itself and the

full range of attractions and activities available. The desired outcomes from the Shire’s perspective are to:

- Attract additional visitors to detour through the Amelup area / Park on their way to other end point destinations (e.g. Albany, Esperance, Perth, South West);
- Providing a facility that supports private operators offering niche targeted tour product (e.g. adventure tourism, indigenous tourism);
- Direct visitors towards options providing a half to full day of activity in the Park that will necessitate more overnight stays in the Locality (an information and marketing role); and
- Increase general awareness of the Park and make it a viable end point destination in its own right.

A major opportunity is for the Centre to become a base for the guided tours of the Park. The table below provides an overview of opportunities for the range of tours provided, and their respective markets.

Table 4 Tour Opportunities, Stirling Range National Park

Type of tour	Description / Market	Delivery
Nature based tours	Focusing on the unique flora and fauna of the Park. Broad appeal to family groups, older couples, international visitors and coach groups.	DEC - licensed private operators
Indigenous tours	Local indigenous history and culture as it relates to the Park. Appeal to all markets, particularly international visitors.	Local indigenous groups - DEC support
Adventure activities	Climbing, abseiling etc. Target younger adventure tourists e.g. backpackers, groups.	Specialist tour companies
Special interest groups	Tours designed for special interest groups e.g. bird watchers, geologists etc.	All of the above

Accommodation providers on the whole have to this point provided the limited range of tours and other attractions (e.g. restaurant, café, arts and crafts, wine tasting and sales etc) available. Tours and attractions are currently a sideline to, or evolution of, the mainstay accommodation business. This is likely to remain the case until a critical mass is achieved to support tours.

Recommendation 5

The Shire maintain an active interest in the development of a Stirling Range National Park Visitor Centre project to ensure optimum outcomes and opportunities for a tour program based out of the future Centre.

The Shire initiates discussion with local indigenous groups with the aim of encouraging specialised training for local Aboriginal tour guide training.

6.6 Special Events

The Stirling Range National Park has considerable potential to be the venue for, or backdrop to, a program of special events. To succeed, amongst many other considerations, regional special events should at minimum be:

- truly unique and 'owned' by a destination; and
- have the potential to direct attention to the region through local, national and international exposure.

The King of the Stirling's is an example of an event that fulfils these criteria. However it did not meet national park management, environmental or safety criteria.

Special events have the potential to increase destination awareness, shape destination image, build visitor numbers and expenditure and involve the wider community in tourism.

Recommendation 6

The Shire meet with Events Corp's regional support unit (Bunbury based) to discuss special event possibilities for the Shire.

7.0 Amelup Marketing Strategy

7.1 Branding

The Stirling Range National Park should be the flagship of all tourism branding for the Shire. This already largely happens with the high quality Shire produced Gnowangerup brochure branded 'Gnowangerup, Heart of the Stirlings'. Graphics used within it focus on the Ranges skyline with farmland foreground. Over 50% of content (maps and text) promote the Stirling Range National Park.

The Locality name Amelup could be changed to North Stirlings, or similar, to link the area more directly with the major attraction and give tourist operators in the area a more relevant and marketable postal address.

Recommendation 7

The Shire continue to support the 'Heart of the Stirling's' positioning line in all promotional materials.

Private operators be encouraged to incorporate the 'Heart of the Stirling's' positioning line in their own promotional activities.

7.2 Marketing Partners

Australia's South West (ASW) is the new, larger regional tourism association representing the South West and Great Southern regions. With over \$500,000 in WA Government funding and the opportunity to leverage a similar amount from the private sector to support various marketing activities, this has the potential to be a powerful tourism promotion mechanism that the Shire needs to recognise and support.

The Shire should join the abovementioned organisation and encourage private operators to join forces under the Shire's branding and promotional umbrella ('Heart of the Stirlings'). The Shire's role would be to provide the generic marketing of the Stirlings and associated towns and localities, with operators contributing to advertise their specific properties and services.

Membership to ASW is around \$150 per year. Membership needs to be supported by a marketing budget to participate in some of the promotional opportunities that ASW provides – e.g. Summer and Winter Breaks campaigns, 'www' promotion, attending interstate caravan and camping shows, brochure distribution to targeted visitor centres, etc. This may require a marketing budget of around \$4,000.

Local Tourist Operators currently promote their businesses to varying degrees according to individual budgets and target markets. Operators should be encouraged to support ASW/Shire marketing or link to it where appropriate to present as complete a picture as possible to the potential visitors of the range of things to see and do in the Shire / North Stirling area. Some operators will need assistance with market planning and developing promotional programs. This support could be

provided by ASW and could possibly be a role the local tourist association may look at taking on.

Recommendation 8

The Shire and tourist committee seek a presentation from Australia's South West with a view to joining the organisation and participating in a tailored marketing program.

The local tourist committee encourage operators to support selected promotional activities through individual advertising under the Shire's destination branding / banner.

7.3 Visitor Information**Shire Office Visitor Information**

Visitors arriving in Gnowangerup seeking information on things to see and do can obtain information from the front counter staff at the Shire offices. There is no formal visitor information centre and this is not considered warranted given current visitor numbers, or the volume of tourism product.

To handle visitor enquiries effectively, front counter staff at the Shire office need to be thoroughly aware of the attractions and services on offer throughout the entire Shire and further afield to suit the pattern of visitor enquiries (possibly for towns inside the Albany - Wagin - Jerramungup triangle). As in any customer satisfaction focused industry, there is also a need for customer service training, for example Aussie Host trained at a minimum. The aim will be friendly, helpful staff able to provide comprehensive and accurate advice to visitors. The outcome should be extending the length of time spent in the Shire which translates to additional expenditure, happy visitors and a higher likelihood of repeat visits and word of mouth recommendation. Ideally, the support of the entire community is required and can be encouraged through a program of awareness and making appropriate training available.

Surrounding Visitor Centres

Co-operation should be established with the surrounding visitor centre network so that the Stirlings and associated tourist attractions and accommodation of the area are promoted proactively and accurately. Such visitor centres would include Albany, Esperance, Mt Barker, Kojonup and Katanning, for example. The 'Gnowangerup – Heart of the Stirlings' brochure is an appropriate tool to motivate trips to or through the Shire and Stirlings. Private operator brochures should also be distributed to provide the mechanism for people to book accommodation. Staff from these key Visitor Centres should be invited to visit the local attractions and accommodation properties so that they are able to accurately inform visitors about what the Shire has to offer.

