



# KAYA COLLIE

*It's about dam time!*

JOIN THE TOURISM EVOLUTION IN COLLIE,  
WESTERN AUSTRALIA

BRIDGE  
LOAD  
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CROSS





## What we're looking for

Collie has been working hard to become one of the leading adventure destinations in Western Australia, and is quickly becoming a vibrant, must-see destination in the South West region.

Since 2019, the WA Government has made significant investments to improve local tourism infrastructure and amenities in Collie. Over \$40 million has been committed to build and support the town's tourism offerings.

This commitment is powering ahead, with the picturesque South West town now seeking to attract businesses who can embrace the vision of Collie as a growing tourism and adventure destination. The WA Government would love to hear from businesses that can offer new, high-quality, and memorable experiences for visitors, in order to help bring those ideas to life. For significant proposals, there may be opportunities for State Government funding support.

Future tourism-friendly offerings may include:

- » Accommodation: upmarket couples and family accommodation
- » Boutique brewery
- » Accommodation support industries
- » Café/restaurant style eateries
- » Mountain biker friendly offerings
- » Aboriginal cultural offerings
- » Eco/nature tourism offerings
- » Heritage, arts and culture offerings

*Previous page: Wellington Dam Quarry Dinner (Shire of Collie)*



CROWN HOTEL COLLIE

TAB

GOLDEN EAGLE

Unity

LINDAZ

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## At a glance: Collie tourism

For decades, Collie in Western Australia's South West was the State's best-kept secret, but the secret is finally out, and visitor numbers have boomed in only a few short years.

As Collie first recognised the need to move its economy and identity away from coal and coal-fired energy, tourism was identified as a major opportunity for the town and its surrounds. Surrounded by beautiful jarrah forests and waterways and easily accessible from Perth and other South West tourism destinations, Collie's offerings had previously been hidden away.

Between 2019 to 2021, the State Government investment in local tourism infrastructure and visitor amenities has resulted in a 73% increase in tourists visiting Collie. This growth is impressive, however work and investment to further grow Collie's offerings and capabilities as a tourism destination is ongoing. Collie is looking to establish itself as an integrated tourism location for all to experience, to increase the total number of visitors, increase repeat visits, and extend the length of stay.

*This and previous page: Throssell Street, Collie*

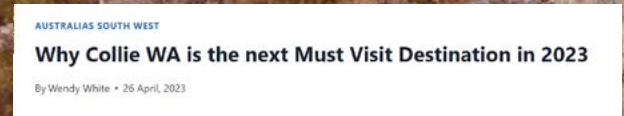
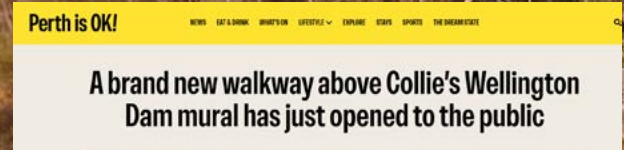
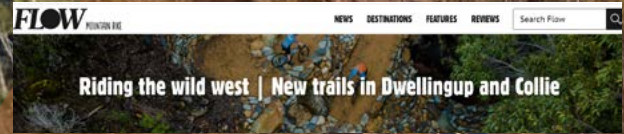
## What others are saying

The recognition of Collie as a tourism destination has grown significantly in recent years. State-wide news outlets and social media have been quick to report on all that Collie has to offer, with the attractions throughout the region having featured in many Western Australian tourism must-see and do lists.

In 2023, Collie came in third place at the WA Top Tourism Town Awards, beating several long-standing tourism towns to receive a nomination. This is recognition of Collie's rapid rise as a tourism destination.

The Quarry in Wellington National Park (pictured) has been used in the past to host world-class dining experiences and is perfectly positioned to host future food, wine, and other festival-style events.

*Next page: Wellington Dam Quarry Dinner (Shire of Collie)*











## Current tourism offerings

The WA Government has invested significantly in Collie to support its growth as a tourism destination. Since 2019, over \$40 million has been committed to boost local tourism infrastructure and visitor amenities, and highlight Collie's natural advantages including its picturesque surrounds, stunning forests, waterways, and unique history.

