



APPENDICES INDEX

ORDINARY COUNCIL MEETING

25 August 2026

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Minutes

**Shire of Waroona
Local Emergency
Management Committee**

**First Quarter
Wednesday 12 August 2026**

Shire of Waroona Council Chamber

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OPENING OF MEETING

LEMC Chairperson Mike Walmsley declared the meeting open at 10:30am

1. ATTENDANCE

Brendan Woodford	LEMC Acting Chairperson / Officer in Charge, Shire of Waroona
Mark Goodlet	Chief Executive Officer, Shire of Waroona
Luke Jones	Bushfire Risk Mitigation Coordinator, Shire of Waroona
Meg Robertson	Ranger, Shire of Waroona
Taylah Platell	Emergency Services Administration Officer, Shire of Waroona
Merrin Kirk	Executive Assistant, Shire of Waroona
Kirrily Clarke	Regional Coordinator, Department of Communities
Steve Collins	Operations Manager, Water Corporation
Rod Johnson	Harvey Water
Elle Reed	Acting Correspondent, Peel Health Campus
Ashley Callcut	St John WA
Carla Robson	St John WA
Jake Webb	Alcoa of Australia
Aaron Kelly	ESO Supervisor, Alcoa of Australia
Justine Esmonde	NBN Local - Southwest

2. APOLOGIES

Mike Walmsley	LEMC Chairperson / Shire of Waroona President
Rhys Bloxsidge	Manager Development Services, Shire of Waroona
Katie Leigh	Senior Ranger, Shire of Waroona
John Twaddle	CBFCO, Shire of Waroona
Kurt Berg	Water Corporation
Caroline Henning	Manager, Waroona Community Resource Centre

3. CONFIRMATION OF MINUTES OF PREVIOUS MEETING**LEMC Resolution / Officer Recommendation**

LEMC26/08/002

Moved: Brendan Woodford

Seconded: Kirrily Clarke

It is recommended that the minutes of the Shire of Waroona Local Emergency Management Committee Meeting held Tuesday 12 May 2026 be confirmed as true and correct (Appendix 1).

CARRIED UNANIMOUSLY 6/0

4. BUSINESS ARISING**4.1 Confirmation of Facilities on the State Evacuation Register 2026/27**

Author Kirrily Clarke, Department of Communities

The State Support Plan – Emergency Relief and Support documents the arrangements for the strategic management and coordination of emergency relief and

support services under the Western Australian's State Emergency Management arrangements.

Under the State's Emergency Management Arrangements, Local Governments are required to identify evacuation centres suitable for relevant hazards and/or communities. When identifying potential evacuation centre locations, the Local Government Authority, in collaboration with the Local Emergency Management Committee and relevant emergency management agencies, determine that facilities are appropriate for hazards that are high risk to the area.

The Arrangements identify the Department of Communities to maintain a record of evacuation centres across the State and to provide this to Hazard Management or Controlling Agencies as required, for consideration during emergency evacuation planning and response activities. The State Evacuation Register is not a public register.

Annual review of facilities provides an opportunity for Local Governments and emergency management partners to confirm that facilities remain appropriate having regard to local hazard risks, community requirements, and operational considerations.

CURRENT SITUATION

Facility	Address	Capacity	Hazard Considerations
Waroona Recreation & Aquatic Centre	90 Hill Street, Waroona	500 / 125	
Waroona Memorial Hall	South Western Highway, Waroona	299 / 75	

The Department of Communities requests that:

LEMC members:

- Review the nominated facilities.
- Confirm their ongoing suitability for the hazards relevant to the district.
- Identify any known operational limitations or upcoming infrastructure projects (within the 2026-27 season).
- Recommend any additions, removals, or amendments to the Register.

HMA representatives confirm whether any known hazard-specific considerations would affect the suitability of the identified facilities, including:

- flood inundation;
- bushfire exposure;
- cyclone vulnerability;
- hazardous materials risks;
- access and egress constraints;
- isolation risks; and
- any other operational considerations.

Where concerns are identified, members are requested to provide recommendations for alternative facilities or mitigation measures.

The Local Emergency Relief & Support Plan is attached at Appendix 2.

LEMC Resolution / Officer Recommendation

LEMC26/08/003

Moved: Brendan Woodford

Seconded: Kirrily Clarke

It is recommended to Council that the Shire of Waroona Local Emergency Management Committee:

- 1. reviews and endorses the identified facilities for inclusion on the Department of Communities State Evacuation Register for 2026/27;**
- 2. confirms that the facilities have been considered against locally identified hazard risks and community requirements;**
- 3. requests Hazard Management Agency representatives to advise of any hazard specific concerns that may affect the suitability of the identified facilities for evacuation, refuge, or shelter purposes; and**
- 4. recommends any additions, removals or amendments to facility records prior to submission to the Department of Communities.**

CARRIED UNANIMOUSLY 6/0

**4.2 Approved 2026/27 Local Government Grant Scheme Bush Fire Brigade Capital and Operating Grants
Author Rhys Bloxside, Shire of Waroona**

The Department of Fire and Emergency Services (DFES) has advised the Shire of Waroona that \$71,550 has been granted for brigade operational purposes for the 2026/27 financial year. This is a 15% increase on the previous year. Further, DFES has advised that the Lake Clifton Volunteer Bush Fire Brigade will receive a new 2.4 Broadacre fire appliance to the value of \$545,900 as a capital grant. The Lake Clifton Brigade's existing appliance is now 13 years old and due for replacement.

It should be noted the Shire submitted capital grant applications for the following that were not supported by DFES.

- Light tanker for Preston Beach brigade
- Light tanker for Lake Clifton brigade
- 2.4 Broadacre for Waroona West brigade
- Sealing of car parking and trafficable areas at Waroona West station
- Sealing of car parking and trafficable areas at Preston Beach station

The correspondence from DFES regarding the grants is at Appendix 3.

LEMC Resolution / Officer Recommendation

LEMC26/08/004

Moved: Mark Goodlet

Seconded: Brendan Woodford

It is recommended that the Shire of Waroona Local Emergency Management Committee notes the Local Government Grant Scheme Operating and Capital Grants for the 2026/27 year.

5. EVERY MEETING

5.1 Correspondence Received

Nil

5.2 Progress on any Funding Applications

Nil

5.3 Discussion / Review of any Incidents or Exercises

Nil

5.4 Progress on Bushfire Risk Management Plan Treatments

Nil

6. EVERY MEETING

6.1 Justine Esmonde, NBN Local - Southwest

Justine Esmonde advised that an update to the NBN website regarding outage information will be implemented on 26 August 2026.

6.2 Carla Robson, St John WA

Carla Robson advised of the commencement of St John Ambulance's local volunteer recruitment campaign, due to a number of volunteers being away from the area.

6.3 Luke Jones, Bushfire Risk Mitigation Coordinator, Shire of Waroona

Luke Jones provided an update on a \$200,000 treatment grant application, which if successful will provide funding for a period of five (5) years.

6.4 Cate Willey, DEMA, Department of Fire & Emergency Services

Cate Willey provided an update on the Local Emergency Management Arrangements Improvement Program and advised that new LEMA templates have been released

6.5 Kirrily Clarke, Regional Coordinator, Department of Communities

Kirrily Clarke's report is attached at Appendix 2.

6.6 Elle Reed

Elle Reed introduced herself as the Acting Correspondent for Peel Health Campus / Murray District Hospital until the end of the year. Elle advised that a bushfire training

exercise is being planned for Murray District Hospital staff prior to the commencement of the bushfire season. Peel Health Campus is also considering the use of Optus mobile phones for its Emergency Operations Centre following the recent Telstra outage.

6.7 Aaron Kelly, ESO Supervisor, Alcoa Australia

Aarona Kelly advised of the commencement of Alcoa's Bushfire Mitigation Plan

6.8 Mark Goodlet, CEO, Shire of Waroona

Mark Goodlet advised that the Shire is currently undertaking a Risk Assessment and Management Plan for Frontier Energy.

6.8 Cate Willey, DEMA, Department of Fire & Emergency Services

Cate Willey provided an update on the Local Emergency Management Arrangements Improvement Program and advised that new LEMA templates have been released

7. NEXT MEETING

The next Local Emergency Management Committee meeting will be held on Wednesday 11 November 2026 commencing at 10.30am. The meeting will be held at the Shire of Waroona Council Chamber unless otherwise advised.

8. CLOSE OF MEETING

There being no further business, Acting Chairperson Brendan Woodford declared the meeting closed at 10.53am.



Appendices

Local Emergency Management Committee Meeting

**First Quarter
Wednesday 12 August 2026**



Unconfirmed Minutes

**Shire of Waroona
Local Emergency
Management Committee**

**Fourth Quarter
Tuesday 12th May 2026**

Local Emergency Management Committee – Tuesday 12th May 2026**Table of Contents**

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5.3	Discussion/Review of any Incidents or Exercises	2
5.4	Progress on Bushfire Risk Management Plan Treatments	2
6.	GENERAL BUSINESS	2
6.1	Kirrily Clarke, Regional Coordinator, Department of Communities	2
6.2	Ricky Southgate, District Officer, DFES	2
6.3	Cate Willey, DEMA South/East, DFES	2
6.4	Brendan Woodford, Officer in Charge, WAPOL	2
6.5	Jess Vieira, Disaster Preparedness Lead, Department of Health	2
6.6	Aaron Kelly, ESO Supervisor, Alcoa of Australia	2
6.7	Mark Goodlet, CEO, Shire of Waroona	2
7.	NEXT MEETING	3
8.	CLOSE OF MEETING	3

Notice of Meeting

Minutes of the Local Emergency Management Committee meeting held at the Shire of Waroona Council Chambers on Tuesday 12th May 2026. LEMC Chairperson Mike Walmsley declared the meeting open at 10:30am.



Mark Goodlet
Shire of Waroona Chief Executive Officer

1. ATTENDANCES

Mike Walmsley	LEMC Chairperson / Shire President, Shire of Waroona
Brendan Woodford	LEMC Deputy Chairperson / Officer in Charge, Waroona Police
Amber Vincent	LEMC Executive Officer / ESAO, Shire of Waroona
Mark Goodlet	CEO, Shire of Waroona
Rhys Bloxside	Manager Development Services, Shire of Waroona
Luke Jones	Bushfire Risk Mitigation Coordinator, Shire of Waroona
John Twaddle	CBFCO, Shire of Waroona
Kirrily Clarke	Regional Coordinator, Department of Communities
Aaron Kelly	ESO Supervisor, Alcoa of Australia
Steve Collins	Operations Manager, Water Corporation
Caroline Henning	Manager, Waroona Community Resource Centre
Jess Vieira	Disaster Preparedness Lead, Department of Health
Justine Esmonde	NBN Local – Southwest

2. APOLOGIES

Ronan Kelly	Principal, St Joseph's School Waroona
Cate Willey	DEMA, Department of Fire and Emergency Services
Ricky Southgate	District Officer, Department of Fire and Emergency Services
Brenna Geuer	Operational Lead, St John WA
Bruce Hancock	Asset Management and Operations, Main Roads WA
Noel Dew	Community Resident, Shire of Waroona
Jenny McNamara	St John WA
Carla Robson	St John WA
Aaron Dean	St John WA
Robert Deleo	Western Power
Rod Johnson	Harvey Water

3. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

LEMC Resolution / Officer Recommendation

LEMC26/05/001

Moved: John Twaddle

Seconded: Kirrily Clarke

It is recommended that the minutes of the Shire of Waroona Local Emergency Management Committee Meeting held Wednesday 11th February 2026 be confirmed as true and correct (Appendix 1).

CARRIED UNANIMOUSLY 7:0

4. BUSINESS ARISING

4.1 Nil.

5. EVERY MEETING

5.1 Correspondence Received

Nil.

5.2 Progress on any Funding Applications

The Shire of Waroona will apply for round 2 of the MAFS funding.

5.3 Discussion/Review of any Incidents or Exercises

Nil.

5.4 Progress on Bushfire Risk Management Plan Treatments

Luke Jones is currently working through the risk assessments for all Shire of Waroona assets. Luke will then make an application for treatments when MAFS round 2 opens.

6. GENERAL BUSINESS

6.1 Kirrily Clarke, Regional Coordinator, Department of Communities

Kirrily Clarke's report is attached at **Appendix 2**.

6.2 Ricky Southgate, District Officer, DFES

Ricky Southgate's report is attached at **Appendix 3**.

6.3 Cate Willey, DEMA South/East, DFES

Cate Willey's report is attached at **Appendix 4**.