Brochures

Brochures remain an essential promotional tool, and the 'Gnowangerup – Heart of the Stirlings' brochure is appealing and useful as a tool for people seeking information about things to see and do while staying in the area or passing through.

Internet Based Tourist Information

The increasing use of the internet by intending visitors to forward plan their holidays is a relatively effective and inexpensive way to target tourists. The Shire should update its site to provide appropriate tourist information and provide links to appropriate sites (for example - State and regional tourism sites, Stirling Range National Park site, DEC or private operator sites).

Recommendation 9

Shire front counter staff to undertake Aussie Host training. Aussie Host training also promoted to local business people.

Shire front counter staff to undertake familiarisation tours of local tourist accommodation and attraction properties. The local tourist committee be asked to put together an annual program for these familiarisation tours. Local operators also be invited to join familiarisation tours. Staff from nearby Visitor Centres be invited to attend also.

The Shire support the local tourist committee through distribution of a 'Tourism updates' bulletin (possibly electronically) on a regular basis (e.g. bi-monthly) to which operators and community groups contribute brief articles, updates and reports to establish a tourism communication medium.

Reprint the 'Gnowangerup – Heart of the Stirlings' brochure as necessary. Schedule targeted distribution through operators, the Shire office, targeted tourist bureaus and to promotional shows linked to ASW promotions.

The Shire update its web site to incorporate more comprehensive tourist information and links.

7.4 Target Marketing

There appears to be three main visitor market segments at present:

- The Intrastate (mainly Perth) family and retiree market that pass through the Amelup area on their way to or from holiday destinations on the south coast. Some will be on day trips from their end point destination (e.g. Albany).
- Those visiting the area specifically to experience the nature based attraction of the Stirling's (e.g. older couples in wildflower season, international eco tourists etc)
- Those on their way to/from interstate on extended holidays – mainly older couples who are passing through the Great Southern, South West or southern wheatbelt areas.

In addition, a small number of operators appear to have developed their own niche markets through targeting specific market segments.

In addition to existing markets, the following niche tourism opportunities are considered of high potential that warrants further investigation:

- Indigenous tourism;
- Events tourism; and
- Adventure tourism.

Local operators and the Shire need to develop a plan for the co-ordinated growth of tourism to the area. This will include both marketing and development priorities.

Recommendation 10

The Shire and tourist committee develop a brief for the development of a detailed tourism Marketing Plan for the Shire.

Suitably qualified expertise is contracted to develop the Plan on behalf of the Shire and operators.

8.0 Policy Statements

8.1 Zoning

As the predominant land use in the area will remain for rural purposes, it is appropriate to retain the 'General Agricultural' zoning within the Study Area. However additional provisions are required to give weight to the following factors:

- Landscape Protection;
- Tourist Development;
- Subdivision;
- Boundary Realignment; and
- Road Closures.

Recommendation 11

That the subject land retain its General Agriculture zoning and that a Special Control Area be used to achieve The Strategy objectives and recommendations.

Recommendation 12

That the provisions of the proposed Special Control Area reflect the following Policy Statements and that the Study Area be subject to a schedule of use classes used to achieve the Strategy objectives.

8.2 Relationship to Town Planning Scheme No. 2

This Strategy has been prepared specifically to address the issues associated with the Study Area.

As Town Planning Scheme No. 2 has been under preparation for some considerable time, there have been alterations to accepted terminology and changes to the planning policies. It is expected that Town Planning Scheme No. 2 will be updated to incorporate these.

Recommendation 13

Without affecting the substance of the recommendations within this Strategy The Strategy is subservient to the District Planning Scheme and subject to the final outcome and approval of Town Planning Scheme No. 2. Consistent terminology should be used.

The Strategy should form part of the Local Planning Strategy / Local Planning Policy Framework.

8.3 Development Pattern

It is generally recognised that market forces will largely determine the preferred location for development. This is likely to be influenced by the proposed development costs, which include:

- Proximity to services;
- Proximity to suitable access; and
- Requirements imposed as conditions by Council.

Other locational factors that may influence where a proposal locates include:

- Being able to capture a monopoly or local market advantage;
- Economies of scale / agglomerations where other proposals have located;
- The location and cost of labour;
- The proximity to and capacity of services and infrastructure;
- Regional Government policy initiatives, grants etc; or
- Management / owner preferences.

Rather than attempting to pre-empt where individual developments should be located, development standards should be used to assess proposals and sites.

It is also recognised that the central attraction within the Study Area is focussed on Bluff Knoll and there is likely to be an agglomeration of activity near the intersection of Bluff Knoll and Chester Pass Roads.

Agglomeration refers to the spatial grouping of development for their mutual benefit. In effect, it is the force to concentrate in a particular area. The grouping of development in the one location provides greater benefit to the participants, through the ability to better utilise services and infrastructure. The agglomeration may also benefit from the greater provision and planning of the location by Government and general community and business / marketing awareness of its presence.

The key basis for agglomeration is that proposals will gain a productivity advantage by being located in a centre of activity.

A potential agglomeration / cluster of activity at this location could include the following functions (there is obvious overlap in provision of many of these facilities):

- Fuel;
- Tourist day use and rest area - parking, seating, barbeque/picnic facilities, toilets;
- Visitor Information on local sights / accommodation / tours and ability to book these (commissionable). Sale of National Park entry passes (Stirling Range National Park Mountain Discovery Centre);
- Cafe / restaurant - for coaches, self drive visitors, day trippers, local and through traffic;
- Range of accommodation expanded (e.g. backpackers, chalet/cabin park);
- Shop-fronts for tour operators (e.g. flora, fauna, adventure activities);
- Basic grocery supply and camping gear;
- Attractions (e.g. retailing of local arts/crafts/produce, artist studios, local history display, other rural and/or nature based attractions);
- Trail head for self-guided interpreted walk trail into the National Park; and
- Some residential accommodation for workers.

The Visitor Centre activities could include:

- Visitor Information on local sights / accommodation / tours and ability to book these (commissionable);
- Toilets;
- DEC run tours of the Park;
- Basic facilities to encourage commercial tour operators to use centre as a mustering or stop-off point; and
- Sell souvenirs, maps, guide books.

