



**DRAFT PRELIMINARY CONCEPTS FOR STAKEHOLDER DISCUSSION ONLY –
SUBJECT TO FURTHER CONSIDERATION & AVAILABLE FUNDING**

Kinjarling Albany Stories Project

Draft Key Actions and Products for Concept Plans

For Steering Committee and Stakeholder discussions during Part 2 meetings in Albany – 1st Week of December, 2009

The Strategic Overall Concept or Masterplan would be for a continuous Kinjarling Albany Trail from the Upper Kalgan Bridge to Albany, running down the Kalgan River to Emu Point along West shoreline of Oyster Harbour and connecting with existing trails [Dual Use Pathways] into Albany via Stirling Terrace and on to Amity Precinct/WA Museum.

The trail would continue westward and around Princess Royal Harbour via the existing Bibbulmun Track, extending from the vicinity of Little Grove to Quaranup and along Frenchman's Bay to Whale World. The trail would also have linkages into Torndirrup National Park.

Secondary trail sections would link in with the main trail at various points, picking up existing and new trails and attractions along the way.

High quality interpretation and information facilities and activities would take place at selected places along the trail. This concept would be assisted and strengthened by various key tourism businesses and enterprise products that are trail or story-dependent.

A number of potential funding opportunities may assist the initial planning and implementation of these businesses and products.

The following key infrastructure, interpretation, and products express the draft priority actions the Consultant Team suggest should be considered for implementation within the Priority Story Precincts selected at the end of Part 1 of the project.

Basic Infrastructure Priorities

1. Trail Creation/Completion [Physical Infrastructure – in rough order of priority]:

- a. Racing Goanna Indigenous Interpretation Trail [from WA Museum and Amity Trail to Mount Melville, the Lookout/Communications Tower, Noongar Centre and Serpentine Road access points]. May implement existing Mounts Management Plan or be modified according to Noongar wishes. Involves selection of trail route and installation of markers.
- b. Kalgan River - Luke Pen Trail from the Fish Traps on Oyster Harbour to existing Luke Pen Trail – creating a track from Fish Traps to Upper Kalgan Bridge, Old Kalgan Town Hall and Noongar Campsite / Corroborree Ground. Involves selection of trail route and installation of markers. Whether this is a walking trail only or a dual use trail for walkers and cyclists is to be determined [existing trail is walkers only].
- c. Upgrade Amity Precinct to Mt. Clarence Heritage Trail Links. Involves identification of where physical infrastructure should be upgraded and the provision of adequate signposts/markers.
- d. Quaranup – Frenchman's Bay Interpretation Trail [from Point Possession to Whale World with possible link into existing trails of Torndirrup Nat. Park]. Should involve upgrade /realignment of trail infrastructure and markers and fill current gap between Frenchman's Bay beach and Whale World and then on to Norwegian Whaling Station.
- e. Seafarer's Interpretation Trail [from Port of Albany through park to Stirling Terrace]. Initially involves selection of trail route and upgrade of trail, including railway crossing and markers.

Other trail segments needing completion, but which would be longer term developments include:

- Luke Pen to Windamere Park – connecting across the King and Kalgan Bridges;



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- Bayonet Head to Emu Point – connecting across the Seppings Wetlands;
 - Little Grove to Quaranup – Frenchman’s Bay Trails.
2. Kinjarling Albany Trail and Stories Headquarters or Trailhead Centre[s]
 - a. WA Museum – currently taking first step with new displays planned for redevelopment of the Residency Museum;
 - b. AMF Boatshed – utilisation of undeveloped space on west side of existing building;
 - c. Old Albany Town Hall – as part of a potential future Community Centre facility;
 - d. Albany Visitor Centre – as the main information and visitor directional facility in Albany with a close relationship to the existing Bibbulmun Track trailhead.