6.4 Brendan Woodford, Officer in Charge, WAPOL

Brendan Woodford informed the committee that there has been a significant number of traffic incidents including one fatality at Waroona Dam.

6.5 Jess Vieira, Disaster Preparedness Lead, Department of Health

Jess Vieira introduced herself as this was her first LEMC meeting. Jess is the new LEMC member for Peel Health Campus on behalf of Department of Health.

6.6 Aaron Kelly, ESO Supervisor, Alcoa of Australia

Aaron Kelly informed the committee that the Willowdale Road intersection roadworks have been completed.

6.7 Mark Goodlet, CEO, Shire of Waroona

Mark Goodlet advised the committee that the Shire of Waroona will be looking at making improvements to Waroona's Evacuation Centre's infrastructure to make sure it is prepared for any natural disaster.

7. NEXT MEETING

The next Local Emergency Management Committee meeting will be held on Wednesday 12th August 2026 commencing at 10:30am. The meeting will be held at the Shire of Waroona Council Chambers.

8. CLOSE OF MEETING

There being no further business Chairperson Mike Walmsley declared the meeting closed at 10:45am.

Unconfirmed Minutes

Local Emergency Relief and Support Plan

Bindjareb Region

City of Mandurah / Shire of Boddington / Shire of Murray / Shire of Waroona

Emergency Relief and Support

Tabled and accepted at the Local Emergency Management Committee

Mandurah LEMC - 12 February 2025

Boddington LEMC - 25 November 2024

Murray LEMC - 2 April 2025

Waroona LEMC - 12 February 2025

April 2025

For activation of Emergency Relief and Support services for hazards defined under the WA Emergency Management arrangements call

Activation summary

Alert – stage one

- The Hazard Management Agency (HMA) or Controlling Agency is responsible for placing the Department of Communities (Communities) and the relevant Local Government/s on alert.
- Communities may engage with the Local Government/s, HMA or Controlling Agency to advise of pre-emptive preparedness activities that would support an emergency response.

Activation for response – stage two

- Via the on-call number XXXX XXX XXX, the HMA or Controlling Agency is responsible for activating the Local Emergency Relief and Support Plan (LERSP) arrangements, to enable emergency relief and support service delivery for the response to the identified hazard.
- This LERSP can be activated at any incident level. Activation of this LERSP will concurrently activate the State Support Plan - Emergency Relief and Support.
- The respective HMA or Controlling Agency Incident Controller is responsible for the decision to evacuate during an emergency. This includes selecting the evacuation centre(s), in consultation with Communities and the Local Government.
- Should the Local Government receive an evacuation centre activation request directly from the HMA or Controlling Agency, Communities must be informed via the on-call number XXXX XXX XXX.
- The Local Government may be required to support the initial emergency relief and support service response and open an evacuation centre. Communities will discuss preparedness and planning arrangements with the Local Government.
- All emergency relief and support related media enquiries are to be directed to Communities' Media team by phone on XXXX XXXX, or by email on .

Stand down – stage three

- The respective HMA or Controlling Agency Incident Controller is responsible for advising Communities to stand down.
- Emergency relief and support services may continue beyond this time, at the discretion of Communities.
- The Local Government is responsible for managing the overall recovery efforts affecting their community.
- When activated by the Local Government, Communities is responsible for supporting the recovery activities through the delivery of emergency relief and support services.

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Document control

Department of Communities is responsible for the development, maintenance and annual review of this Local Emergency Relief and Support Plan. This is completed in consultation with the Local Government and Local Emergency Management Committee.

Publication date	02 2025
Review date	02 2026
Owner	Executive Director, Emergency Relief and Support
Custodian	Assistant Director, Regional Preparedness and Coordination

Amendments

Version	Date	Author	Description
1	August 2025	Regional Coordinator	Review of contact lists
2	July 2026	Regional Officer	Updated contact list
3	Month/year	[position title – not name]	

Document contact

Contact	
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Acknowledgement of Country

The Department of Communities acknowledges the Aboriginal and Torres Strait Islander people as the traditional custodians of all the lands in Western Australia.

We recognise their continuing connection to their lands, waters and sky. We pay our respects to the Aboriginal and Torres Strait Islander people with whom we work, who we serve and protect. We also pay our respects to the Aboriginal and Torres Strait Islander cultures, and to their Elders past and present.

Introduction

The Department of Communities (Communities) is the support organisation responsible for providing and coordinating emergency relief and support services (previously welfare) for the 28 prescribed hazards, as specified in the emergency management legislation.

The Local Emergency Relief and Support Plan (LERSP) details the operational activities for the management and coordination of emergency relief and support services under the Local Emergency Management Arrangements (LEMA).

This LERSP is to be read in conjunction with the LEMA and [the State Support Plan - Emergency Relief and Support](#). This LERSP refers to a range of existing plans and documents relating to emergency relief and support services, including directions to websites and other sources where further information can be obtained.

Purpose

The purpose of this LERSP is to detail the activities for the activation and coordination of emergency relief and support services before, during and after emergencies within the Local Emergency Management Committee or Local Government boundary.

The objective of this LERSP is to outline:

- the activation, and stand-down protocols of Communities and partner agencies
- Communities' responsibilities for the preparedness, response and recovery coordination of emergency relief and support services and resources, and
- the responsibilities of partner agencies to support emergency relief and support service delivery.

Scope of activated services

Emergency relief and support services provide immediate and ongoing social supports to alleviate, as far as practicable, the effects on people impacted by an emergency. These are provided across six functional domains:

- **Emergency accommodation** - the provision of temporary shelter for impacted people evacuating from or displaced by an emergency.
- **Emergency food** – coordination of basic and essential food support for impacted people without the capacity to self-manage resulting from an emergency.
- **Emergency clothing and personal requisites** – coordination of basic and essential clothing, and personal items for emergency impacted people.
- **Emergency personal support services** – the provision of a variety of assistance for emergency impacted people. This can include early psychosocial support, practical assistance, and referral to advisory services, counselling or psychological services.
- **Registration and reunification** – the process of enabling emergency impacted people in a community to be traced and reunited with family and friends.
- **Financial assistance** – the coordination of financial assistance which, depending on the nature of an emergency, may be available to eligible impacted people affected by the event.

Levels of response

When activated, Communities utilises the Australasian Inter-service Incident Management System (AIIMS) model to support decision making and delivery of emergency relief and support services. This includes establishing a management structure designed to deliver the key functions of control, planning, operations and logistics.

Communities is responsible for determining and implementing the appropriate response operating model based on the scale of the emergency event. This approach involves conducting an assessment on the severity and specific requirements to decide the level of emergency relief and support services required.

Communities may undertake pre-emptive preparedness activities before an Australian Warning System (AWS) Alert is provided.

The potential or actual severity of the emergency events are broadly classified as:

- Level 1 – minor community and infrastructure impact, locally managed, supported by resources from the Local Government.
- Level 2 – medium complexity, locally managed, supported by resources from the region and if required State-wide resources.
- Level 3 – high complexity, centrally manage, supported by State-wide resources.

Via the Communities on-call number XXXX XXX XXX, this LERSP can be activated at any level. Activation of the response arrangements in this LERSP, at any level will concurrently activate the State Support Plan - Emergency Relief and Support.

Depending on the nature of the emergency, and the scale of service demand, emergency relief and support services may be provided through the following approaches:

- remotely, by establishing the Disaster Response Hotline (1800 032 965)
- providing outreach via mobile teams for identified on-ground face-to-face support, or
- static service delivery from a designated physical location such as an evacuation centre or recovery hub.

The appropriate mode of delivery will be agreed in consultation with the HMA or Controlling Agency.

Partner agencies

Communities is responsible for identifying partner agencies at local and regional levels, capable of supporting a sustainable and scalable delivery of emergency relief and support services during the response and recovery stages of an emergency. Partner agencies may include other government, industry, and social sector organisations.

Communities is responsible for the costs associated with the delivery of emergency relief and support services, where a partner agency is engaged. Communities is not responsible for self-activated agency's costs during an emergency event.

Communities and partner agencies negotiate prior to activation for the required operating resources to deliver emergency relief and support.

State-level partner agency responsibilities supporting the delivery of emergency relief and support services can be viewed in the State Support Plan – Emergency Relief and Support, appendix B.

Exchange of information

Communities may establish exchange of information agreements with HMAs, Local Governments and partner agencies. This is completed in preparation for an emergency response and recovery to ensure:

- disclosure and exchange of personal information of impacted people affected by an emergency.
- allows relevant information to be shared between HMA's, authorised officers and agencies for the purposes of emergency management.

Media enquiries and public information

All emergency relief and support related media enquiries are to be directed to Communities' Media team by phone on XXXX XXXX, or by email on

The HMA or Controlling Agency is responsible for the public information management function. This includes preparing and distributing timely information and instructions in the relevant language(s) to identified cultural groups living within the Local Government.

Prevention and Preparedness

Prevention

Prevention is defined as the mitigation or prevention of the probability of the occurrence of, and the potential adverse effects of, an emergency.

Communities does not have any assigned responsibilities for prevention.

HMAs are assigned responsibility for prevention within emergency management legislation. Other emergency management agencies may also undertake prevention activities.

Preparedness

Preparedness is defined as the 'preparation for response to an emergency'

- **Communities** is responsible for undertaking emergency relief and support planning and preparedness activities to ensure efficient service delivery should this LERSP be activated. This includes an understanding of partner agency capabilities to support Communities when requested.
- **Partner agencies**, with support from Communities, are responsible for developing plans in readiness for response and recovery mobilisation.
- **Support organisations** providing support to people at higher risk during emergencies are responsible for the planning provisions to cater for their specific needs throughout the emergency, such as an evacuation.

- **Hazard Management Agencies** are responsible for emergency management preparedness activities for their prescribed hazards. Local planning arrangements are provided in the LEMA.

Pre-determined evacuation centres

Communities establishes evacuation centres as an emergency shelter option, from which to coordinate emergency relief and support services. These centres remain operational until alternative arrangements can be made for persons impacted by the emergency.

Communities is responsible for working cooperatively with the HMA, Local Government and LEMC members to identify suitable facilities that can be used as evacuation centres appropriate for hazards that are high risk to the region.

Communities, with support from the Local Government is responsible for conducting an annual risk assessment and audit of each pre-determined evacuation centre. The purpose of the audit is to identify evacuation centres that are appropriate for the hazard-specific risks relevant to the region and to identify opportunities for Local Governments to upgrade facilities to mitigate risks.

Pre-determined evacuation centres can be found in appendices

Pre-positioning of emergency equipment

Communities is responsible for the placement of equipment and supplies to support an emergency event. Generally, this placement is aligned with an evacuation centre or Communities regional office location.

Communities is responsible for conducting an annual audit on pre-positioned emergency relief and support emergency equipment and supplies. This audit ensures that there is adequate fit for purpose stock, ready to be deployed quickly and efficiently in the event of an emergency.

Pre-positioned emergency equipment can be found in appendices

Response

The *Emergency Management Act 2005* defines response, as combating the effects of an emergency, provision of emergency assistance for casualties, reduction of further damage, and help to speed recovery.

When activated, Communities is responsible for supporting the HMA or Controlling Agency through the coordination and delivery of emergency relief and support services to the community.

The HMA or Controlling Agency is responsible for the overall response in an emergency.

If requested by the Local Government, Communities can support with recovery activities.

Stages of response

Communities operates a graduated response model to determine and implement the appropriate scale of emergency relief and support services. This approach involves conducting a needs assessment to determine the specific requirements and level of services required.

As mentioned, this LERSP can be activated at any level. Activation of the response arrangements in this LERSP will concurrently activate the State Support Plan - Emergency Relief and Support.

Alert – stage one

- The HMA or Controlling Agency is responsible for placing Communities and the Local Government on alert.
- Communities may engage with the Local Government, HMA or Controlling Agency to advise of pre-emptive preparedness activities that would support an emergency response.

Activation for response – stage two

- Via the on-call number XXXX XXX XXX, the HMA or Controlling Agency is responsible for activating the LERSP arrangements, to enable emergency relief and support service delivery for the response for the identified hazard.
- This LERSP can be activated at any incident level. Activation of this LERSP will concurrently activate the State Support Plan - Emergency Relief and Support.
- Formal written acknowledgement from the HMA or Controlling Agency is required to confirm Communities is being activated.
- Should the Local Government receive an evacuation centre activation request directly from the HMA or Controlling Agency, Communities must be informed via the on-call number XXXX XXX XXX.
- The Local Government may be required to support the initial emergency relief and support service response and open an evacuation centre. Communities will discuss preparedness and planning arrangements with the Local Government.