It is critical that the proposed visitor centre be located in association with other facilities to avoid the cluster from becoming dysfunctional.

Typically this should be within 500 to 1,000 metres of the intersection to ensure that the facilities are within a 5 to 10 minute walking distance of each other. A central car parking facility would further improve the conductivity of the site and assist in creating a “village” type precinct.

Recommendation 14

That development standards be used to assess individual proposals and sites.

That a Tourist Activity Node be encouraged to develop within the vicinity of the intersection of Bluff Knoll and Chester Pass Roads having an approximate radius of 1,000 metres; including PL 1920. This area be planned to accommodate a range of tourist and commercial activities that gain a productivity, servicing and marketing advantage by being located in a centre of activity.

That the Tourist Activity Node be named ‘The Stirlings’.

The proposed Stirling Range National Park Mountain Discovery Centre should be located close to this Node to ensure that the activities complement each other to the benefit of all parties, including the development of central parking areas and facilities.

That joint planning be undertaken between Council, DEC and the community to establish the framework for the Tourist Activity Node.

Structure planning for the Tourist Activity Node should in addition to the normal planning issues also specifically consider traffic safety and access along Chester Pass Road; heritage and cultural landscape values of the area.

The Tourist Activity Node should not be developed as a new town site but should compliment and reinforce the role and function of Borden specifically for social infrastructure, cultural services, housing and sports for example.

8.4 Tourist Development

The range of tourist uses that may potentially develop in the Study Area have been categorised to assist in determining the level of assessment required as part of a

rezoning or development proposal. These categories are detailed within the following sections.

8.4.1 Tourist Resort

For the purpose of this strategy, a Tourist Resort is seen as the highest order of tourist development. It is a tourist accommodation category that is expected to contain more than 20 accommodation units, whether attached or freestanding and is defined as:

Integrated, purpose-built luxury or experiential premises for short-stay guests comprising accommodation units and on-site tourist facilities such as reception, restaurant and leisure facilities such as swimming pool, gymnasium, tennis courts and where occupation by any person is limited to a maximum of three months in any 12 month period.

The Tourist Resort is usually based on a recreational activity or theme such as horse riding or eco tourism. However, it may incorporate a number of these activities, or themes, such as restaurants, shops or recreational amenities including tennis courts and swimming pools for example.

Council does not have specific setback requirements for Tourist Resorts. Each case will be assessed on its merits, giving consideration to environmental tolerances (such as setbacks from creek lines, use of existing vegetation for buffering), the need to retain the essential rural character and amenity of an area and the nature of adjoining landuses.

Tourist Resorts are seen as potentially being compatible with the objectives for the area, depending upon the scale and location of the facility.

The application for a Planning Approval will be required to incorporate an indicative site plan which adequately depicts the scale of development, how it is to be located on the site, proposed uses, access proposals and buffering treatments to adjoining landuses.

The application for a Planning Approval will also need to address effluent disposal, drainage and landscaping issues. Discussion of these issues should be a direct response to the topography and land capability qualities of the site.

Council will normally require that access to Tourist Resorts is by way of sealed, gazetted roads.

8.4.2 Holiday Accommodation

Holiday Accommodation may consist of any of the following, either singularly or in composition:

1. Cabin

means self-contained premises similar to chalet but may lack en-suite facilities and may comprise only one room and is designed for short stay guests where occupation by any person is limited to a maximum of three months in any 12-month period;

2. Chalet

means self-contained premises usually comprising cooking facilities, en-suite, living area and one or more bedrooms used to accommodate short stay guests and where occupation by any person is limited to a maximum of three months in any twelve month period;

3. Farm Stay

means a residential building, bed and breakfast, chalet or similar used to accommodate short-stay guests on a farm or rural property and where occupation by any person is limited to a maximum of three months in any 12 month period;

4. Guesthouse

means integrated premises for short-stay guests comprising serviced accommodation units and on-site tourist facilities such as reception, centralised dining and management and where occupation by any person is limited to a maximum of three months in any 12 month period;

5. Serviced Apartment

means a complex where all units or apartments provide for self-contained accommodation for short stay guests and where integrated reception and recreation facilities may be provided and where occupation by any person is limited to a maximum of three months in any 12-month period; and

6 Motel

means premises used to accommodate patrons in a manner similar to a hotel but in which specific provision is made for the accommodation of patrons with motor vehicles and may comprise premises licensed under the Liquor Licensing Act 1988

Holiday accommodation can be accompanied by ancillary amenities such as restaurants, swimming pools and tennis courts however, it is usually the local and district attractions that are the main draw card for the tourist and not the recreational amenities provided by the establishment.

Holiday Accommodation is seen as being generally compatible with the objectives for the area with potential issues arising once the scale increases.

Each case will be assessed on its merits giving consideration to environmental tolerances (setbacks from creek lines, use of existing vegetation for buffering), the need to retain the essential rural character and amenity of an area and the nature of adjoining landuses.

Minimum site area requirements and building setbacks apply to the allotment which the development is constructed upon. This allotment must have appropriate and guaranteed access to the public road system.

Development of Holiday Accommodation should address potential landuse conflicts with adjoining farming practises and Council will assess proposals from the standpoint that legitimate ongoing farming practises should not be prejudiced by changing landuse.

The application for a Planning Approval will be required to address (but not be limited to) the following matters and incorporate an indicative site plan which adequately depicts:

1. Proposed uses;

2. Scale and intensity of the development;
3. Existing title and ownership information;
4. Existing natural features
5. Building appearance, height and scale;
6. Building materials;
7. Building location including boundary setbacks;
8. Landscaping and visual screening;
9. Vehicle access and parking;
10. Proposed water supply having regard to potential roof capture, storage and rainfall reliability;
11. Proposed management of wastes and stormwater disposal;
12. Proposed fire management;
13. Hours of operation;
14. Advertising signage; and
15. Proposed methods of electricity generation.

8.4.3 Caravan and Camping

Caravan and Camping tourist developments may consist of any of the following, either singularly or in composition; Camping Ground, Caravan Park, or Park Home.

All have the same meaning as in the Caravan Parks and Camping Grounds Act 1995.

Caravan and Camping establishments are considered as being generally compatible with the objectives for the area. They are often perceived as being low key and sympathetic to environmental values.