Interpretation/Information Facilities

1. Kinjarling Albany Trail/Stories Brochure - A colour brochure available at the Visitor Centre, WA Museum, Boatshed and elsewhere - also downloadable from the Web - that provides a comprehensive overview of the trail and key stories, interpretive facilities, guided tours and events that occur in conjunction with the trail.
2. Kinjarling Albany Stories & Trail Branding Symbol & Logo - Design of a standardised brand symbol and/or logo for Kinjarling Albany Stories and Trail concept. [Could use the logo we have developed or something else if preferred.]
3. Fish Traps and Kalgan River/Luke Pen Trail Interpretive Signage or Audio Device - [e.g. MP3’s available for hire, offering more detailed information].
4. Racing Goanna Indigenous Trail Interpretive Signage and/or Audio Device [ditto MP3’s] – various locations, commencing from the WA Museum site to Mount Melville and over the Mount to the Observation Tower, on to the Noongar Centre and Serpentine Road.
5. Point Possession – Quaranup Trail Interpretive Signage and/or Audio Device [ditto MP3’s].
6. Frenchman’s Bay Interpretive Signage and/or Audio Device [ditto MP3’s].
7. Seafarer’s Trail Interpretive Signage and/or Audio Device [ditto MP3’s].
8. Upgrade of Amity Trail /Albany Heritage Trail Interpretive Signage and/or Audio Device [ditto MP3’s].
9. Norwegian Whaling Station Interpretive Signage and/or Audio Device - As per SDF recommendations to GSDC; anticipate that this would involve a limited number of signs along the Frenchman’s Bay Trail, with further interpretation provided at the Whale World Museum.



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Trail/Stories-Dependent Tourism/Business Enterprises/Products

Suggested Smaller Tourism and Micro-Enterprise Products

[Note: Suggested Top 4 Priority Products indicated in bold black text, as per the Steering Committee's request that smaller ventures that may be more quickly implemented without extensive infrastructure or capital investments.]

Kinjarling Albany Trail – General for All Precincts:

1. **Mobile Kinjarling Karavan Shop** - Establish a modified caravan as a mobile shop for indigenous food, art / craft, handicraft and merchandise. The Van could be appropriately painted in Noongar imagery and moved around the trail to suit seasonality and demand. Indigenous product could be sourced from the Noongar community and from wholesalers across Australia.

Similar Models: Seasonal operators at fairs / festivals.

Potential Funding: Indigenous Small Business Fund and Indigenous Regional Development Program.

Business Structure: Community-based public company [i.e. limited liability; or an existing Pty Ltd]; or an aboriginal association as owner that leases the van to an indigenous community member [i.e. sole traders or sole traders in partnership].

Indicative Pricing: Items ranging from \$4 [handicraft trinkets] to \$200 [handmade crafts / artworks / carvings].

Kalgan & King Rivers Precinct:

1. Canoe Hire;
2. Walk Tour & MP3 Hire;
3. **Kalgan River Traps, Tucker & Trail Experience** – guided tour by Noongar Guides¹. Established traps near the outlet of the Kalgan River in Oyster Bay and others that may remain or be re-built along the Kalgan River can be used to demonstrate fish-trapping to visitors, while telling of trapping / hunting stories of the surrounding area.

A guided tour along the adjacent trail would provide further insight into indigenous law, custom, dreamtime and historic events. Trapped or locally caught fish would be cooked in a traditional open fire and supplemented with damper and/or traditional foods [e.g. around a fire ring or within a mini-amphitheatre setting]. This 2-hour tour would provide visitors with an experience of living from the land.

Similar Models: Fitzroy River Tours, Kepa Kurl [Esperance]; Broome bush tucker tours; Wula Guda Nyinda [Shark Bay tucker and cultural tours].

Potential Funding: Indigenous Heritage Program; Indigenous Small Business Fund; and Royalties for Regions.

Notes:

1. *Kalgan River Traps, Tucker and Trail Experience* - could involve Great Southern TAFE tourism students and local indigenous persons establishing a series of micro-businesses each offering a service that complements the Kalgan Queen Riverboat Experience. For example, offering guided tours along the adjacent interpretive trail and/or surrounds; hiring MP3 audio for visitors to self-guide the area [interpretive nodes marked accordingly]; offer guided canoe tours along an upper stretch of the river [i.e. 30 minute duration] – where the boat doesn't / cannot travel; offer guided bush tucker demonstrations and tastings [based on the Margaret River model] possibly incorporating fish trapped/taken from the Kalgan River; offering Creation and Dreaming stories within a re-created indigenous camp-site; these activities could be located at a common site where tour guides meet and organise visitors.



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Business Structure: Community-based incorporated association; or Aboriginal Corporation [Pty Ltd or Ltd company structure]; or Sole Traders working together under a common alliance [brand name].

Partners: Coach [tour] operators visiting Albany such as AAT Kings, Western Exposure, Australian Pinnacle Tours and Australia Adventure Travel. This would require development of product to suit the tour operators visit schedule, group sizes, seasonality and pricing arrangements.