Stand down – stage three

- The respective HMA or Controlling Agency Incident Controller is responsible for advising Communities to stand down.
- Formal written acknowledgement from the HMA or Controlling Agency is required to confirm this direction.
- Emergency relief and support services may continue beyond this time, at the discretion of Communities.

At-risk community groups

The HMA or Controlling Agency is responsible for directing organisations that support at-risk community groups to shelter in-place or evacuate.

Aligned with their organisation's own emergency activation plans, as a first option, support organisations are requested to evacuate to a similar facility in a safer location. Where required, Communities may be directed to support evacuated at-risk community groups.

Emergency Accommodation

The respective HMA or Controlling Agency Incident Controller is responsible for the decision to evacuate during an emergency. This includes selecting the evacuation centre(s), in consultation with Communities and the Local Government.

Communities is responsible for coordinating and assessing the provision of temporary accommodation for people displaced by an emergency or evacuating from an emergency. Communities may utilise a range of emergency accommodation options to support people impacted by an emergency.

Expenses related to the activation of evacuation centres that are not approved by the HMA and/or Controlling Agency, will not be covered by Communities.

To ensure the safety of evacuees, staff and volunteers, Communities will not support the HMA/Controlling Agency to establish evacuation centres:

- in bushfire emergency warning areas, and will only establish evacuation centres in Bushfire Watch and Act areas, with Incident Controller confirmation it is safe
- if there are no safe access routes to the evacuation centres, and
- if there are structural and/or health concerns with the evacuation centre.

In circumstances where an evacuation centre is already established in a bushfire emergency warning area, in consultation with the Incident Controller, Communities will:

- conduct a risk assessment, and
- implement mitigation strategies.

In the event of an unusual damage claim resulting from the use of the facility as an evacuation centre, Communities will facilitate processes with the HMA/Controlling Agency to respond to the claim.

Alternate accommodation sites

In large scale state-level impact emergencies, local facilities may be inadequate to ensure the safety of all evacuees, staff, and volunteers. Communities is responsible for requesting the use of facilities from Local Governments or private owners to support impacted people from other Local Governments.

Animal welfare in emergencies

No pets or animals are allowed in an evacuation centre due to health and safety considerations, except for assistance animals, like guide and hearing dogs.

Owners or caregivers are responsible for their animals and are encouraged to make arrangements to ensure their welfare throughout all stages of an emergency.

The Department of Primary Industries and Regional Development has been assigned the role and responsibility for coordinating animal welfare services in emergencies. This is supported by the Local Government, where possible.

Further details can be found in the [State Support Plan – Animal Welfare in Emergencies](#) or the Local Animal Welfare Plan in the LEMA (if applicable).

Emergency Food

The HMA or Controlling Agency may coordinate food security during an emergency event, such as where there is limited food access due to geographical isolation.

Communities is responsible for coordinating emergency food provision to people impacted by an emergency where emergency relief and support service delivery is activated. This does not include food provision to staff from other emergency management organisations or partner agencies.

Communities cannot accept food prepared by any person or organisation without a Food Handling Certificate issued by the Local Government.

Emergency Personal Support Services

Communities is responsible for coordinating and connecting people impacted by an emergency to personal support services.

Emergency personal support services aim to assist impacted people to cope with the psychosocial, well-being, personal and practical needs following an emergency. These services can encompass a variety of supports to community and impacted people to build capacity and to compliment natural supports.

Communities may engage partner agencies to support the coordination of services personal support to impacted people and communities.

Emergency Financial Assistance

Communities is responsible for coordinating and connecting eligible people impacted by an emergency to financial assistance and related services.

The below categories of financial assistance may be provided on a case-by case basis to people deemed eligible.

- **Immediate financial assistance** (Category 1) – non-means tested short term assistance provided to impacted people to buy food, clothing, and personal requisites. Category 1 financial assistance is capped at a nominal amount per person, per household and is provided to impacted people based on an assessment of need.

- **Temporary accommodation assistance** (Category 2) – non-means tested assistance provided to impacted people based on an assessment of need.
- **Essential household contents** (Category 3) – means tested assistance provided to impacted people, whose contents within their primary place of residence has been directly impacted by an emergency. This assistance is to maintain a basic standard of living by contributing towards the replacement of essential household items (e.g., cooking utensils, bedding, furniture, and whitegoods). This assistance is capped at a nominal amount, per household and may be provided to impacted people who are without insurance or underinsured.
- **Essential structural repairs** (Category 4) – means tested assistance provided to impacted home owner-occupiers to undertake essential repairs to their principal residences. This assistance enables the impacted person to make their home condition safe to inhabit. This assistance is capped at a nominal amount, per household and may be provided to impacted people who are without insurance or underinsured.

Emergency Clothing and Personal Requisites

Communities is responsible for coordinating and connecting people impacted by an emergency to clothing and personal requisites. These services can encompass a variety of supports to community and impacted people to compliment natural supports.

Communities will coordinate and provide personal requisites when:

- impacted people do not have access to their own provisions, or
- impacted people cannot fund their own provisions due to financial restraints.

Communities is not responsible for the provision of medication or coordination of donated funds, goods and services.

Registration and Reunification

The registration of impacted people in an emergency enables reunification with family and friends. Enquiries about impacted people can be coordinated, intrastate, interstate or internationally. To facilitate the reunification of impacted people, Communities may activate an appropriate system to facilitate registration and reunification services.

Communities will support the HMA or Controlling Agency to ensure appropriate public messaging is provided when activated.

Recovery

Recovery is defined in the *Emergency Management Act 2005* as ‘the support of emergency-affected communities in the reconstruction and restoration of physical infrastructure, the environment and community, psycho-social and economic wellbeing’. The recovery process begins as soon as the emergency occurs impact. Recovery operates in parallel to the response phase and may continue after the response phase is complete.

Under the *Emergency Management Act 2005*, Local Government is responsible for managing recovery following an emergency affecting their community. Local Governments

are guided by their Local Recovery Plans within their LEMA and may appoint a Local Recovery Coordinator. The Local Government may seek support from Communities during recovery.

When activated by the Local Government, Communities is responsible for supporting the recovery activities through the delivery of emergency relief and support services.

Approach to recovery

Communities' recovery activities are underpinned by the National Principles for Disaster Recovery. This is delivered across the social, built, economic and natural environments.

Communities operates within a scalable recovery model to determine and implement the appropriate level of emergency relief and support services required to respond to the needs of impacted people and community.

To support the needs of the community during large scale recovery programs, Communities emergency relief and support services may be funded under the Disaster Recovery Funding Arrangements.

Communities will undertake an evaluation of the effectiveness of recovery activities, including an assessment of preparedness activities for future impacts.

Cessation of recovery

Cessation of emergency relief and support services as part of a recovery program will be determined in consultation with the Local Government and may be dependent on community needs, access to other support services, impacted people and the community's resilience.

Appendices

Evacuation centres

Name of centre	Capacity	Address	Contact
City of Mandurah			
Primary Facility Mandurah Aquatic and Recreation Centre	980 / 250	303 Pinjarra Road, Mandurah	1. PENDING Coordinator Emergency Management XXXXX 2. Claire Taylor Executive Manager Healthy Communities XXXX XXX XXX 3. Adrian Timms Coordinator Recreation Services XXXX XXX XXX
Falcon Pavilion	180 / 50	25 Lynda Street, Falcon	
Halls Head Recreation Centre	575 / 200	42 Honeysuckle Ramble, Halls Head	
Greenfields Bortolo Pavilion	300 / 75	1 Bortolo Drive, Greenfields	
Shire of Murray			
Primary Facility Murray Aquatic and Leisure Centre	1068 / 217	16 Camp Road, Pinjarra	1. Donna Walker Manager Rangers and Emergency Management XXXX XXX XXX 2. Louise Pleasance Director Corporate Services XXXX XXX XXX
Pinjarra Civic Centre	348 / 80	1915 Pinjarra Road, Pinjarra	

			3. Nicole Stevens Emergency Management & Mitigation Coordinator XXXX XXX XXX 4. Ben Jordan Manager Murray Aquatic and Leisure Centre XXXX XXX XXX
Shire of Boddington			
Primary Facility Boddington Recreation Centre	500 / 125	23B Pollard Street, Boddington (access off Club Drive)	1. Out of hours contact (monitored) (08) 9883 4999 2. James Wickens Executive Manager Development and Community Services XXXX XXX XXX 3. pending replacement name Ranger and Emergency Services Officer XXXX— XXX XXX—
Boddington Town Hall	250 / 60	1 Johnstone Street, Boddington	
Shire of Waroona			
Primary Facility Waroona Recreation Centre	500 / 125	1753 Hill Street, Waroona	1. Mark Goodlet CEO and Local Recovery Coordinator XXXX XXX XXX 2. Rhys Bloxsidge Manager Development Services XXXX XXX XXX 3. Steven Watson
Waroona Memorial Hall	299 / 75	921 South West Highway, Waroona	

			Director Infrastructure Services XXXX XXX XXX
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Department of Communities: Pre-positioned equipment in the South Metropolitan Region

Storage option	Address	Capacity	Access / comments
Oakford House	21 Brockwell Place, Oakford		Department of Communities access by key and code
Keith Maine	Whiteman Park		
Fremantle Trailer	5 Newman Court, Walyalup	40 persons	
Oakford Trailer	21 Brockwell Place, Oakford	80 persons	
Coodanup trailer	MacLaggan Turn and Steerforth Drive Mandurah	80 persons	
Boddington Trailer	SJA Sub Centre Boddington, Bannister Marradong Rd	30 persons	Access via Shire of Boddington And via SJA staff; Ros Foster: XXXX XXX XXX Vicky Knight: XXXX XXX XXX Nik Wilkinson: XXXX XXX XXX

**Bush Fire Brigades
Local Government Grants Scheme 2026/27
Application - Capital Grant Assessment**

Local Government	Waroona
Region	South West

Approved Capital Grants

<u>Brigade</u>	<u>Description</u>	<u>Amount</u>
Lake Clifton BFB	2.4 Broadacre	\$545,900

Note: Approved facilities – Tenders must be awarded within 12 months of the date of the letter of approval. Where tenders are not awarded within the 12-month timeframe, the LGGS will not cover any variations from the approved grant arising from the delay.

Approved Carryovers

<u>Description</u>	<u>Amount</u>

Capital Grants Not Funded

<u>Brigade</u>	<u>Description</u>	<u>Reason</u>
Preston Beach BFB	Light Tanker	Given existing fleet backlogs and available funding, priority was given to current fleet commitments. Additional fleet requests were not supported in this funding round.
Waroona West BFB	2.4 Broadacre - Single Cab	
Preston Beach BFB	Bitumen to external vehicle area	The application does not meet the eligibility requirements for funding under the LGGS Guidelines. The application does not meet the eligibility requirements for funding under the LGGS Guidelines.
Waroona West BFB	Bitumen to external vehicle area	

Enquiries

Should you have any enquiries about this allocation or require further advice on '**Capital Grants Not Funded**', please contact Peter Raykos, LGGS Funding Officer via email on lggs@dfes.wa.gov.au or 9395 9846.

**Bush Fire Brigades
Local Government Grants Scheme 2026/27
Application - Operating Grant Assessment**

Local Government	Waroona
Region	South West

Total Line Items 1 – 8		\$71,550
Line Item 9 – Plant & Equipment >= \$1,500 to \$5,000 (Items requested & not listed were not approved)		
Total Line Item 9 – Plant & Equipment >= \$1,500 to \$5,000		
Total Gross Approved 2026/27 Operational Grant		\$71,550
Less Uncommitted funds carried over from 2024/25		
Net Cash Grant Payable - 2026/27		\$71,550

Note: While line items were reviewed, the final allocation to Local Government has been a bottom-line figure. Local Governments have the capacity to reallocate funds across line items providing it is required to meet an operational necessity, and the expenditures are limited to eligible items as detailed in the Local Government Grant Scheme Manual for Capital and Operating Grants. These funding movements and expenditures must be able to bear scrutiny of audit and acquittal processes.

Enquiries

Should you have any enquiries about this allocation or require further advice on the determination of appropriate resourcing, please contact Peter Raykos, LGGS Funding Officer via email on lggs@dfes.wa.gov.au or XXXX XXXX.