Where such developments contain cabins or chalets, then they will be defined as Holiday Accommodation.

Development of caravan parks must comply with provisions of the *Caravan Parks and Camping Grounds Act 1995* and the *Caravan Parks and Camping Grounds Regulations 1997*. Design Standards under these legislations include:

- Internal roads, requiring entrance and two-way roads to be at least six metres wide and one-way roads to be at least four metres wide.
- Setbacks, requiring a minimum of one metre between caravans and between caravans and roads;
- Parking, including the requirement for each site to have parking for at least one vehicle;
- Internal open space, requiring at least 10% of the total area of the caravan park to be open space;
- Permitted buildings in caravan parks, including a managers house, shop, restaurant and ablution facilities;
- Fire fighting equipment; and
- Supply of electricity, water and telephone service, including a requirement for each long-term site to have separate electricity meters, its own tap and telephone connections.

A range of factors should be taken into consideration by Council in determining applications for Caravan Park development. These are listed as follows:

- Caravan Parks which are primarily designed to cater for tourists should be located with good access to key tourist attractions;
- Consideration of permanent accommodation will be dealt with by Council at the Application for Planning Approval stage;
- In rural and natural landscapes, the visual impact of a caravan park should be considered from scenic vantage points, public lookouts and tourist routes. Prominent sites such as ridges should be avoided, as should sites which are difficult to landscape and integrate into the environment;
- Vegetation buffers and landscaping will be important in integrating the caravan park into the landscape and in providing screening from surrounding land uses, as well as reducing visual and noise impacts and providing privacy for park users;
- Caravan Parks should generally not be located on steep slopes due to associated drainage and bushfire hazard problems;
- Caravan Parks should not be permitted in areas of potential risk from flooding or waterlogging;
- Vegetation clearing should be kept to a minimum as this may result in erosion and storm water run off problems;
- Utility services including electricity supply, telephone service, and water supply should be provided;
- Wastewater disposal is to be the satisfaction of the Health Department of Western Australia and Council;
- Access to and from caravan parks should be provided to suitable Council standards to ensure traffic, cyclist and pedestrian safety within the vicinity of the park;
- When considering a site which adjoins public land, Council should give careful consideration to maintaining public access to that facility without the need for the public to walk or drive through the caravan park; and
- Caravan parks should not be sited in areas where the development is likely to have an adverse impact on the environment.

Permanent accommodation in caravan parks and other tourist facilities will not be supported within the Study Area as it is:

- Contrary to regional and state planning policies; and
- Will erode the objectives of The Strategy.

8.4.4 Holiday Home

A Holiday Home is defined as:

A residential building used to provide accommodation for short-stay guests, rather than permanent residency, and excluding those uses more specifically defined elsewhere.

Single Holiday Homes are considered as being generally compatible with the objectives for the area. They should be nominated as a 'P' (permissible) use within the Scheme.

Holiday Homes do not include Bed and Breakfast establishments which are defined under Farmstay (Holiday Accommodation).

8.4.5 Commercial Development

Commercial Development may consist of any of the following either singularly or in composition.

- 1 Art & Craft Gallery
means where arts and or crafts produced on the site or from within the immediate area are displayed for sale;
- 2 Hotel
means premises providing accommodation the subject of a hotel licence under the Liquor Licensing Act 1988, and may include a betting agency on those premises, but does not include a tavern or motel;
- 3 Restaurant
means premises where the predominant use is the sale and consumption of food and drinks on the premises and where seating is provided for patrons, and includes a restaurant licensed under the Liquor Licensing Act 1988;
- 4 Tearooms
means an establishment where tourists can be served light meals for consumption on site.

Commercial development should generally be established in conjunction with other tourist accommodation and facilities. Specific care must be taken on the main tourist routes with regard to access.

Separate commercial developments are preferred to be located within the Tourist Activity Node.

8.4.6 Tourist Proposals and Land Use Conflicts

As the underlying character of the Study Area is for rural purposes it is important to ensure that this character is protected and that potential conflict with competing land uses are minimised. Both tourist activities and accommodation have the potential to conflict with traditional broad acre farming practices in the area.

Clause 5.2.3 of SPP 2.5 Agriculture and Rural Land Use Planning requires that proposals to rezone, subdivide or develop land within rural areas must have regard to both on-site and off-site impacts and, where necessary, should be accompanied by information identifying:

- (a) environmental values and any environmental risks;
- (b) the potential for land use conflict;
- (c) the potential impacts and restrictions on allowed uses on adjacent or nearby locations; and
- (d) the separation distances and/or buffers relating to a potentially incompatible land use which need to be provided on-site and the appropriate conditions relating to subdivision and development.

Council acknowledges that proposals for Tourist Development should address potential landuse conflicts with adjoining farming practises and Council will assess proposals from the standpoint that legitimate ongoing farming practises should not be prejudiced by changing landuse.

This can in part be facilitated by stipulating minimum existing lot sizes and setbacks for Tourist Development proposals.

In order to reduce the potential for land use conflict the following minimum lot sizes are recommended for development purposes:-

- 30ha for Tourist Resorts; and
- 20ha for Holiday Accommodation including chalets and camping grounds.

However, the site may need to be larger to contain the proposed activities and an adequate buffer in a manner which is consistent with the rural character and amenity of an area. In order to provide appropriate separation from neighbouring land uses Holiday Accommodation should be setback a minimum of 100m from boundaries (other than road reserves). Council may stipulate a greater setback for Tourist Resorts depending upon the characteristics of the site. This includes from Crown Land reserves and the National Park boundary.

It is noted that the above minimum lot sizes apply to the development of the site. These do not apply for subdivision purposes and the creation of lots of 20ha or 30ha in the general agricultural area will not be supported (Refer to Recommendation 16).

Council may also, as a condition of approval, require that a Notification be placed on the Certificate of Title pursuant to Section 70A of the Land Administration Act, advising subsequent owners that the primary activity being carried out in the area is traditional broad acre farming.

Recommendation 15

That the development and approval of Tourism Uses shall be in accordance the provisions of Table 5.