Indicative Pricing: Adults - \$60. Children [<16y.o.] \$30. Price includes lunch. Duration: 2hrs [approx.]

Old Albany Precinct:

1. Trail Transport Hire – possibly branded as the *Kinjarling Albany Trail Get-Abouts* [e.g. bicycles, segways, scooters, mini-scooters, micro-cars] with maps, field notes and/or optional MP3/iPod players as audio guides, touring interpretive sights along the trail in and around Old Albany.
2. Bush Tucker Shop -Selling pre-packaged produce sourced from around Australia], food [incl. hampers & local produce] and during peak seasons offer fast-food bush tucker style.

Mount Melville Precinct:

1. Racing Goanna Indigenous Guided Trail Walk – an interpretive trail walk that may be self-guided using signage and/or MP3 Audio Hire or led by Noongar Guides [both for a fee]. It could commence at the WA Museum and/or the Mt. Melville Observation Tower [the Sparkplug]. It would feature pre and post-contact Noongar stories and the interpretation of the Albany landscape [Creation Stories] and the indigenous flora and fauna of the Mount.

Similar Models: Balga Mia tours, Yanchep National Park; Mooditch Tours, Perth [CBD]; Spectacles Yargan Tours, Beeliar Regional Park;

Potential Funding: Indigenous Small Business Fund; and Indigenous Regional Development Program.

Business Structure: Community-based public company with a limited liability; an existing [Pty Ltd] aboriginal corporation; or indigenous sole traders or sole traders in partnership.

Partners: Coach [tour] operators visiting Albany such as AAT Kings, Western Exposure, Australian Pinnacle Tours and Australia Adventure Travel. This would require development of product to suit the tour operators visit schedule, group sizes, seasonality and pricing arrangements.

Indicative Pricing: Guided Tour - Adults \$20, Children [<16y.o.] \$14; Duration: 45 to 60 minutes MP3 Hire - \$10/ per person.

Quaranup – Frenchman's Bay Precinct:

1. Noongar Cultural Bush Tours – This would involve Noongar Guided Tours and/or MP3 Audio Hire for the interpretation of trails on Point Possession, along Frenchman's Bay and into Torndirrup National Park. Interpretation would focus on pre-contact and post-contact stories of Noongar life, the archaeological and historic sites [lizard traps, grind stones, quartz quarries, etc.], indigenous flora and fauna and bush food gathering and preparation. These tours would primarily cater to visitors from Whale World, Camp Quaranup and the proposed new up-market resort on Frenchman's Bay. Bookings could be made through the Albany Visitor Centre or Whale World.

Similar Models: Kings Park Indigenous Heritage Tour; Ardiyool Tours [Dampier Peninsula]; Koomal Dreaming Tours [Yallingup];

Potential Funding: Indigenous Small Business Fund; and Indigenous Regional Development Program.



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Partners: Coach [tour] operators visiting Albany such as AAT Kings, Western Exposure, Australian Pinnacle Tours and Australia Adventure Travel. This would require development of product to suit the tour operators visit schedule, group sizes, seasonality and pricing arrangements.

Indicative Pricing: Adults \$30, Children [<16y.o] \$20; Duration: 90 – 120 minutes

Suggested Larger Tourism and Enterprise Products for the Medium to Long Term

Kinjarling Albany Trail – General for All Precincts:

1. Kinjarling Albany Stories Guided Tour Company – This would be a collection of potential guided tours with qualified Tour Guides trained and managed as a joint venture between the Great Southern TAFE Cultural Tourism Program and a group of Albany business persons [created as a Management Board]. The business would employ graduates/students of the local Curtin University program, which would provide them with appropriate training and licenses ² to organise, lead, drive coaches/tour vehicles/boats, canoe/kayak trips and to interpret key Kinjarling Albany Stories, including:
 - Oyster Harbour Fish Traps
 - Luke Pen/Kalgan Valley Trail
 - Kalgan River Canoe Trips
 - Mount Melville – Noongar Stories Trail
 - Old Albany Stories [Amity/Albany Heritage Trail]
 - Time Before Albany: Mineng – Mokare' Stories
 - Mt. Clarence Defence Precinct Stories
 - ANZAAC – Desert Corps Stories
 - Point Possession Stories
 - Whale Dreaming Stories
 - Norwegian Whale Station Stories
 - Seafarer's Walk Stories
 - Sound Deep Tales: Environmental and Historic Stories of King George Sound, the Two Harbours and the Lighthouses
2. Cruise Ship Day Tours – This could be a joint venture between the above *Kinjarling Albany Stories Guided Tours Company* and local bus operators ³. It would require the local bus operators to hire, lease or purchase commercial tour coaches for occasional use during the cruise ship season from October through March. This may require indigenous partners to seek grant funding to secure the coaches. It would also require the supply of suitably trained and qualified tour leaders/interpreters. The business would be established to offer Guided Tours with the above stories either on a regular/seasonal program schedule or an On-Demand Pre-Booked basis. Some of the employees would also be trained to obtain commercial bus driving licenses, being available to drive coaches and lead day-trip tours for Cruise Ship visitors during the months from October – March [refer below].