WAROONA RECREATION ADVISORY GROUP

MINUTES

THURSDAY July 30th, 2026 – SHIRE OF WAROONA COUNCIL CHAMBERS 5:00pm

1. DECLARATION OF OPENING MEETING

Meeting Open at 5:02pm

2. ATTENDANCE / APOLOGIES

Cr Karlie Bartle*
Cr Larry Scott*
Bronwyn Chompff-Gliddon*
Andrew Johnson*
Simone Magno* / Mike Sinclair
Jacinta Dwyer*
Angelina Dimasi*
Daniel Cools

Councillor
Councillor
Drakesbrook Community Gardens
Drakesbrook Croquet Club
Waroona Agricultural Society
Waroona Football and Netball Club
Waroona Amateur Basketball Association
Manager Recreation Services

APOLOGIES

Mark Goodlet
Ashleigh Nuttall
Patrick Cole
Kara Robson*
Christine Chilvers*
Cr Bradley Vitale*
Cr Karen O'Dorisio*

Chief Executive Officer
Director Corporate and Community
Manager Community Development
Community Resource Centre
Waroona Lions Club
Councillor
Councillor

* Voting member

3. DECLARATIONS OF INTEREST

Cr Larry Scott – Waroona Golf Club, Waroona Cricket Club, Waroona Lions Club, Waroona Agricultural Society, Waroona Bowling Club, Waroona Football Club
Cr Bradley Vitale – Waroona Amateur Basketball Association, Waroona Agricultural Society, Waroona Community Resource Centre, Waroona Aboriginal and Torres Strait Islander Corporation, Waroona District High School

4. CONFIRMATION OF PREVIOUS MINUTES

Meeting minutes held on 11th of February 2026 confirmed by Andrew Johnson and seconded by Angelina Dimasi.

5. MEETING BUSINESS

5.1 DRAKESBROOK CROQUET CLUB – PROPOSED GRASS PLAYING GREENS

Author	Drakesbrook Croquet Club
Declaration of Interest	Nil
Appendix	Nil

REPORT:

The Drakesbrook Croquet Club has been actively investigating options for establishing a permanent home for the Club within Waroona.

At the Recreation Advisory Group meeting held on 11 February 2026, the Group supported the Club investigating the former tennis court site for the development of synthetic croquet courts, subject to consultation with affected stakeholders. Since that time, the Club has continued investigating suitable locations and has undertaken further discussions with neighbouring stakeholders.

Following these investigations, the Club has identified the former hockey field, adjacent to the Football oval on the Town Oval Grounds, as its preferred location for the establishment of grass croquet playing greens.

The proposed location provides sufficient space for two full-size grass croquet courts together with the necessary surrounding run-off area. The required footprint measures approximately 67 metres by 27 metres (1,809m²). This accommodates two courts positioned end-to-end together with a minimum one metre clearance around each playing surface.

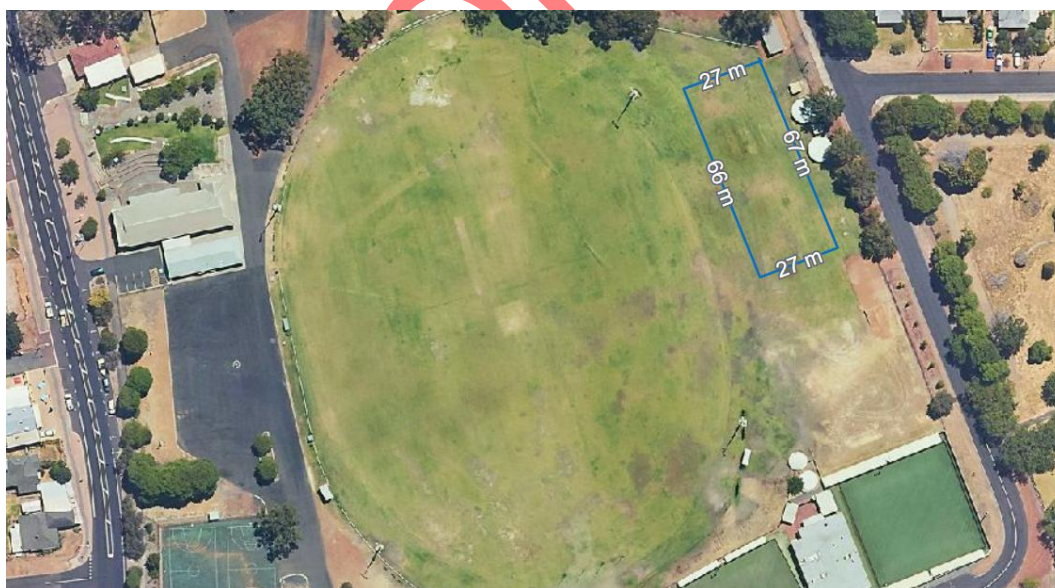


Figure 1 - Proposed Croquet Court Area

The Club has been liaising with the Waroona Agricultural Society regarding the proposal and has received in-principle support to continue developing a proposal that benefits both organisations. During its June 2026 meeting, the Agricultural Society resolved to work collaboratively with the Drakesbrook Croquet Club to further develop the proposal.

At this stage, the Club is seeking in-principle support to designate the area shown in Figure 1 for the establishment of the playing greens.

To protect the playing surfaces from vehicle access, the Club also proposes that:

- a metal post and rail fence be installed along the western boundary of the playing greens, similar in style to the existing oval fencing; and
- a temporary vehicle exclusion fencing (such as post and chain fencing) be installed along the southern boundary.



Figure 2 - Proposed vehicle exclusion zone in orange

These treatments would provide appropriate protection of the playing surface while maintaining the open character of the precinct.

The Club has also identified a potential location for a future clubhouse adjacent to the existing storage shed, or to the North of the playing greens. The concept currently being considered is a modest clubhouse of approximately 6m x 6m with a 3 metre veranda. However, the Club acknowledges that further consultation, planning and assessment are required before any decision regarding a clubhouse location or construction is considered. At this stage, no endorsement is being sought for a clubhouse, with future investigations to include operational requirements, stakeholder

consultation, qualitative and quantitative assessment, servicing requirements and funding opportunities.

Designating the proposed area will provide the Club with the certainty required to progress detailed planning, stakeholder engagement, fundraising and grant applications for the future establishment of the grass playing greens, while allowing further investigations into any future clubhouse proposal to continue independently.

RECOMMENDATION:

That the Recreation Advisory Group:

1. Supports the designation of the area identified in Figure 1, measuring approximately 67 metres by 27 metres (1,809m²), to the Drakesbrook Croquet Club for the future establishment of two grass croquet playing greens with the proviso that the grounds can be accessed on Show Day by the Agricultural Society, the car club as required and any other group/users when requested.
2. Supports, in principle, the installation of:
 - a. a metal post and rail fence along the western boundary of the proposed playing greens, consistent with the existing oval fencing (solid orange line); and
 - b. a post and chain fencing, or similar temporary vehicle exclusion treatment, along the southern boundary of the proposed playing greens (broken orange line) as per figure 2. and
3. Notes that investigations into a future clubhouse are continuing and that any proposal relating to the location, construction, funding or tenure of a clubhouse will be presented to the Recreation Advisory Group and Council as a separate report once detailed investigations have been completed.

**Moved: Simone Magno Seconded: Bronwyn Chompff-Gliddon
CARRIED 7/0**

5.2 PROPOSAL TO RESTRICT VEHICLE ACCESS TO RECREATION OVAL

Author	Drakesbrook Croquet Club
Declaration of Interest	Nil
Appendix	Nil

REPORT:

The Drakesbrook Croquet Club has requested that the Recreation Advisory Group consider vehicle access to the recreation oval.

The Club has raised concerns regarding the impact of spectator vehicles accessing the oval during events, noting damage to turf at vehicle entry and exit points. Photographs have been provided illustrating recent impacts.



The Group is requested to consider whether it wishes to recommend that Council review the current arrangements for vehicle access to the oval, including restricting vehicle access to authorised operational vehicles and approved special events where appropriate.

RECOMMENDATION:

That the Recreation Advisory Group:

1. Notes the concerns raised regarding vehicle access to the recreation oval.
2. Recommends that Council investigate the current arrangements for vehicle access to the recreation oval, including consideration of restricting access outside of club usage.

Moved: Cr Larry Scott Seconded: Angelina Dimasi
CARRIED 7/0

5.3 REQUEST TO AMEND THE RECREATION ADVISORY GROUP TERMS OF REFERENCE

Author	Drakesbrook Croquet Club
Declaration of Interest	Nil
Appendix	Nil

REPORT:

The Drakesbrook Croquet Club has requested that the Recreation Advisory Group consider an amendment to its Terms of Reference relating to member attendance and consultation requirements.

The current Terms of Reference require agenda items to be circulated to members in advance of each meeting, allowing representatives the opportunity to review matters and attend meetings where they wish to contribute to discussion or decision-making. The Terms of Reference do not currently address the effect of a member Club/Group being absent from a meeting where an agenda item is considered.

The Club has requested that the Recreation Advisory Group consider amending the current Terms of Reference so that a member Club/Group that does not attend a convened meeting is deemed to have waived any subsequent request for additional consultation on agenda items considered at that meeting.

RECOMMENDATION:

That the Recreation Advisory Group:

Recommends that the terms of reference remain the same but investigates changes to the procedures of club communication regarding items that directly relates to their club.

**Moved: Bronwyn Chompff-Gliddon Seconded: Simone Magno
CARRIED 6/1**

5.4 WAROONA CRICKET CLUB ABLUTION PROJECT

Author	Manager Recreation Services
Declaration of Interest	Nil
Appendix	Nil

The Waroona Cricket Club are investigating a project to construct a transportable all access, gender neutral ablutions block.

Currently, the club does not have change-room facilities and with the inclusion of women's and junior cricket sides, this is creating issues on training and game days. The new ablution block would provide ablutions, showers and changing facilities for home and away teams during the cricket season.

The club is seeking support to continue investigating the area highlighted in Figure 3 to progress the project along. The club would also like to investigate the removal of the tree highlighted in Figure 3 to enable clear viewing of the upper oval.



Figure 3 - Proposed cricket ablution site and tree removal

RECOMMENDATION:

That the Recreation Advisory Group:

1. Supports the Waroona Cricket Club in investigating the highlighted land as a space to construct an ablution block and
2. Supports the Waroona Cricket Club in investigating the removal of a tree to construct the ablution block.

**Moved: Andrew Johnson Seconded: Simone Magno
CARRIED 7/0**

5.5 CLUB UPDATES

Author	Manager Recreation Services
Declaration of Interest	Nil
Appendix	Nil

Cr Larry Scott – Investigate the installation of shade sails at the Cricket Club by the Shire of Waroona.

Bronwyn Chomppf-Gliddon – Fence at 90% completion. Recent Secretary resignation has brought about the needs for a restructure.

Andrew – 3 Members have become accredited coaches. Southern Hub competition hosted at Waroona.