In considering an application for a Tourist Development (i.e. a Tourist Resort, Holiday Accommodation, Caravan and Camping Ground, other similar proposals) the Council shall have regard to:-

- (i) the objectives of the zone;
- (ii) the likely impact upon surrounding development;
- (iii) the scale and intensity of the development;
- (iv) appropriate setbacks to existing or proposed agricultural uses;
- (v) the effect that existing or proposed agricultural uses could have on the proposal;
- (vi) provision of services for the development including water supply, on site effluent disposal, solid waste disposal and electricity;
- (vii) access to and from the site;
- (viii) impact of the development upon landscape values;
- (ix) protection of remnant vegetation;
- (x) the impact on any rare and threatened flora and fauna; and
- (xi) fire management.

The Scheme shall contain provisions:-

1. that limit the occupation of Holiday Accommodation by any person to a maximum of three months in any 12-month period;
2. stipulate a minimum lot size of 20 hectares for the development of Tourist sites (not for subdivision); and
3. a minimum setback of 100 m from boundaries.

Table 5 Tourism Uses

	Use	Use Class
1	Art & Craft Gallery - As an ancillary component to other uses.	D
2	Art & Craft Gallery - As a separate use.	A
3	Caravan & Camping - Not including chalets or cabins.	D
4	Caravan & Camping - Including chalets, cabins or other facilities.	A
5	Chalets & Cabins - Up to 4 chalets	D
6	Chalets & Cabins - Not in accordance with 5	A
7	Combined Developments - As determined by Council but would be expected to apply the development measures that applies to the more intensive use.	A
8	Commercial Land Ground	D
9	Private Landing Ground - Where the use is incidental to the rural use of the land and used solely by the owner of the land.	A
10	Farmstay - Accommodating up to 6 persons.	P
11	Farmstay - Accommodating more than 6 persons.	A
12	Guesthouse - Accommodating up to 20 persons, with facilities for patrons only.	A
13	Holiday Home	D
14	Hotel / Motel	A
15	Restaurant - As an ancillary component to other uses.	D
16	Restaurant - As a separate use.	A
17	Roadhouse / Service Station - Only permitted within the Tourist Activity Node.	A
18	Serviced Apartments - Up to 4 serviced apartments.	D
19	Serviced Apartments - Not in accordance with 18.	A
20	Tearooms - Accommodate up to 40 persons.	D
21	Tearooms - Accommodating more than 40 persons.	A
22	Tourist Resort	A

8.5 Subdivision

8.5.1 General

The Shire of Gnowangerup Draft Local Planning Strategy (February 2006) which applies to the whole Shire and the Draft Town Planning Scheme No 2 do not appear to nominate minimum lot sizes for rural subdivision. In the absence of any prescribed size there will be a presumption against the further subdivision of rural land. All subdivision is expected to be in accordance with Commission Policy DC 3.4

Recommendation 16

As the subdivision of rural land is an issue applying throughout the Shire (extending beyond the Study Area boundaries) the provisions relating to this should be consistent with the balance of the general agriculture zones; except where as provided for below.

8.5.2 Rural Residential

The Local Planning Strategy provides for Rural Residential development in selected areas around the Gnowangerup Townsite.

The location of rural residential lots must be co-ordinated to ensure that appropriate services and infrastructure are provided. They normally require identification within The Strategy before being able to be rezoned and subdivided.

The most limiting factor in the development of Rural Residential lots is the Western Australian Planning Commission requirement (SPP No. 2.5 - Agriculture and Rural Land Use Planning, Section 5.3.2 (i)(b)) for the mandatory provision of a reticulated potable water supply on lots less than 4 ha in size. This effectively discourages the development of Rural Residential estates that are not in proximity to town areas and associated infrastructure.

In areas where there is no reticulated water supply, rural residential lots could have areas between 4 and 40 hectares. Effectively these become Rural Smallholding lots and are usually based upon an identifiable rural lifestyle theme.

Issues associated with Rural Residential development include:

- General land management (weeds, dust etc);
- Absence of reticulated water;
- Increased fire risk;
- Competition and conflict with agricultural uses and production;
- Increased servicing costs and expectations;
- Conflicting expectations of landowners;
- Restrictive nature of development controls; and
- Potentially prejudicing townsite expansion.

Positive attributes of Rural Residential developments include:

- Providing greater diversity in housing and lifestyle;
- Creating strong local communities;

- Providing a mechanism for environmental improvement through planning controls (i.e. landscaping); and
- Encouraging population growth in country towns.

Isolated and uncoordinated Rural Residential development in agricultural areas is not supported.

Recommendation 17

In accordance with the Shire of Gnowangerup Draft Local Planning Strategy (February 2006), Rural Residential and Rural Smallholding lots and estates will not be supported within the Study Area. This does not include subdivisions with similar sized lots created for different purposes under other parts of this Strategy.

8.5.3 Conservation Lots

The revegetation and rehabilitation of vegetation within the Study Area is a key environmental objective for a number of agencies and aids the:

- Management of the Pallinup River catchment, especially for salinity control;
- Development of local vegetation corridors linking areas of important remnant vegetation with other bushland;
- Development of regional vegetation corridors such as the Gondwana project to link the Stirling Range National Park to the Fitzgerald River National Park; and
- Promotion of biodiversity values.

Traditionally, Vegetation Corridors have been inadvertently implemented to some degree by Local Government and Main Roads WA as roadside vegetation. However, the effectiveness of this vegetation as a Vegetation Corridor system is compromised as it tends to be too thin and experiences extensive pollution, weed/pest infestation and other common 'edge effects'.

Remnant bushland has often been used by Noongar people as camping and food resource areas both in the past and continues to be significant. In particular groves of Quandong and other food sources on road verges and in remnant bushland continue to be of importance to Noongar people.

Such places could also be enhanced with planting of bush food species that could be sourced as raw ingredient supplies for a possible bush food restaurant. This could provide economic opportunities both Aboriginal People and other landholders in the district.

Subdivision of lots and realignment of boundaries provides an opportunity to promote and incorporate vegetation linkages, the protection of remnant vegetation and the rehabilitation of areas.

Recommendation 18

Council will support the creation of conservation lots where the proposals are consistent with the provisions of Commission Policy DC 3.4 (see Appendix 3) and, where it is satisfied that such lots will provide a means of:

- Protecting areas of remnant vegetation;
- Implementing vegetation corridors in agreed locations; and
- Encouraging the rehabilitation of selected areas and features.