This investment has contributed to a significant growth in tourism, with the town experiencing a 73% increase in visitors in 2022, from pre-pandemic levels.

The WA Government is proud to have designed recent initiatives that further enhance Collie's existing attractions and experiences loved by many West Australians. The Collie Mural Trail, which features Guido Van Helten's iconic 8,000 square metre mega-mural 'Reflections' at Wellington Dam as its centrepiece, was developed to enhance the experience of Collie's world-class Art Gallery. The extensive offerings that form Collie's Adventure Trails were developed to highlight the region as an outdoor and adventure destination perfect for cycling, camping, hiking, and watersports.

### Must See (and do) Attractions

- » Wellington Dam Mural and the Collie Mural Trail
- » Collie Adventure Trails mountain bike and walk trail offerings
- » Honeymoon Pool (Popular day trip and campsite)
- » Collie's water ways, including Lake Kepwari, Stockton Lake, Collie River and Minningup Pool
- » Instagram-worthy Black Diamond Lake

*Previous page: Wellington Dam Lookout (Department of Biodiversity, Conservation and Attractions) Left: Kaneang Willman Suspension Bridge (Tourism WA)*

## Collie Trail Offerings

Collie's walking, hiking and mountain biking trails are unrivalled, providing accessible opportunities for all fitness levels.

Mountain bike networks include:

- » The Arklow network
- » The Wagyl Bidji network
- » The Wellington National Park and Mount Lennard Trail network
- » The Munda Bidji Trail
- » Bibbulmun Track

Other trail networks include:

- » Gravel and road cycling routes
- » Collie Darkan Rail Trail
- » Walk Trails (Bibbulmun Track, Wiilman Bilya, Jabitj and Sika)
- » Kayak Trails (Collie River, Wellington Dam)
- » Drive Trails (Scenic Drive and Ferguson Valley)
- » Wildflower offerings (named RAC's number 1 wildflower driving tour in 2022)

*This and next page: Collie's mountain bike trails  
(Department of Biodiversity, Conservation and Attractions)*





## Art and History

Collie has the most unique Mural Trail in Australia, spread throughout the town and culminating at the 8000 square metre Wellington Dam mega-mural, painted by internationally renowned Australian artist Guido van Helten, and inspired by local Collie stories and photographs.

- » Collie Mural Trail with the Wellington Dam mural centrepiece
- » Collie Visitor Centre and Underground Mine Experience
- » Colliefield Museum
- » Collie Art Gallery (the only A class gallery in regional Western Australia)
- » Collie River Heritage Trail

## Regular Events

Collie hosts a range of exciting and varied events throughout the year, including marathons, festivals, races and concerts.

- » Wambenger Cup
- » Collie River Trail Fest
- » Collie River Marathon
- » Collie Labour Day Festival
- » Collie to Donnybrook Cycle Race
- » Wellington Dam Quarry Dinner
- » Collie Cup Race Day
- » Carols in the Park

*Right: 'Ngarngungudditj', by Tjyllyungoo/Lance Chadd, Trish Robinson. Next page: 'Three Workers', by Fintan Magee, part of the Collie Mural Trail*





## Local Amenities and Services

Collie has a wide range of existing local services and amenities, comfortably servicing a town of more than 8,000 people. Local services and amenities include:

- » Various eateries
- » Trotts and horse racing events
- » Golf Course and sports grounds
- » Collie Speedway
- » Motorplex including race track
- » Major supermarkets (Coles, Woolworths)
- » Regional hospital
- » Various medical and allied health services
- » Recreational retail stores (camping, sports and bike shops)
- » Gift and local art and craft stores
- » Appliance and hardware retail stores
- » Car dealers, repair, car wash and auto stores
- » Electric car charging point
- » Petrol Stations
- » Sealed airstrip

*Right: , and 'We of the Bibbulmun', part of the Collie Mural Trail. Next page: The Wagon cafe, Collie (Department of Biodiversity, Conservation and Attractions)*