6. NEXT MEETING

October 2026

7. CLOSURE OF MEETING

5:48PM

UNCONFIRMED

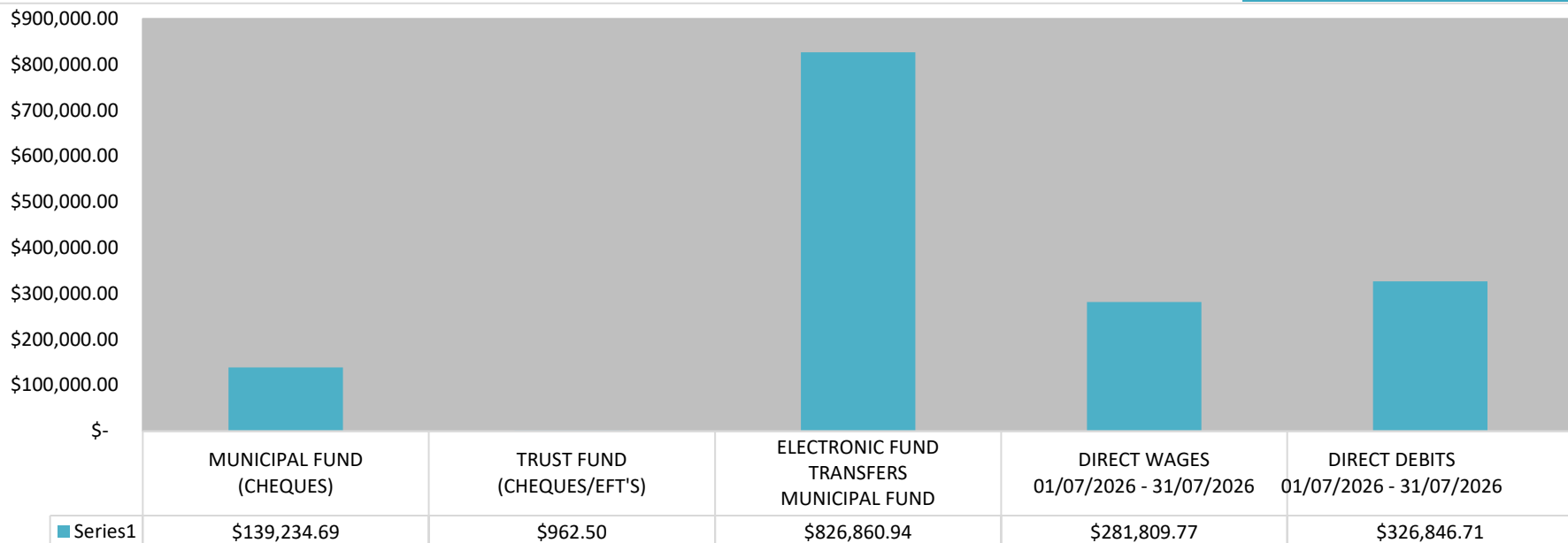


SUMMARY OF PAYMENTS FOR THE PERIOD

01/07/2026 TO 31/07/2026

ACCOUNT	CHEQUE NO'S	TOTAL
MUNICIPAL FUND (CHEQUES)	10514 - 10523	\$ 139,234.69
TRUST FUND (CHEQUES/EFT'S)	EFT 45549	\$ 962.50
ELECTRONIC FUND TRANSFERS MUNICIPAL FUND	45531 - 45715	\$ 826,860.94
DIRECT WAGES 01/07/2026 - 31/07/2026	N/A	\$ 281,809.77
DIRECT DEBITS 01/07/2026 - 31/07/2026	N/A	\$ 326,846.71

GRAND TOTAL: \$ 1,575,714.61



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List of Accounts Due & Submitted to Committee August 2026				
Municipal Funds Cheques July 2026				
Chq/EFT	Date	Name		Amount
10514	10/07/2026	PETTY CASH - please pay cash		-110.50
10515	10/07/2026	WATER CORPORATION		-11939.50
10516	14/07/2026	BULK BILLING CLERK DEPARTMENT OF TRANSPORT		-13344.70
10517	17/07/2026	SYNERGY		-22716.40
10518	17/07/2026	WATER CORPORATION		-2358.40
10519	31/07/2026	SYNERGY		-19430.05
10523	27/07/2026	SHIRE OF WAROONA		-69335.14
				-\$ 139,234.69
Trust Fund Cheques/EFTs				
Chq/EFT	Date	Name		Amount
EFT45549	07/07/2026	PRESTON BEACH GOLF CLUB INC		-962.50
				-\$ 962.50
Direct Debit Payments				
Direct Debit	Date	Name		Amount
DD25905.1	02/07/2026	GOGO MEDIA		-75.90
DD25907.1	01/07/2026	DEPARTMENT OF TRANSPORT		-1754.00
DD25909.1	02/07/2026	DEPARTMENT OF TRANSPORT		-8284.45
DD25911.1	03/07/2026	DEPARTMENT OF TRANSPORT		-7031.60
DD25921.1	06/07/2026	DEPARTMENT OF TRANSPORT		-115219.60
DD25925.1	07/07/2026	DEPARTMENT OF TRANSPORT		-1156.35
DD25927.1	08/07/2026	FLEET CARE PTY LTD		-2169.92
DD25932.1	08/07/2026	BEAM SUPERANNUATION FUND		-24345.14
DD25936.1	08/07/2026	DEPARTMENT OF TRANSPORT		-4674.30
DD25944.1	09/07/2026	DEPARTMENT OF TRANSPORT		-4520.60

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DD25946.1	10/07/2026 DEPARTMENT OF TRANSPORT	-2874.40
DD25950.1	13/07/2026 DEPARTMENT OF TRANSPORT	-4156.50
DD25957.1	14/07/2026 DEPARTMENT OF TRANSPORT	-6546.75
DD25976.1	16/07/2026 TELAIR PTY LTD	-875.51
DD25978.1	16/07/2026 TELAIR PTY LTD	-2696.05
DD25980.1	15/07/2026 DEPARTMENT OF TRANSPORT	-17250.85
DD25982.1	16/07/2026 FLEET PARTNERS PTY LIMITED	-2128.97
DD25984.1	16/07/2026 DEPARTMENT OF TRANSPORT	-4296.05
DD25986.1	17/07/2026 DEPARTMENT OF TRANSPORT	-15030.85
DD25991.1	20/07/2026 DEPARTMENT OF TRANSPORT	-6274.90
DD25998.1	22/07/2026 WEX AUSTRALIA PTY LTD (CALTEX STAR CARD)	-5.00
Preston Beach Bushfire Brigade		
	30/06/2026 Fuel Card Fee - Ref: 5476	\$ 2.50
	Total	\$ 2.50
Waroona West Bushfire Brigade		
	30/06/2026 Fuel Card Fee - Ref: 1369	\$ 2.50
	Total	\$ 2.50
DD26000.1	21/07/2026 DEPARTMENT OF TRANSPORT	-8029.00
DD26004.1	22/07/2026 BEAM SUPERANNUATION FUND	-26099.57
DD26008.1	23/07/2026 IINET TECHNOLOGIES	-89.99
DD26010.1	30/07/2026 FLEET PARTNERS PTY LIMITED	-201.66
DD26012.1	22/07/2026 DEPARTMENT OF TRANSPORT	-3394.90
DD26022.1	23/07/2026 DEPARTMENT OF TRANSPORT	-6442.65
DD26024.1	24/07/2026 DEPARTMENT OF TRANSPORT	-4706.30
DD26026.1	27/07/2026 DEPARTMENT OF TRANSPORT	-12589.60
DD26027.1	10/07/2026 COLONIAL FIRST STATE FIRSTCHOICE WHOLESALE PERSONAL SUPER	-830.24
DD26027.2	14/07/2026 AMP SUPER FUND	-1349.91
DD26028.1	10/07/2026 COLONIAL FIRST STATE FIRSTCHOICE WHOLESALE PERSONAL SUPER	-6088.43
DD26028.2	14/07/2026 AMP SUPER FUND	-9899.37
DD26042.1	29/07/2026 DEPARTMENT OF TRANSPORT	-8617.45

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DD26044.1	30/07/2026	DEPARTMENT OF TRANSPORT	-2986.80
DD26048.1	31/07/2026	DEPARTMENT OF TRANSPORT	-4153.15
			-\$ 326,846.71
Municipal Electronic Funds Transfers			
Chq/EFT	Date	Name	Amount
EFT45531	03/07/2026	FULTON HOGAN INDUSTRIES	-5419.26
EFT45532	03/07/2026	4SIGNS PTY LTD	-605.00
EFT45533	03/07/2026	SJ TRAFFIC MANAGEMENT	-5918.74
EFT45534	03/07/2026	NAPA AUTO PARTS	-310.20
EFT45535	03/07/2026	STEANN PTY LTD	-82214.00
EFT45536	03/07/2026	THE WHEELER FAMILY TRUST ATF WAROONA ELECTRICAL SERVICES	-382.68
EFT45537	03/07/2026	MODE	-3718.00
EFT45538	03/07/2026	WAROONA HARDWARE (MITRE 10)	-223.46
EFT45539	03/07/2026	AUSSIE BROADBAND LIMITED	-255.00
EFT45540	03/07/2026	WORKSCREEN PTY LTD	-962.50
EFT45541	03/07/2026	ARROW BRONZE	-1516.58
EFT45542	03/07/2026	JETLINE CORPORATION PTY LTD	-3988.60
EFT45543	03/07/2026	LOCAL GOVERNMENT PROFESSIONALS AUSTRALIA WA	-750.00
EFT45544	03/07/2026	PINJARRA TYREPOWER	-270.00
EFT45545	03/07/2026	ST JOHN AMBULANCE WAROONA	-720.00
EFT45546	03/07/2026	TELSTRA LIMITED	-0.13
EFT45547	03/07/2026	WA LOCAL GOVERNMENT ASSOCIATION (WALGA)	-407.00
EFT45550	10/07/2026	TOURISM COUNCIL WA	-775.00
EFT45552	10/07/2026	RENIER & CHRISTINE THEELEN	-222.50
EFT45554	10/07/2026	INKA INC	-2200.00
EFT45555	10/07/2026	EARTH 2 OCEAN	-836.50
EFT45556	10/07/2026	JENNIFER ANNE MILLER	-14.06
EFT45557	10/07/2026	KATHLEEN NORMA KRAUTH	-78.32

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EFT45558	10/07/2026 KESTRAL COMPUTING PTY LTD	-11904.20
EFT45559	10/07/2026 SURVEYING SOUTH	-3300.00
EFT45560	10/07/2026 SAVAGE ST	-50.39
EFT45561	10/07/2026 TECHNOLOGY ONE	-19339.17
EFT45562	10/07/2026 TRICIA MICHELLE DALLING	-35.53
EFT45563	10/07/2026 SJ TRAFFIC MANAGEMENT	-660.00
EFT45564	10/07/2026 MARKET CREATIONS	-16654.00
EFT45565	10/07/2026 LOCKDOWN SECURITY	-825.00
EFT45566	10/07/2026 DAVREY GROWERS	-210.39
EFT45567	10/07/2026 ALANA RAINER	-225.62
EFT45568	10/07/2026 HELEN PEARCE	-95.70
EFT45569	10/07/2026 SCOPE BUSINESS IMAGING	-1606.70
EFT45570	10/07/2026 LITTLE FARM HONEY - MAREE ELLIS	-376.48
EFT45571	10/07/2026 LETITIA CLIFTON	-83.38
EFT45572	10/07/2026 BARBARA MILLAR	-10.88
EFT45573	10/07/2026 LISA GAYE WALKER	-38.08
EFT45574	10/07/2026 VESTONE CAPITAL	-15865.35
EFT45575	10/07/2026 HELEN THERESE HENDERSON	-17.40
EFT45576	10/07/2026 LYNETTE ANNE CLARK	-25.02
EFT45577	10/07/2026 PROMPT SAFETY SOLUTIONS	-2200.00
EFT45578	10/07/2026 HELEN GRACE PRATT	-33.52
EFT45579	10/07/2026 LAND INSIGHTS	-10868.00
EFT45580	10/07/2026 EARTHLY RAINBOW CREATIONS	-61.63
EFT45581	10/07/2026 CLAUDIA FRANKS	-11.60
EFT45582	10/07/2026 THE WHEELER FAMILY TRUST ATF WAROONA ELECTRICAL SERVICES	-399.28
EFT45583	10/07/2026 CF BUILDING APPROVALS	-7370.00
EFT45584	10/07/2026 CHG-MERIDIAN AUSTRALIA PTY LTD	-3620.63
EFT45585	10/07/2026 TREVOR JAMES FLOYD	-58.01
EFT45586	10/07/2026 SKETCHES BY HAYLEY B	-13.78

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EFT45587	10/07/2026 LINDA VERA NAPIER	-16.92
EFT45588	10/07/2026 MANDURAH PSYCHOLOGICAL SERVICES PTY LTD	-280.00
EFT45589	10/07/2026 WORKSCREEN PTY LTD	-544.50
EFT45590	10/07/2026 AUSTRALIA DAY COUNCIL OF WA	-836.00
EFT45592	10/07/2026 DRAKESBROOK HOTEL MOTEL	-118.00
EFT45593	10/07/2026 IT VISION SOFTWARE PTY LTD T/A READYTECH	-85795.96
EFT45594	10/07/2026 LOCAL GOVERNMENT PROFESSIONALS AUSTRALIA WA	-2640.00
EFT45595	10/07/2026 PISCONERI FAMILY TRUST	-12263.03
EFT45596	10/07/2026 SHIRE OF WAROONA - SUNDRY DEBTORS	-699.00
EFT45597	10/07/2026 RAC BUSINESSWISE PTY LTD	-1280.00
EFT45598	10/07/2026 CHILD SUPPORT AGENCY	-618.25
EFT45599	10/07/2026 SHIRE OF WAROONA STAFF LOTTO SYNDICATE	-148.40
EFT45601	10/07/2026 SOUTHERN LOCK & SECURITY	-147.00
EFT45602	10/07/2026 WAROONA IGA	-905.01
EFT45603	10/07/2026 WAROONA SEPTICS	-220.00
EFT45604	10/07/2026 AUDREY ISOBEL SMITH	-74.33
EFT45605	10/07/2026 JEANETTE AUDINO (Beadsparklez)	-104.79
EFT45606	10/07/2026 GAIL DIANNE CURTIS	-114.78
EFT45607	10/07/2026 CHRISTINE HYDE	-452.16
EFT45608	10/07/2026 JAMES JOVANOVIH	-320.00
EFT45609	10/07/2026 SANDRA HEPTON	-5.30
EFT45610	10/07/2026 VICKI MARIE LORRAWAY	-79.76
EFT45611	10/07/2026 TAMRA HULL	-20.03
EFT45612	10/07/2026 JENNIFER IRENE STOKES	-54.40
EFT45613	14/07/2026 DEPARTMENT OF LOCAL GOVERNMENT, INDUSTRY REGULATION & SAFETY	-2635.91
EFT45614	14/07/2026 BCITF	-701.68
EFT45615	14/07/2026 SHIRE OF WAROONA	-78.25
EFT45616	14/07/2026 SHIRE OF WAROONA	-118.23
EFT45617	16/07/2026 BRADLEY DAVID PURCELL	-250.00