8.5.4 Homestead Lots

Homestead lots may be created in areas with a declining population base for the purpose of providing and/or recognising housing for existing family members. This is seen as a key measure for retaining population on farms within rural areas.

Town Planning Scheme No. 2 does not make any reference to the development of Homestead lots.

By their nature these lots are generally smaller in size than the adjoining farm property.

Recommendation 19

The development of homestead lots is to comply with the proposed provisions of Town Planning Scheme No 2 and with the provisions of Commission Policy DC 3.4

8.5.5 Boundary Realignment and Re-Subdivision

The existing pattern of allotments has been created historically and may not reflect existing natural features, nor recognise agricultural land use issues. The factors generally within agriculture which have been identified as influencing land use change are:

- Declining profitability - the need to increase productivity to offset declining profitability;
- Farm amalgamations - rationalising farm units is hindered close to settlements by land competition for lifestyle lots;
- Diversification and intensification - agriculture is becoming more intensive and needs to be more flexible to respond to changing markets;
- Land degradation and environmental impacts - land degradation is a major constraint of productivity increases; and
- Sustainable rural development - production on good agricultural land is more sustainable than on poorer land.

While these may not all specifically apply to the Study Area there is a need to provide flexibility within the farming area for restructuring and diversification.

In addition to this there are also many land locked allotments within the Study Area as shown in Figure 10.

It is clear from an examination of the land ownership and lot pattern within the Study Area that there is scope for encouraging the re-subdivision of existing allotments to provide a more appropriate boundary configuration.

Recommendation 20

That Council support the re-subdivision of land within the Study Area in accordance with Policy DC 3.4 to specifically to:

- Address land management issues,
- Assist in resolving road rationalisations and closures as set out in Section 8.12.2
- Address the number of lots which currently have no legal road frontage or practical means of access.

The re-subdivision must not create any additional allotments or dwelling entitlements.

8.5.6 Multiple Occupancy

Multiple Occupancy is the term used to describe the development and potential subdivision of more than one dwelling on a property. It is often associated with some form of subdivision and / or multiple ownership. The two most common forms are:

Strata Subdivision

The Strata Titles Act allows certificate of titles to be issued for parts of buildings or land. A key feature of a strata scheme is that it includes common property.

There are two types of Strata subdivisions being strata schemes and survey strata. The term “strata scheme” commonly refers to built strata, but it can also mean a “vacant lot strata”, where a number of the lots may not contain a building or any portion of a building.

A “survey strata” plan creates lots similar to a freehold (green) title subdivision, and while there may be buildings on the property, they are not shown on the plan.

Both forms of strata contain common property. The difference is that the strata scheme uses the building to define the lot, where as the survey strata uses the existing lot boundaries like a conventional subdivision.

Purple Title

The term “purple title” relates to the undivided share of a parcel of land. The term originates from the practice of colouring the sketch on the title purple, so as to distinguish it from a “green” title.

In many cases purple titles predate the Strata Titles Act and can still be found on rural properties.

Purple titles are a percentage share in the whole of the title property, rather than in a designated part of that title.

The most significant concern with a “purple title” is the difficulty of obtaining finance, as security could not be given over any one part of the property. Other agreements need to be implemented to allow occupancy of a specific area.

The use of strata schemes for tourist developments is primarily undertaken to achieve financing and profit realization from such projects and has become the dominant method for financing tourist developments since the introduction of the Act in 1985.

Strata schemes can also be used to allow for “time share” developments.

They have also been used to allow the establishment of “alternative” settlement types where there is a common interest such as a commune.

Such proposals also offer the potential for innovative means of diversifying agricultural production.

The key issue here is to ensure that such proposals are not used to circumvent the normal subdivision processes.

Recommendation 21

Council will only generally support the strata subdivision of tourist facilities where the facility is already constructed.

Rural strata development will only be supported where there are mechanisms in place to ensure that there are no additional entitlements for the development of houses beyond that which would normally prevail in the general agriculture zone.

8.6 Landscape Protection

8.6.1 General

Landscape planning helps us to understand and articulate the character of the landscape and identify those features that contribute to scenic quality and sense of place.

The Vision Statement acknowledges the importance of the landscape character within the locality.

Visual Landscape Planning in Western Australia (2007) produced by the WAPC provides information and guidelines to assist Council in the preparation of landscape policies and the assessment of development applications.

It explains the techniques of visual landscape evaluation and visual impact assessment in detail. It also contains guidelines for location, siting and design of development. It also considers land uses and developments that may give rise to potential impacts on different landscapes and measures to address these impact.

8.6.2 High Landscape Value Areas

Subdivision and development within, or encroaching into, an area of high landscape value should result in minimal change to the visual landscape. The development will largely be screened although glimpses from vantage points are acceptable.

Recommendation 22

The land within the High Landscape Value Area is:

- Land within 3 km of the boundary to the National Park; and
- Areas within 500m of designated tourist roads (Chester Pass Road);

In considering tourist and commercial development proposals within the High Landscape Value Area, Council will apply the following assessment criteria and development standards:

- A. Council will prepare a local planning policy to administer how these criteria will apply to single dwellings, farm buildings and structures;
- B. Buildings are restricted to a height of not more than 7.5m above natural ground level except where it can be demonstrated by the developer that due to the topography or screening vegetation on the site, that a height above this level can be justified. Council may, in specific cases, determine that a maximum building height less than 7.5m is appropriate;
- C. All buildings and structures should be sited away from ridge tops and other focal points and, where outbuildings are proposed, grouped together rather than scattered;
- D. Buildings and structures should be designed having regard to the surrounding natural landscape. Highly reflective materials should not be used.
- E. Except within the Tourist Node Precinct, buildings and structures should be situated no closer than 100m from designated Tourist Roads unless, in addition to meeting other criteria, Council can be satisfied of the following:
 - A location closer to a tourist road is essential to the type of business proposed;
 - The siting of the development will not result in buildings and structures being visually dominant; and
 - The size, use of materials and character of buildings and structures are consistent with the character and visual amenity of the area;
- F. Servicing is to be underground where possible; and
- G. A landscaping plan shall be required to be approved by Council and incorporate the following:
 - Details of natural features on the site;
 - Location and general types of existing vegetation;
 - Location of existing and/or proposed buildings or structures;
 - Significantly visible areas from roads or adjacent properties;
 - Details of proposed tree planting programs including a description of vegetation types; and
 - Details of any other landscape screening or enhancement proposals.