Notes:

2. Licensing to include Registration as Tour Operators/Guides with DEC and Eco-Tourism Australia.
3. Cruise ships aim to generate revenue from commission earned by passengers visiting land-based tourism sites and attractions. Cruise ships will not normally invest in land-based assets / services. Cruise ships contribute passengers and for that they request a significant commission. For this reason, it cannot be expected that the Cruise Ship Companies will contribute money to the purchase of tour coaches and other ground-infrastructure. Hence, there will be a need for a local private bus company or community busses organised via the City of Albany and other government authorities.



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3. The Kinjarling Albany Storybook – Publication of a well-written and beautifully illustrated collection of Noongar and Wadjela stories of the Albany area that provides written documentation of various stories from the past along the different interpretive themes we have outlined. This could also include maps to guide visitors around different precincts and provide suggested itineraries, routes and travel options. Could also be translated into Talking Story CDs, and/or DVDs or pod casts [for MP3's/iPods]. These could become “coffee table” items or high-quality take-away memorabilia for Albany visitors and tourists. Proceeds from the sales could go back into a Kinjarling Albany Stories fund that would be used to assist future publications, the development of oral histories and/or trail interpretive signage, brochures, etc. The stories documented could also form the basis of self-guided audio interpretations of different sites and precincts along the Kinjarling Albany Trail.

Kalgan & King Rivers Precinct:

1. Kalgan Queen Riverboat Adventures – would involve working with the operator of the established Kalgan Queen boat tours to supplement their existing interpretive stories with Kinjarling Albany Stories and/or supplement with shore-based displays / tastings / dance / demonstrations facilitated by Noongar guides and interpreters.

Old Albany Precinct:

1. Annual Kinjarling Albany International Stories & Music Festival – an annual festival featuring Noongar and Wadjela Stories of the Albany/Kinjarling area, as well as related stories from around the world with a connection to Albany as told by invited international story-tellers. The story-telling would be combined with music, food and wine of the Albany Region and also highlight guided tours as indicated above. This would utilise heritage buildings and outdoor sites along the Kinjarling Albany Trail. This festival could fill a current void in the Albany events calendar regarding a major story-telling and music festival [need to determine the best time of year to hold such an event].
2. Kinjarling Albany Stories Radio Station – perhaps in partnership with the local Albany Radio Station, providing a training facility and vehicle for Noongar and Wadjela youth and seniors to talk about various stories from the Kinjarling Albany Trail Storybook. This could coincide with the story & music festival. [Potential Indigenous Heritage Program funding currently available.]

Mount Melville Precinct:

1. “Back to 1770”. A re-created indigenous camp where visitors learn of traditional food, health, family, medicine, law and nature. The site could host walks, talks, dance, performances, art/craft exchanges and open-pit cooking on select evenings during peak periods and/or for coach groups. [This concept could be mirrored with other heritage display and activity sites reflecting key periods and themes of Albany's history – e.g. “Back to 1826”, “Back to 1880”, etc.]
2. The Aboriginal Life Centre [ALC]⁴ – This could be a longer term major tourism product of this precinct. This would be a comprehensive Aboriginal cultural centre with facilities for both Aboriginal and Wadjela learning, arts and employment [including facilities for, e.g., Aboriginal culture/history, storytelling, music and dance production/performance, art studios/galleries, bush foods, corroboree grounds, indigenous environmental management, etc.]. The area is close to town, within walking/cycling distance and is also easily accessible by car. It offers a more natural setting for such a facility that could enhance credibility. [A smaller-scale alternative to this concept could also be considered for a re-developed Town Hall precinct. Although it would not have the same natural setting as Mount Melville, it could have a greater commercial focus and provide a location where the Noongar people and culture can be readily integrated with the resident Wadjela community and visitors to Albany at a convenient, center of town location.]