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EFT45618	16/07/2026 KAREN WALTERS	-500.00
EFT45619	16/07/2026 NEIL WALTER LANDWEHR	-1000.00
EFT45620	16/07/2026 KETMANEE KUMPIRO	-250.00
EFT45621	16/07/2026 CAMERON JOHNSON	-250.00
EFT45622	16/07/2026 HELEN FITZPATRICK	-250.00
EFT45623	17/07/2026 WAROONA WEST VOLUNTEER BUSH FIRE BRIGADE	-684.00
EFT45624	17/07/2026 DRAKESBROOK DESPATCH	-440.00
EFT45625	17/07/2026 PETES TREEWORX	-3296.37
EFT45626	17/07/2026 SEEK	-1204.50
EFT45627	17/07/2026 THINKPROJECT AUSTRALIA PTY LTD	-9754.80
EFT45628	17/07/2026 FUEL TECHNOLOGY	-269.50
EFT45629	17/07/2026 SAPIO PTY LTD	-7407.40
EFT45630	17/07/2026 AUSTRALIA POST (NEW)	-123.47
EFT45631	17/07/2026 WAROONA ROADHOUSE	-140.37
EFT45632	17/07/2026 JAPANESE TRUCK & BUS SPARES	-243.20
EFT45633	17/07/2026 PEEL WA PTY LTD T/A MANDURAH ISUZU UTE, SUBARU, SKODA AND HONDA	-344.00
EFT45634	17/07/2026 THE REC WAROONA	-144.00
EFT45635	17/07/2026 THE WHEELER FAMILY TRUST ATF WAROONA ELECTRICAL SERVICES	-143.00
EFT45636	17/07/2026 BOODJA VENTURES	-187.00
EFT45637	17/07/2026 JUST RIGHT CONTRACTING	-374.00
EFT45638	17/07/2026 WAROONA HARDWARE (MITRE 10)	-361.60
EFT45639	17/07/2026 BOC GASES	-2405.93
EFT45640	17/07/2026 FITZGERALD STRATEGIES	-6655.00
EFT45641	17/07/2026 LGIS INSURANCE BROKING (JLT)	-10986.63
EFT45642	17/07/2026 LGIS LIABILITY	-175962.54
EFT45643	17/07/2026 PEEL HARVEY CATCHMENT COUNCIL	-2750.00
EFT45644	17/07/2026 THE WEST AUSTRALIAN (HARVEY REPORTER)	-1895.04
EFT45645	17/07/2026 SYNERGY - STREETLIGHT ACCOUNT	-9236.57
EFT45646	17/07/2026 FOOTPRINT (WA) PTY LTD T/AS SIGNCRAFT	-503.80

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EFT45647	17/07/2026 BJW (WA) PTY LTD T/AS RG UPTON	-138.70
EFT45648	17/07/2026 IAN DIFFEN CITY DISCOUNT TYRES WAROONA (WAROONA TYRE MECHANICAL)	-104.50
EFT45649	17/07/2026 WAROONA IGA	-6.65
EFT45650	17/07/2026 TRACEY FICKLING	-204.00
EFT45651	17/07/2026 LYNDSAY BERGERSEN	-61.65
EFT45652	21/07/2026 NATIONAL AUSTRALIA BANK	-11198.06
Chief Executive Officer		
	29/05/2026 Fairfax Media - Ref: 74564726148	\$ 25.99
	01/06/2026 Drakesbrook Hotel - Ref: 74278246149	\$ 20.80
	29/06/2026 NAB Card Fee - Ref: 74557046180	\$ 9.00
	Total CEO	\$ 55.79
Director Corporate and Community Services		
	01/06/2026 Local Government Professionals - Ref: 74940526148	\$ 810.00
	02/06/2026 Vibe Waroona - Ref: 74564456152	\$ 72.81
	03/06/2026 Autodesk Australia - Ref: 74071916153	\$ 891.00
	15/06/2026 Vibe Waroona - Ref: 74564456165	\$ 67.49
	22/06/2026 Vibe Waroona - Ref: 74564456170	\$ 70.19
	29/06/2026 NAB Card Fee - Ref: 74557046180	\$ 9.00
	Total DCCS	\$ 1,920.49
Director Customer and Development Services		
	29/05/2026 4Cabling - Ref: 74564726148	\$ 180.08
	01/06/2026 Drakesbrook Hotel - Ref: 74278246149	\$ 100.00
	03/06/2026 Google Australia - Ref: 74773886152	\$ 429.18
	11/06/2026 Waroona Roadhouse - Ref: 74278246161	\$ 65.70
	18/06/2026 WALGA Events - Ref: 74201336168	\$ 360.00
	22/06/2026 Waroona Roadhouse - Ref: 724109336172	\$ 69.56
	22/06/2026 Booking.com - Ref: 74071916170	\$ 747.65
	29/06/2026 NAB Card Fee - Ref: 74557046180	\$ 9.00
	Total DCDS	\$ 1,961.17

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Manager Corporate Services

08/06/2026 Vibe Waroona - Ref: 74564456157	\$	86.28
22/06/2026 Vibe Waroona - Ref: 74564456172	\$	74.63
29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
Total MCS	\$	169.91

Executive Assistant

03/06/2026 Pinjarra Bakery - Ref: 74773886153	\$	107.18
04/06/2026 Humanitix - Ref: 74069886153	\$	20.00
04/06/2026 Waroona Newsagency - Ref: 74742726153	\$	10.90
04/06/2026 Pinjarra Bakery - Ref: 74201336154	\$	100.00
10/06/2026 Shire of Waroona - Ref: 01556672202	\$	50.00
29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
Total EA	\$	297.08

Visitor Centre Manager

29/05/2026 Gascoyne Taxis - Ref: 74229856148	\$	10.61
10/06/2026 Shire of Waroona - Ref: 00978392044	\$	1.00
22/06/2026 Srinika Pty Ltd - Ref: 74940526169	\$	130.50
29/06/2026 Coles Pinjarra - Ref: 74363966179	\$	100.00
29/06/2026 Coles Pinjarra - Ref: 74363966179	\$	100.00
29/06/2026 Coles Pinjarra - Ref: 74363966179	\$	75.00
29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
Total VCM	\$	426.11

Manager Community and Economic Development

29/05/2026 Metapay - Ref: 74313196148	\$	31.89
01/06/2026 Vibe Placid Ark - Ref: 74564456149	\$	75.73
04/06/2026 Humanitix - Ref: 74069886153	\$	40.00
04/06/2026 Humanitix - Ref: 74069886153	\$	40.00
08/06/2026 Vibe Placid Ark - Ref: 74564456156	\$	74.24
11/06/2026 Waroona Roadhouse - Ref: 74278246161	\$	66.13
15/06/2026 Facebook Ads - Ref: 74987506163	\$	66.00

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17/06/2026 Facebook Ads - Ref: 74987506167	\$	66.00
19/06/2026 Facebook Ads - Ref: 74987506169	\$	29.72
23/06/2026 Waroona Roadhouse - Ref: 24109336173	\$	69.40
24/06/2026 Facebook Ads - Ref: 74987506174	\$	66.00
29/06/2026 Metapay - Ref: 74313196179	\$	31.89
29/06/2026 Facebook Ads - Ref: 74987506178	\$	66.00
29/06/2026 Coles Reddy Express - Ref: 74363966177	\$	59.81
29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
Total MCED	\$	791.81

Manager Economic Development

18/06/2026 MW Toolbox WA - Ref: 74201336168	\$	1,049.00
18/06/2026 Ozled - Ref: 74201336168	\$	347.94
18/06/2026 Rugged Xtremes - Ref: 74201336168	\$	104.95
24/06/2026 JB Hi-Fi - Ref: 74201336174	\$	1,455.94
29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
Total MED	\$	2,966.83

Manager Recreation Centre

01/06/2026 Vibe Waroona - Ref: 74564456150	\$	71.35
05/06/2026 Vibe Waroona - Ref: 74564456155	\$	44.87
08/06/2026 Vibe Waroona - Ref: 74564456157	\$	58.81
12/06/2026 Vibe Placid Ark - Ref: 74564456162	\$	72.74
17/06/2026 Vibe Waroona - Ref: 74564456167	\$	75.75
19/06/2026 Vibe Waroona - Ref: 74564456169	\$	48.62
25/06/2026 Vibe Waroona - Ref: 74564456175	\$	75.62
29/06/2026 Vibe Waroona - Ref: 74564456178	\$	57.15
29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
Total RCM	\$	513.91

Executive Manager Infrastructure Services

02/06/2026 Waroona Roadhouse - Ref: 24109336152	\$	92.24
04/06/2026 Highway Driver Training - Ref: 74466026154	\$	1,290.00

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	17/06/2026 Golfbox - Ref: 74201336167	\$	179.99
	29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
	Total EMIS	\$	1,571.23
	Bushfire Risk Mitigation Coordinator		
	19/06/2026 Instant Windscreens - Ref: 74564506169	\$	504.00
	29/06/2026 NAB Card Fee - Ref: 74557046180	\$	9.00
	Total BRMC	\$	513.00
	Other Charges		
	29/06/2026 International Transaction Fees - Ref: 74557046180	\$	10.73
	Total Other Charges	\$	10.73
EFT45653	21/07/2026 AUSTRALIAN TAXATION OFFICE		-26615.00
EFT45654	22/07/2026 WEST COAST WAGS		-449.00
EFT45655	24/07/2026 Western Australian Health Promotion Foundation (Healthway)		-3846.56
EFT45656	24/07/2026 AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD T/AS ONE MUSIC		-884.35
EFT45657	24/07/2026 TOURISM COUNCIL WA		-1870.00
EFT45658	24/07/2026 BULK BILLING CLERK DEPARTMENT OF TRANSPORT		-21.15
EFT45659	24/07/2026 HARVEY TOWING SERVICE		-293.74
EFT45660	24/07/2026 DEPARTMENT OF WATER AND ENVIRONMENTAL REGULATION		-6952.00
EFT45661	24/07/2026 OPTUS BILLING SERVICES		-199.00
EFT45662	24/07/2026 LG ASSIST AUSTRALIA		-660.00
EFT45663	24/07/2026 DE NADA ENGINEERING SURVEYS PTY LTD		-1905.75
EFT45664	24/07/2026 LOCKDOWN SECURITY		-6556.55
EFT45665	24/07/2026 COMPLETE REFRIGERATION & AIR		-1633.18
EFT45666	24/07/2026 TEAM GLOBAL EXPRESS PTY LTD		-86.93
EFT45667	24/07/2026 RESOLVE GROUP PTY LTD		-3135.00
EFT45668	24/07/2026 FLICK ANTICIMEX PTY LTD T/A ADVANCED PEST CONTROL		-1463.62
EFT45669	24/07/2026 AMAZON WEB SERVICES AUSTRALIA PTY LTD		-560.25
EFT45670	24/07/2026 SLR CONSULTING AUSTRALIA PTY LTD		-7315.00
EFT45671	24/07/2026 NOBLE SURVEYS		-25806.00
EFT45672	24/07/2026 SUCCESSFUL PROJECTS		-1378.30