8.6.3 Moderate Landscape Value Areas

Development and subdivision proposals within or encroaching on an area of moderate landscape value may result in changes to the visual landscape.

Recommendation 23

All of the Study Area, except land included within the High Landscape Value Area, is nominated as an area of Moderate Landscape Value.

In considering tourist and commercial development proposals within the Moderate Landscape Value Area, Council will apply the following assessment criteria and development standards:

- A. Council will prepare a Local Planning Policy to administer how these criteria will apply to single dwellings, farm buildings and structures.
- B. A landscaping plan shall be required to be approved by Council and incorporate the following:
 - o Details of natural features on the site;
 - o Location and general types of existing vegetation;
 - o Location of existing and/or proposed buildings or structures;
 - o Significantly visible areas from roads or adjacent properties;
 - o Details of proposed tree planting programs including a description of vegetation types; and
 - o Details of any other landscape screening or enhancement proposals.

8.7 Landing Grounds

The control of air space is the responsibility of the Commonwealth Government. The minimum flying height is 500 feet above the relative ground level.

At the present time joy flights are conducted over the Study Area and the SRNP. While these are a legitimate tourist activity they should not detract from the overall character, remoteness or wilderness experience of the area and in particular the Park.

Private air strips are located at the two major accommodation properties – The Lily and the Stirling Range Retreat. These airstrips provide the opportunity for small groups to fly into the area to access the Stirling Range National Park. The strip at Stirling Range Retreat is also utilised by gliding groups, who utilise the air currents created by the Ranges. This is a niche market that has the potential to be further developed.

Recommendation 24

That the land use provisions for the Study Area include a definition of "Commercial Landing Ground" where fees are charged for passengers and "Private Landing Ground." where it would be an incidental use to the rural use of the land and used solely by the owner of the land

That a Commercial Landing Ground be a discretionary use within the Study Area.

That Council, DEC, landowners and operators establish a “fly neighbourly” policy for the area.

8.8 Lots with no Practical Access

There are multiple situations within the Study Area of existing lots that do not have legal road frontage. Access to these lots is via / across other allotments which are often within the same ownership. However such lots may be sold and this may result in long term legal and practical access problems.

Recommendation 25

When considering development applications or building licenses for lots in this situation, Council will apply for the following criteria:

- Council will encourage the creation of legal road frontage by requiring a rationalisation of lot boundaries. All associated lots should be in contiguous ownership or have the written agreement of the other owners. Where a condition requiring this is included on a Development Approval, it must be noted that approval of the Western Australian Planning Commission is required for the boundary alteration; and
- If legal road frontage cannot be achieved then Council will require proof of practical access to the site in perpetuity or a right of carriageway prior to granting a building licence or development approval.

8.9 Existing Development

Existing developments within the Study Area are often recognised and included in a Special Use site within the local Town Planning Scheme. These would include:

- Stirling Range Retreat;
- The Lily;
- Trio Park;
- Bluff Knoll Café; and
- Amelup Roadhouse

Town Planning Scheme No 2 recommends that only the Lily development be rezoned as a Special Use site, however due to Recommendation 15 of The Strategy rezoning is no longer required.

Table 6 (Extract from Schedule 2 of TPS No. 2)

No	Description of Land	Special Use	Conditions
6	The Lily, Loc 3004 Chester Pass Road	Agriculture – Extensive Agriculture – Intensive, Animal Establishment, Bed & Breakfast, Caretakers Dwelling/s, Employee Accommodation, Holiday	<ul style="list-style-type: none"> • All uses and development requires Planning Approval. • Buildings and structures to be sympathetic to the

		<p>Accommodation (strata and non strata) – max of 10 units, Industry – cottage, Industry – Rural, Owners/Managers Dwelling, Reception Centre, Recreation – Private, Restaurant – Max of 160 seats, Winery, Other incidental or non defined uses considered appropriate by Council having regard to the theme, nature and existing services and facilities provided on the site.</p>	<p>Dutch Village and cultural heritage theme of the site.</p> <ul style="list-style-type: none"> • Council shall determine setback, access, landscaping, carparking and other development requirements as a component of planning approval.
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Recommendation 26

That due to Recommendation No 15 all existing tourist and commercial developments within the Study Area do not need to be recognised in Town Planning Scheme No. 2 as Special Use Sites.

8.10 Ellen Peak

Access to Ellen Peak is a major issue that involves a number of stakeholders. Access via Plantagenet Location 5249 saves pedestrians a prolonged walk from the eastern boundary of the Park and is considered safer for the parking of vehicles and pedestrian ingress and egress.

At present this access is unmanaged and causing concern to the local landowner who is well within their rights to object to the general public crossing the land.

The non vesting of associated Camping Reserve 13081 also has the potential to lead to ongoing management problems.

While there may be clear benefits in utilising this route it would appear that neither the Council nor DEC wish to take responsibility for it. Negotiations are occurring with the landowner to provide a public accessway from Reserve 13081 to the Park boundary via a 20 m wide reserve.

This negotiation includes the restructuring / closure and amalgamation of existing un-constructed road reserves. The result of this will also require the restructuring of lots that may become legally land locked as a result of the road closures.

The key stakeholders are considered to be:

- The landowner;
- Council;
- DEC;

- Department for Planning and Infrastructure (Land Asset Management Services);
- Department for Planning and Infrastructure (Western Australian Planning Commission);
- Park user groups;
- Tourism Association;
- Local Aboriginal Community; and
- Gondwana Link Project Group.

Recommendation 27

That The Strategy endorse the concept of linking Reserve 13081 to the Park to provide access to Ellen Peak.

That Reserve 13081 be managed by an appropriate body. In the absence of either the Council or DEC accepting this responsibility, discussion should occur with other parties including the Gondwana Link Project Group and the Local Aboriginal Corporation.

The connection from Reserve 13081 to the Park should be a public reserve with an appropriate Management Order and the implementation of this continue to be negotiated with the current landowner.

The Strategy endorse the rationalisation and closure of surrounding road reserves as part of these negotiations, subject to :

1. Compliance with the normal procedures within the Local Government and Land Administration Act; and
2. Rationalisation of existing allotments to ensure that all adjoining lots continue to have legal road frontages.