Notes:

4. Concepts such as the *Aboriginal Life Centre*, a *Whale Dreaming Centre* or a *Norwegian Whaling Station Interpretive Centre* would probably require the development of visitor and interpretive infrastructure and the provision of either a permanent on-site staff of interpreters or floating interpretive guides. A dedicated facility is unlikely to be viable, sustainable or appealing enough to muster on-going support. Very few if any discovery/interpretive/visitor-oriented centres are viable. Most lose money and require recurrent funding. Hence, a thorough market and financial feasibility study is recommended for any of the larger built facility attractions suggested in this document.

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*Quaranup – Frenchman's Bay Precinct*⁵

1. Whale Dreaming Interpretation Centre – This would be a new interpretation centre/activity that relates the centuries old spiritual/cultural relationship between man and whales, beginning with the connections between whales and indigenous cultures around the world, then interpreting the Noongar /Mineng relationship to whales and finally that of the Wadjela/Europeans. This facility/activity would be tentatively associated and managed through Whale World at Frenchman's Bay.
2. Kinjarling Adventures Eco-Lodges - to be located on Frenchman's Bay near Whale World or the Norwegian Whaling Station. This facility would be commercially owned and operated to provide quality, eco-friendly tourist accommodation from mid to higher cost levels for visitors wishing to stay in a more natural coastal setting with high accessibility to self-guided and guided adventure and interpretive trails. Activities available would take advantage of close proximity to walking trails in Torndirrup National Park and on Point Possession and Frenchman's Bay, while also having a cooperative tour arrangement with the *Kinjarling Albany Stories Guided Tours Company* for other tours and interpretive activities along the Kinjarling Albany Trail. Target Market: Families and Up-Market Couples. [There are currently plans for similar facilities at the Whale World property and there may potentially be scope for the addition of such lodges at Camp Quaranup, depending on DSR policies and future development plans.]
3. Camp Quaranup – Future re-development and upgrading by DSR could provide a range of accommodation and retreat/conference facilities along with educational, recreation and environmental interpretation/action activities. It could be broadly marketed to, schools, the corporate sector and as a family summer camp. The camp could use the Kinjarling trail for hiking, riding, geo-caching, abseiling, bird watching and flora / fauna appreciation. Everything would be provided on site. Emphasis is on family values, team-building and involvement.
4. Eco-Park Camp - for short stay motorhomes, caravans, camper trailers, tents, swags and hikers. Supplemented with communal veggie gardens, renewable technologies [solar, wind, grey water re-use, biolytic toilets] and 'green' education programs. Guided tours, interpretive trails, indigenous art/craft workshops and cultural exchanges. Community owned and operated in partnership with local indigenous groups.

There is significant funding available from ILC / IBA for indigenous ventures focused on land-based, 'green', eco-friendly ventures based on indigenous ownership, employment and preservation of indigenous culture. The eco-park would fit into this category. However, it would require very strong Noongar community support in terms of skilled persons [families, groups] ready, willing and able to make the venture happen.

Notes:

5. Although the Kinjarling Steering Committee and GSDC have identified the Norwegian Whaling Station as a potential priority for some form of interpretation or product, indications to date are that the archaeological and historic fabric remaining on this site is extremely degraded and that it may take very considerable investment to re-create any "authentic" replica of the Station as it was formerly known for the purposes of creating any interpretation or tourism product of major significance. It may be that a limited number of interpretive signs along the trail would suffice to mark this site for visitors, but that its principal interpretation would be carried out at Whale World.



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Potential Funding Sources

Potential funding sources for the infrastructure and products noted above could include, but not be limited to, the following:

1. Regional Grants Scheme – Royalties for Regions
2. Indigenous Heritage Program – DEWHA
3. Indigenous Broadcasting Program – DEWHA
4. TQUAL Grants – Commonwealth Dept. of Resources, Energy and Tourism [should be another round for applications in June 2010]
5. Lottery West Grants and Community Development
6. Western Australian Sustainable Communities Grants
7. Foundation for Rural and Regional Renewal [FRRR]
8. Indigenous Small Business Fund
9. Indigenous Regional Development Program [IRDP]
10. Western Australian Regional Initiatives Scheme [WARIS]
11. Regional Development Scheme [RDS]
12. 2009 Trails Grants Program

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