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EFT45673	24/07/2026 GLEN FENTON BEYNON	-49.40
EFT45674	24/07/2026 THE WHEELER FAMILY TRUST ATF WAROONA ELECTRICAL SERVICES	-6429.19
EFT45675	24/07/2026 FOCUS NETWORKS	-15049.93
EFT45676	24/07/2026 MARK ANDREW REDFERN	-182.65
EFT45677	24/07/2026 GE CONTRACTING PTY LTD	-75241.64
EFT45678	24/07/2026 WAROONA HARDWARE (MITRE 10)	-76.05
EFT45679	24/07/2026 WORKSCREEN PTY LTD	-459.25
EFT45680	24/07/2026 CLEANAWAY	-36454.49
EFT45681	24/07/2026 HARVEY COURIER	-17.46
EFT45682	24/07/2026 HARVEY WATER	-165.93
EFT45683	24/07/2026 LANDGATE	-373.74
EFT45684	24/07/2026 LOCAL HEALTH AUTHORITIES ANALYTICAL COMMITTEE	-1128.52
EFT45685	24/07/2026 McLEODS LAWYERS PTY LTD	-1027.84
EFT45686	24/07/2026 SHIRE OF WAROONA - SUNDRY DEBTORS	-699.00
EFT45687	24/07/2026 RIGGS AUTO CENTRE	-100.00
EFT45688	24/07/2026 CHILD SUPPORT AGENCY	-618.25
EFT45689	24/07/2026 SHIRE OF WAROONA STAFF LOTTO SYNDICATE	-151.60
EFT45690	24/07/2026 SHIRE OF WAROONA	-118.23
EFT45691	24/07/2026 ST JOHN AMBULANCE WAROONA	-180.00
EFT45692	24/07/2026 BJW (WA) PTY LTD T/AS RG UPTON	-136.80
EFT45693	24/07/2026 IAN DIFFEN CITY DISCOUNT TYRES WAROONA (WAROONA TYRE MECHANICAL)	-795.30
EFT45694	24/07/2026 JAMES JOVANOVIH	-40.00
EFT45695	24/07/2026 PPS DEVELOPMENT PTY LTD	-1750.00
EFT45696	31/07/2026 LENIP PTY LTD T/A ASPHALT IN A BAG	-1787.50
EFT45697	31/07/2026 OPTUS BILLING SERVICES	-76.66
EFT45698	31/07/2026 LG ASSIST AUSTRALIA	-330.00
EFT45699	31/07/2026 LOCKDOWN SECURITY	-748.22
EFT45700	31/07/2026 THE WHEELER FAMILY TRUST ATF WAROONA ELECTRICAL SERVICES	-1529.43
EFT45701	31/07/2026 FOCUS NETWORKS	-8129.61

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EFT45702	31/07/2026 MODE	-7018.00
EFT45703	31/07/2026 BOODJA VENTURES	-200.00
EFT45704	31/07/2026 ARCTIC AIR REFRIGERATION & ELECTRICAL SERVICES BUNBURY	-260.00
EFT45705	31/07/2026 MANDURAH PSYCHOLOGICAL SERVICES PTY LTD	-280.00
EFT45706	31/07/2026 JTAGZ	-388.58
EFT45707	31/07/2026 SOUTH WEST ISUZU	-80.87
EFT45708	31/07/2026 LANDGATE	-26.54
EFT45709	31/07/2026 LEISURE INSTITUTE OF W.A. AQUATICS (INC)	-2904.00
EFT45710	31/07/2026 MALATESTA GROUP HOLDINGS PTY LTD	-360.00
EFT45711	31/07/2026 SIGNARAMA MANDURAH	-104.50
EFT45712	31/07/2026 SOU WESTOS CLEANING SERVICE	-264.00
EFT45713	31/07/2026 SDR ENGINEERING	-231.00
EFT45714	31/07/2026 WESTRAC EQUIPMENT PTY LTD	-113.14
EFT45715	31/07/2026 WA LOCAL GOVERNMENT ASSOCIATION (WALGA)	-407.00
		-\$ 826,860.94
Electronic Fund Transfer - Direct Salaries & Wages		
Date	Name	Amount
07/07/2026	NATIONAL AUSTRALIA BANK	- 140,185.72
21/07/2026	NATIONAL AUSTRALIA BANK	- 141,624.05
		-\$ 281,809.77
Total Municipal Fund Cheques		- 139,234.69
Total Trust Fund Cheques		- 962.50
Total Direct Debit		- 326,846.71
Total Electronic Funds		- 826,860.94
Total Direct Wages		- 281,809.77
		-\$ 1,575,714.61

SHIRE OF WAROONA

AUDIT, RISK AND IMPROVEMENT COMMITTEE

TERMS OF REFERENCE

a. Purpose / Objectives

The Audit, Risk and Improvement Committee (ARIC) is established as a Committee of Council in accordance with section 7.1A of the *Local Government Act 1995 (Act)*.

The purpose of the Committee is to perform the functions prescribed under Regulation 16 of the Local Government (Audit) Regulations 1996:

- (a) to receive and review reports on, and recommend to the council actions to be taken in relation to —
 - (i) audits under Part 7 of the Act; and
 - (ii) compliance audits; and
 - (iii) reviews under regulation 17;
- (b) to otherwise receive and review reports on the appropriateness and effectiveness of, and recommend to the council improvements to, the local government's systems and procedures in relation to —
 - (i) financial management; and
 - (ii) legislative compliance; and
 - (iii) risk management;
- (c) to receive and review reports on, and recommend to the council improvements to, the implementation of any actions that the local government —
 - (i) is required to take under section 7.12A(3); and
 - (ii) has stated it has taken or intends to take in a report prepared under section 7.12A(4)(a); and
 - (iii) has otherwise decided to take in response to a report or recommendation referred to in paragraph (a) or (b); and
 - (iv) has stated it has done or proposes to do in written advice prepared under section 8.6(1)(a) or 8.23(4)(a);
- (d) any other function conferred on the audit, risk and improvement committee under these regulations or another written law.

b. Membership and Presiding Member / Deputy of the Presiding Member

- The Committee is to be established in accordance with sections 5.8, 5.9 and 7.1A of the Act.

- Members are to be appointed by Council by absolute majority.
- Members must not be appointed to represent employees.

c. Membership Requirements

- The Committee must include:
 - an Independent Presiding Member:
 - who must not be a Council member of any local government; and
 - who must not be an employee of the Shire of Waroona; and
 - all elected members; and either
 - a Deputy to the Independent Presiding Member:
 - who must not be a Council member of any local government; and
 - who must not be an employee of the Shire of Waroona, and
 - who only attends when the Independent Presiding Member is not in attendance; or
 - a Deputy Presiding Member (separate from the Deputy to the Presiding Member);
 - who must not be a Council member of any local government; and
 - who must not be an employee of the Shire of Waroona, and
 - who attends all meetings.
- For clarity, if the position of Deputy to the Independent Presiding Member position is filled then the position of Deputy Presiding Member is not filled, and vice versa.

d. Role of the Independent Presiding Member

- The Independent Presiding Member is responsible for presiding at meetings
- If absent from a meeting, the Deputy of the Presiding Member or the Deputy Presiding Member will preside.

e. Membership Tenure

Section 5.11 (2) of the Act applies in relation to the tenure of the committee members.

f. Remuneration of the Independent members

Independent members of the Audit, Risk and Improvement Committee are to be remunerated in accordance with section 5.100 of the Act and determinations of the Salaries and Allowances Tribunal.

Fees for the independent members will be determined by Council.

In addition to sitting fees, independent members shall be reimbursed for reasonable expenses incurred in attending Committee meetings. Reimbursement is to be limited to actual travel and associated costs, supported by appropriate evidence, and to the

satisfaction of the local government, in accordance with sections 5.100(4), (5) and (6) of the Act.

g. Statement of adherence to the Code of Conduct

All Committee members are to comply with:

- the Act and its subsidiary regulations; and
- ELFW001 – Code of Conduct for Council Members, Committee Member and Candidates.

h. Performance of Functions

The Committee is to perform the functions under:

- Part 7 of the Act; and
- Regulation 16 of the *Local Government (Audit) Regulations 1996*

Including:

- Review of compliance audit returns and reporting to Council
- Review of audit reports provided to the CEO
- Review of CEO reports on systems and procedures (regulation 17)
- Making recommendations to Council on:
 - audit findings
 - compliance matters
 - system improvements
- Reporting to Council on the outcomes of reviews

i. Meeting Frequency

The Committee will ordinarily meet twice each year, with meetings scheduled to align with the Shire's key audit, financial management, compliance and risk reporting cycles.

The following meeting schedule will generally apply for each financial year:

- September meeting
- February meeting

Additional meetings may be convened where required to enable the Committee to effectively discharge its functions or consider matters requiring attention outside the ordinary meeting cycle.

Meeting dates and times will be determined by Council.

j. Meeting Quorum

A quorum is in accordance with section 5.19 of the Act, being at least 50% of the number of offices (whether vacant or not) of member of the committee (at least 4, and must include the Presiding Member or deputy Presiding Member).

k. Meeting Procedures

Meetings are to be conducted in accordance with:

- Part 5, Division 2 of the Act.
- The Shire of Waroona Meeting Procedures Local Law 2020

l. Agenda

The Committee Agenda shall be:

- Declaration of Opening Meeting
- Attendance / Apologies
- Declarations of Interest
- Confirmation of Previous Minutes (if applicable)
- Meeting Business
- Recommendation to Council
- Next Meeting (if date available)
- Closure of Meeting



COUNCIL POLICY

CGP030 – Closed Circuit Television



1. Intention

The purpose of this Policy is to establish Council's position for the lawful, transparent, proportionate and secure operation of Shire-owned or Shire-controlled closed-circuit television (CCTV), including clear rules about when CCTV may be accessed by Shire officers, the Waroona Police and members of the public.

2. Scope

This Policy applies to fixed and temporary CCTV systems owned, operated or controlled by the Shire, and to employees, contractors and other persons authorised to install, manage, maintain, access, view, use, disclose or extract CCTV footage on behalf of the Shire.

This Policy distinguishes between Public-facing CCTV and Internal Facility CCTV because their purposes, expected users and access arrangements differ. Body-worn cameras, vehicle-mounted cameras and privately owned CCTV systems are outside the scope of this Policy unless expressly brought within it by Council.

3. Definitions

Authorised Officer - an employee or contractor who has been specifically authorised by the CEO to access a CCTV system or CCTV records for functions relevant to their role.

CCTV - a closed-circuit television system that captures and/or records visual images, and where expressly approved and lawful, audio, through fixed or temporary cameras and associated recording, transmission and storage infrastructure.

CCTV record / footage - recorded images, video, still images, exported clips, associated metadata and any other information derived from a CCTV system.

Internal Facility CCTV - CCTV primarily directed toward the interior, entrances, service areas or immediate operational areas of a Shire building or facility.

Personal information - has the meaning given in the *Privacy and Responsible Information Sharing Act (2024)* and includes information or an opinion about an individual whose identity is apparent or can reasonably be ascertained.

Public-facing CCTV - CCTV primarily directed toward public places or public open space, including streets, car parks, reserves, parks, recreation areas and other places ordinarily accessible to the public.

Live access / live viewing - viewing a camera feed substantially in real time. Live access does not, of itself, authorise alteration, deletion, extraction or onward disclosure of Shire CCTV footage.

Waroona Police - officers of the Western Australia Police Force performing policing functions from, or in connection with, the Waroona Police Station.

4. Statement

The Shire of Waroona uses CCTV as one component of a broader approach to community safety, crime prevention, incident management and the protection of people, public places and Shire assets.

CCTV is intended to deter and detect unlawful or anti-social behaviour, assist timely responses to incidents where live viewing is authorised, support the investigation and identification of offences, provide evidentiary material where appropriate, improve the safety of Shire employees and facility users, and assist with the review of accidents, emergencies, complaints and other legitimate Shire matters.

CCTV will only be installed and operated for a defined and legitimate Shire purpose and where its use is reasonable, necessary and proportionate to the identified risk or operational need. CCTV will be operated with integrity, impartiality and accountability and with due regard to individual privacy.

CCTV will not be used as a substitute for appropriate staffing, physical security, lighting or other risk controls where those measures are more appropriate.

Collection, use, disclosure, security, access, correction and disposal of personal information captured by CCTV will be managed in accordance with the *Privacy and Responsible Information Sharing Act 2024* (PRIS Act), including the Information Privacy Principles (IPPs), and other applicable law.

Cameras will not be positioned or deliberately used to observe areas where a person would reasonably expect privacy, including toilets, bathrooms, change rooms or similar private areas. Camera fields of view will, as far as practicable, avoid unnecessary capture of private property or private activity.

Clear and visible signage will ordinarily identify that CCTV is in operation and the Shire of Waroona as the system owner.