8.11 Services

The provision of services such as electricity, water, waste disposal and telecommunications within the Study Area is essential for the continued development of the region, not just for tourist purposes but also for agriculture. The provision of these services is particularly important in a competitive tourist market.

Like many similar country areas the subject Study Area faces a crisis in providing such services, especially for power and water.

In the current economic climate, service providers will usually charge the developer the cost of upgrading and extending services. This will often make proposals economically unviable.

It is beyond the scope or the ability of this Strategy to secure improved services. It can only document the issues for the Council and the community to continue to lobby for improvements.

However, in this current age of deregulation there are also opportunities for other service providers to enter the market. In effect, a private development that produces

electricity for its own needs can now sell any surplus back to the supply grid or to other landowners. Alternatively, community power schemes can be established.

Recommendation 28

To facilitate the general development of the Study Area and in particular the Tourist Activity Node (including the proposed DEC Visitor Centre) is essential that the existing power supply is upgraded to meet potential demands.

In the absence of a suitable reticulated power developers will have to source their own supply.

In the absence of any identified potable water supply sources, developments will have to plan for and incorporate water harvesting techniques within their sites.

That Council investigates opportunities for accessing water supplies both surface and groundwater from within and around the study area. The involvement of DEC will be essential for any investigation of potential water supplies from the adjacent Stirling Range National Park.

On site effluent disposal systems shall be approved by the Health Department of WA.

Stormwater disposal shall be to the requirements and satisfaction of Council.

8.12 Roads**8.12.1 Upgrading**

To attract visitors to the area and provide for their safety, the main tourist access roads in the Amelup area need to be maintained in a safe, all-weather condition.

Chester Pass Road and Salt River Road are the two priority roads in terms of tourist access to and through the area. These roads should be improved and / or maintained to a standard such that they are sealed and allow all-weather access.

The Tourism WA's development register lists Salt River Road as a high priority road for tourism in the area. The lead agency for this project is listed as the Shire of Cranbrook, with the major funding avenue likely to be the Roads to Recovery program.

Secondary roads, such as North Stirling Road and Sandalwood Road, should be maintained as high standard graded gravel roads. For such roads, the intent should be to maintain the rural character and appeal. A maintenance program, with reference to peak tourist times, will be required.

Adequate speed, warning and safety signage should be provided to assist road users new to the area.

Recommendation 29

Major north/south and east/west tourist roads in the Amelup locality be upgraded to provide safe, reliable tourist access during all-weather conditions (including seasonal flooding), including:

- Chester Pass Road (in particular flood ways around hamlet of Amelup); and
- Sealing of Salt River Road to Chester Pass Rd (major capital project).

Any road upgrading must consider issues of Aboriginal Heritage and especially the existence of archaeological sites in the vicinity of the floodways near Amelup on Chester Pass Road.

The Shire of Gnowangerup liaise with the Shire of Cranbrook to advocate priority consideration for the sealing of Salt River Road in the course of regional road maintenance and works planning cycles.

The Shire of Gnowangerup develop a maintenance schedule for secondary (loose surface) roads in the Amelup area based around best possible outcomes for peak tourist seasons.

An audit of road safety signage be conducted in the Amelup area and additional signs be installed as required.

8.12.2 Rationalisations and Closures

Within the Study Area there are a number of unconstructed road reserves. The public has a right to use these reserves and have been doing so in order to gain access to the Park. This is particularly evident for the section of the Study Area east of Chester pass Road.

Uncontrolled access along these areas is a concern for Council, the landowners and DEC.

Closure of the road reserves is one option and the land can then be amalgamated into surrounding properties. This may require the restructuring of the adjoining lots if they become legally land locked as a result of the road closures.

In addition to this, the reserves may also contain remnant vegetation that should be protected. One option would be to seek the closure and re-vesting of the road reserves as conservation / recreation reserves with appropriate Management Orders and controls over use.

Recommendation 30

That Council undertake a program of rationalising the unconstructed road reserves by either:

- amalgamation into adjoining properties; or
- re-vesting for alternative purposes.

That this be done in consultation with relevant stakeholders and parties.

That Council identify where boundary re-alignments and re-subdivisions will be required to facilitate this program.

8.13 Bush Fire Management

Fire management is a major issue and risk to rural communities. The general objectives for fire management are:

- To principally to protect human lives within the community;
- To secondly protect property, buildings, infrastructure and other assets in the Shire from wildfires;
- To protect the environmental and landscape values and to ensure that fire suppression techniques have regard to these values;
- To reduce the risk and frequency of wildfires resulting from human activity starting in rural areas;
- To ensure that appropriate fuel reduction programmes are conducted on both freehold and Crown land; and
- To improve community awareness of fire hazard and management.

Recommendation 31

Council will:

- Have regard to fire risk in considering development proposals;
- Require a fire hazard assessment to be provided for proposals in rural areas and particularly in those areas with significant vegetation levels and / or steep slopes;
- Will limit development in areas of extreme fire hazard and may impose fire management conditions for development in areas of moderate or high fire hazard;
- Will have regard to the measures contained within the Planning for Bush Fire Protection document (FESA and DPI, 2001).

9.0 Implementation

This Strategy has been prepared primarily as a Local Planning Strategy for the Amelup locality, with a particular emphasis upon tourism marketing and development. It is a Policy document that is intended to canvas the main issues and provide a framework for development within the area. It is not regulatory in a statutory sense.

To implement this Strategy there are a number of steps and further planning to be undertaken by the Council and the community.

This will be a process of change. Change is a normal phenomenon in all communities, and it is the nature and place of the change that can affect a community's reaction.

In particular, a number of general issues dealt with here will also be addressed within the finalisation of the Town Planning Scheme No. 2. Given the timing of the preparation of this Strategy in relation to the preparation of the Scheme and the Local Planning Strategy, it will be necessary to review this Strategy in conjunction with the finalisation of the Scheme.

Recommendation 32

That pending the completion of Town Planning Scheme No. 2, this Strategy should be adopted by Council as a Town Planning Policy.

That as a Local Planning Strategy it should be referred to the Western Australian Planning Commission for endorsement.

That The Strategy should be incorporated into Town Planning Scheme No. 2 by reference.

That a separate Scheme Amendment be prepared to introduce the specific town planning controls and zones recommended in this Strategy. This will enable further consultation with the community and stakeholders in the development of land use controls.