Music Shell

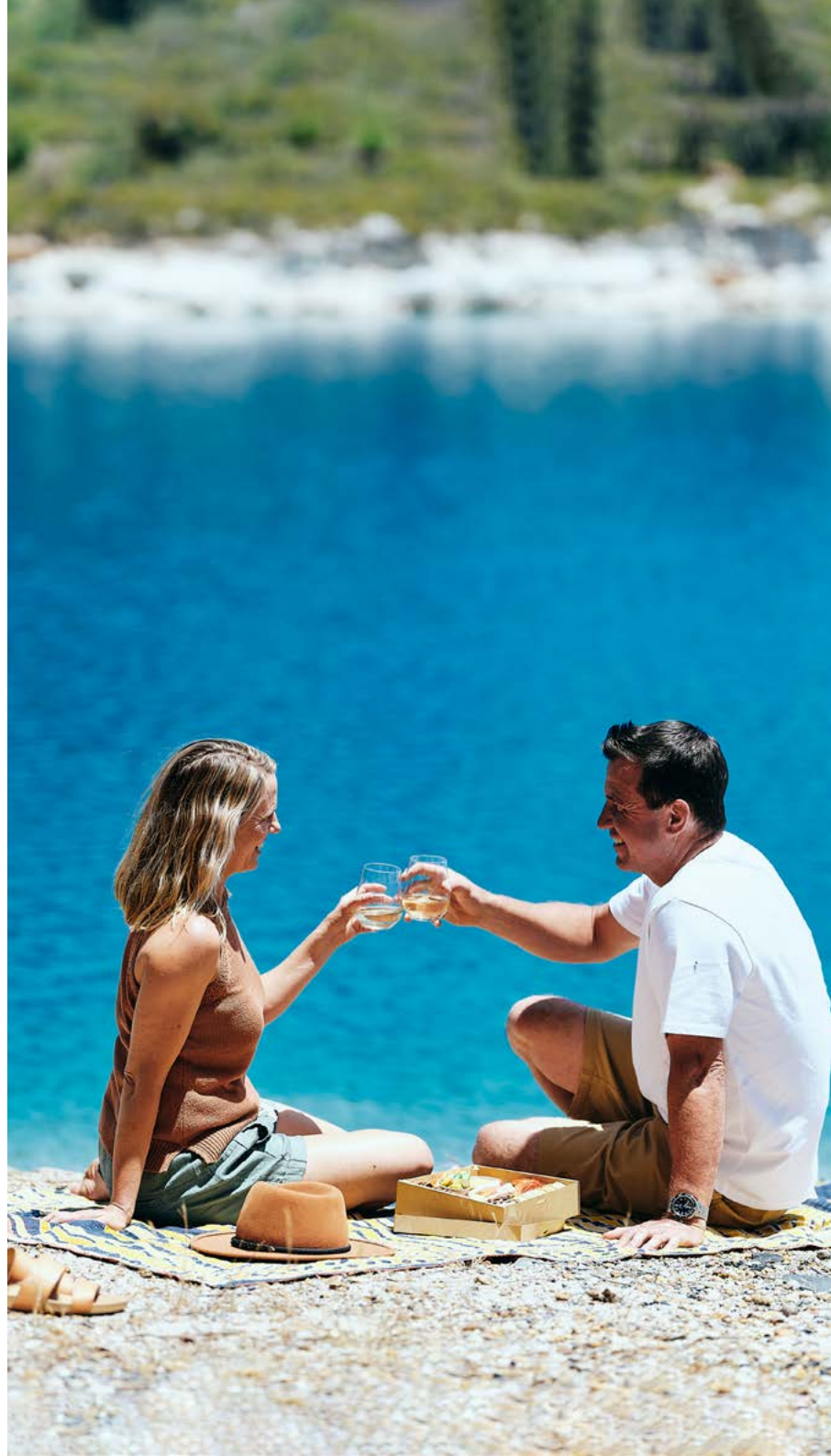
The Wagon



## Local Accommodation

- » Small range of Hotels, Motels, Lodges, and a Resort
- » Various private accommodation options (including Cottages, Retreats, and Airbnbs/B&Bs)
- » Campgrounds:
  - \* Local caravan park
  - \* Lake Kepwari campgrounds (including the Mick Murray and David Ugle Campgrounds)
  - \* Wellington National Park campgrounds (including Potter's Gorge, Honeymoon Pool, Gelcoat, and Stones Brook)
  - \* Stockton Lake campgrounds
  - \* Glen Mervyn Dam campgrounds

*Right: Stockton Lake, Collie*  
*Next page: Black Diamond Lodge*









## WA Government initiatives

The WA Government has committed to investing in several key tourism offerings and infrastructure in Collie, positively contributing to a growth in visitor numbers. This sharp growth is only expected to continue as the State further invests in new initiatives and major projects, and development of previous offerings reaches their final stages. Major projects include:

ATTRACTIONS	
Collie Adventure Trails	\$10 million
Lake Kepwari Re-development	\$5.7 million
Collie Mural Trail	\$1.5 million
Underground mine experience	\$0.3 million
TOURISM SUPPORT	
Historical entry façade upgrades	\$1.1 million
Wellington National Park infrastructure and signage	\$2.5 million
Collie Ridge Hotel expansion	\$0.5 million
Small Business Advisor to help business become tourism ready	\$0.18 million
IN PROGRESS/LONGER-TERM	
Replacement of the traffic bridge at Wellington Dam to cater for increased visitors	
Expansion of the Collie Visitors Centre	
New pump track	
Adventure offering EOI for Wellington National Park	
Accommodation development (small grants)	
Roundhouse development (feasibility)	

*Left and previous page: Kaneang Willman Suspension Bridge (Tourism WA)*

## Government support

The WA Government is looking to hear from businesses that could contribute to the positive impact the growing tourism landscape is having on Collie, and its wider region.

The WA Government's Collie Delivery Unit is committed to the diversification of Collie's local economy and can help those looking to bring their ideas for Collie to life.

For significant proposals, there may be opportunities for State Government funding support. If interested, please contact the Collie Delivery Unit on the details below to discuss further.

**Collie Delivery Unit,  
Department of the Premier and Cabinet**

**A:** 63 Throssell Street, COLLIE WA 6225

**T:** (08) 9734 2322

**E:** [collie@dpc.wa.gov.au](mailto:collie@dpc.wa.gov.au) **W:** [WA.gov.au](http://WA.gov.au)



**Learn More**

For more information on Collie and the WA Government's commitment to enhancing and diversifying the local economy scan the QR code.

*Right: 'Fading Habitat' by Ian Mutch, part of the Collie Mural Trail. Next page: Sika Trail, Wellington National Park (Tourism WA)*





## Useful Contacts

### Collie Delivery Unit

**A:** 63 Throssell Street, COLLIE WA 6225

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**E:** [collie@dpc.wa.gov.au](mailto:collie@dpc.wa.gov.au)

### South West Development Commission

**A:** 63 Throssell Street, COLLIE WA 6225

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**E:** [info@swdc.wa.gov.au](mailto:info@swdc.wa.gov.au)

### Collie Visitor Centre

**A:** 156 Throssell Street, COLLIE WA 6225

**T:** (08) 9734 2051

**E:** [info@collierivervalley.com.au](mailto:info@collierivervalley.com.au)

### Shire of Collie

**A:** 87 Throssell Street, COLLIE WA 6225

**T:** (08) 9734 9000

**E:** [colshire@collie.wa.gov.au](mailto:colshire@collie.wa.gov.au)

## Other Resources

### Tourism WA | Collie

Search 'Collie' on the Tourism WA website at [www.westernaustralia.com](http://www.westernaustralia.com)

### Collie Visitor Centre | Explore Collie

Read more about Collie's experiences and activities at [collierivervalley.com.au](http://collierivervalley.com.au)

### Shire of Collie | Visitor Information

Learn and read about the seasonal attractions on offer at [www.collie.wa.gov.au/visitors](http://www.collie.wa.gov.au/visitors)

### Trails WA | Collie

Search 'Collie' on the Trails WA website at [trails.wa.com.au](http://trails.wa.com.au)

*Next page: Image credit Tourism WA*