Access to CCTV footage will be limited to legitimate purposes and will be subject to appropriate technical, physical and administrative controls. Unauthorised access, viewing, copying, disclosure, manipulation or use of CCTV is prohibited and may constitute misconduct and/or a breach of law.

4.1 Public-Facing CCTV

4.1.1 Purpose

Public-facing CCTV is installed to enhance public safety and community wellbeing; deter, detect and assist in responding to crime, anti-social behaviour, vandalism and damage; protect Shire assets and public infrastructure; assist WA Police investigations and evidence gathering; assist emergency response and the location of missing or vulnerable persons; and provide situational awareness during serious incidents where live access is justified.

4.1.2 Waroona Police direct access

The Shire provides Waroona Police with direct access to designated Public-facing CCTV cameras through a secure CCTV portal provided and maintained by the Shire's third-party CCTV service provider.

This access is provided to support lawful policing activities, including:

- responding to incidents in progress and threats to public safety;
- preventing, detecting and investigating suspected criminal activity;
- locating missing or vulnerable persons;
- gathering information or evidence relevant to a Police investigation; and
- other lawful functions of the WA Police Force.

Authorised Waroona Police personnel may access the portal independently of Shire officers and may view and extract CCTV footage where permitted in the performance of their duties and in accordance with the legislative powers, policies and procedures applying to the WA Police Force.

The Shire is not required to separately approve each instance of Police access to, or extraction of footage from, the portal where access occurs through the authorised direct-access arrangement.

Direct Police access is limited to the CCTV systems and cameras specifically authorised by the Shire for this purpose. It does not provide Waroona Police with general access to Internal Facility CCTV unless that access has been separately authorised by the Shire.

The Shire will maintain appropriate contractual and technical controls with its third-party CCTV service provider to protect the security and integrity of the CCTV system and personal information held within it.

The direct-access arrangement will be governed by an agreement between the Shire and Waroona Police that establishes the respective responsibilities of each party, including authorised access, information security, use and extraction of footage, audit arrangements and management of any suspected misuse or information breach.

4.2 Internal Facility CCTV

4.2.1 Purpose

Internal Facility CCTV is used primarily for:

- the safety and security of Shire employees, volunteers, contractors, patrons and visitors;
- protection of Shire assets;
- prevention and investigation of theft, vandalism, unauthorised entry or misuse of facilities;
- incident and emergency management;
- workplace health and safety; and
- review of complaints, accidents, insurance matters or alleged misconduct where CCTV is relevant and its use is lawful and proportionate.

4.2.2 Access by Shire officers

Internal Facility CCTV may be accessed in real time by authorised facility or management staff where live viewing is reasonably necessary to manage an immediate safety, security, operational or emergency issue within that facility.

Recorded Internal Facility CCTV may be accessed retrospectively by an Authorised Officer where there is a reasonable and documented need to:

- investigate or respond to a reported incident, accident, theft, vandalism, unlawful entry, threatening or inappropriate behaviour;

- assess a workplace health and safety incident or emergency;
- review a complaint, insurance matter or damage to Shire property;
- investigate suspected fraud, serious misconduct, misuse of Shire resources or a breach of a legal or employment obligation, where the use of CCTV is relevant, necessary and proportionate;
- locate a missing or vulnerable person or respond to an immediate safety concern;
- provide relevant footage to Police or another authorised agency in accordance with this Policy; or
- perform authorised system testing, maintenance, cyber security, audit or compliance functions.

Access for curiosity, personal interest, or any purpose unrelated to an authorised Shire function is prohibited.

4.2.3 Police access to internal facility CCTV

Waroona Police do not have routine direct access to Internal Facility CCTV. Police may request relevant Internal Facility CCTV for a lawful policing purpose and the request will be assessed and where deemed appropriate.

4.3 Access by Members of the Public

Members of the public do not have a general right to view live CCTV or obtain footage directly from Shire officers.

Requests for access to CCTV records will be considered under the *Freedom of Information Act 1992* or another applicable legal right of access. In considering any release, the Shire will have regard to the privacy and safety of other identifiable individuals, the integrity of investigations and any applicable exemptions or restrictions.

The Shire may disclose relevant footage to insurers, legal advisers, emergency services, regulators or other government agencies where authorised or required by law and consistent with applicable privacy requirements.

4.4 Privacy and Responsible Information Handling

CCTV footage that identifies, or could reasonably identify, an individual is personal information and will be handled in accordance with the PRIS Act and the Information Privacy Principles.

In particular, the Shire will:

- collect CCTV information only where it is reasonably necessary for, or directly related to, a legitimate Shire function or activity and by lawful and fair means;
- use or disclose CCTV information for the purpose for which it was collected, or for another purpose only where permitted by the PRIS Act or another law;
- provide appropriate notice through CCTV signage and other privacy information where required and practicable;
- keep CCTV information secure and protect it from misuse, interference, loss and unauthorised access, modification or disclosure;
- limit access to authorised persons and maintain appropriate access and release records;
- provide lawful mechanisms for individuals to seek access to and, where applicable, correction of their personal information;
- consider whether a Privacy Impact Assessment is required for new or materially changed CCTV systems, direct-access arrangements, analytics or other surveillance technology;

- ensure contracts with CCTV service providers include appropriate privacy, confidentiality, security, access, retention, breach-management and return/destruction obligations; and
- manage privacy complaints and suspected privacy or information security incidents in accordance with applicable Shire procedures and the PRIS Act.

The PRIS Act notifiable information breach scheme commences on 1 January 2027. From that date, suspected eligible breaches involving CCTV information will also be assessed and notified in accordance with the statutory scheme and the Shire's information breach procedures.

The Shire's Privacy, Information Handling and Breach of Information policy", contains the general procedure for handling information breaches, as required under the PRIS Act.

4.5 Surveillance Devices and Audio

CCTV will be installed and operated having regard to the *Surveillance Devices Act 1998*. Cameras must not be deliberately positioned or used to record private activity in circumstances prohibited by that Act. Particular care is required where cameras may capture adjoining private premises or areas where people may reasonably expect not to be observed.

Audio recording presents additional legal and privacy risks. CCTV systems will not record private conversations or audio unless the CEO has approved the functionality following appropriate legal, privacy and operational assessment and the recording is lawful.

4.6 Signage and Transparency

Where the Shire operates overt CCTV, appropriate signage will be displayed at or near monitored areas, including key entry points where practicable. Signage will indicate that CCTV is in operation, identify the Shire of Waroona as the entity responsible for the system and provide, or direct people to, information about the Shire's handling of personal information.

The Shire will maintain a register of its CCTV systems and camera purposes.

4.7 Security, Records, Retention and Disposal

CCTV systems and records will be protected against unauthorised access, use, alteration, loss or disclosure. Access controls and operational security requirements will be established through the CCTV Management Practice.

CCTV records will be retained and disposed of in accordance with the *State Records Act 2000*, the Shire's Recordkeeping Plan and the General Retention and Disposal Authority for Local Government Information (DA2023-005).

Relevant footage will be preserved where required for an incident, investigation, Police request, legal or regulatory process, complaint, insurance matter, Freedom of Information request or other lawful Shire purpose.

4.8 Installation, relocation, removal

Location of existing CCTV cameras have been chosen and prioritised in terms of the suitability of each location and WA Police recommendations. Council may consider installing public-facing CCTV systems on local government property in the district where a community need can be identified and substantiated, or for operational purposes, where funding is available to install, maintain and monitor the equipment.

The removal of CCTV cameras from a specific location is at the discretion of the Shire of Waroona and can occur at any time.

4.9 Supporting Management Practice

The CEO will maintain a CCTV Management Practice to give operational effect to this Policy, including internal access controls, operational processing of CCTV footage requests and release, recordkeeping, retention, security, signage, maintenance and privacy requirements.

5. Legislative and Strategic Context

The following Acts, all associated subsidiary legislation provide the broad framework within which this policy operates.

- *Freedom of Information Act 1992 (WA)*
- *Privacy and Responsible Information Sharing Act 2024 (WA)*
- *State Records Act 2000 (WA)*
- *Surveillance Devices Act 1998 (WA)*
- *Security and Related Activities (Control) Act 1996 (WA) and applicable regulations*
- *Work Health and Safety Act 2020 (WA)*

6. Review

This policy is to be reviewed triennially.

7. Associated Documents

- *General Retention and Disposal Authority for Local Government Information (DA 2023-005)*
- Shire of Waroona CGL007 - Corporate Business Plan 2026-2030, *Strategy 1.1.3 - Ensure the Safety of the Community*

8. Document Control

Division	Corporate & Governance		
Policy Number	CGP030		
Contact Officer	Chief Executive Officer		
Related Legislation	Freedom of Information Act 1992; Privacy and Responsible Information Sharing Act 2024; State Records Act 2000; Surveillance Devices Act 1998; Security and Related Activities (Control) Act 1996; Work Health and Safety Act 2020;		
Related Shire Documents	Nil		
File Number	CP.37, CM.7		
Risk Rating	Moderate	Review Frequency	Triennially
Next Review	August 29	Date Adopted	23/07/2024
OCM Number	OCM24/07/111		

9. Previous Policy No's.

Policy No.	Title
AP005	Closed Circuit Television and Security Technology

10. Amendments

Date	Details of Amendment	Reference	Record Number
23/07/2024	Policy Created	OCM24/07/111	
13/08/2026	Reviewed with significant amendments to include updated Privacy and Responsible Information Sharing (PRIS) legislation and additional information to Shire Officers	OCM26/08/###	CP.37, CM7

CGP030 – Closed-circuit Television (CCTV)

1. Intention

To establish Council's position on the use of Closed-circuit Television (CCTV) equipment in the district to enhance and promote community safety, security, and wellbeing, and deter undesirable or unwanted activity and Antisocial behaviour.

2. Scope

This policy applies to all CCTV systems owned, managed, or controlled by the Shire of Waroona for the purpose of surveillance and protection.

This Policy does not apply to fixed CCTV systems on private property.

3. Definitions

Closed-circuit Television (CCTV) is an audio-visual system that comprises of CCTV cameras, information stores, connections and applications for storage, retrieval and viewing of information. As the cameras communicate with monitors and/or video recorders across private (closed-circuit) cable runs or wireless communication links, access to their content is limited by design only to those able to see it.

4. Statement

CCTV surveillance is acknowledged as a valuable and effective tool to reduce, prevent and identify crime for the protection of people and property.

CCTV is installed at various Shire of Waroona locations to;

- enhance public safety, security and wellbeing;
- deter unwanted and anti-social behaviour likely to cause damage or harm to Shire-owned facilities and those who use them;
- deter crime and improve the apprehension of offenders; and
- aid in the investigation and identification of crime and support evidence gathering by Waroona police following reported criminal activity.

The Shire's CCTV system aims to achieve an appropriate balance between the personal privacy of individuals utilising Shire infrastructure, facilities, or public spaces with the objective of recording incidents of alleged criminal or unwanted behaviour. The system is operated equitably, within applicable law, and only for the purposes to which it is established.

4.1 Access to CCTV footage

Shire Officers are unable to access CCTV footage captured by the Shire's CCTV cameras. All CCTV data is stored on an onsite server onsite; however, it is managed and accessed only by the Shire's appointed and authorised CCTV contractor.

Shire of Waroona-operated CCTV circuits are unmonitored, meaning they can only be accessed and replayed by WA Police if a crime is reported, and access is warranted. Unless required by law, the release or viewing of live or recorded footage and still photographs to members of the Public is expressly prohibited.

The release or viewing of recorded footage and still photographs to Waroona Police officers is permitted for criminal investigation purposes only, following an official filed police report, and provided that the reason is justified and/or part of a case being investigated.

The CCTV system records continuously, storing a maximum of 31 days-worth of footage as per the system's design. Any further recording of video images or still photographs are kept only if WA Police are of the opinion that an offence against a Statute Law is being or is likely to be committed.

4.2 CCTV Types

The Shire operates the following three types of CCTV surveillance systems.

Public facility CCTV cameras – accessible by authorised Shire officers

These cameras are located inside Shire facilities and used and accessed for after-hours monitoring and public safety and security only.

CCTV camera recordings captured within Shire facilities is not available to members of the public.

Public-facing CCTV Cameras – Unmonitored

Installed on council owned and managed land or premises to deter unwanted and anti-social behaviour likely to cause damage or harm to Shire-owned facilities and those who use them.

Public-facing CCTV Cameras located on road reserves.

Installed on main thoroughfares to deter crime, improve the apprehension of offenders, and aid in the investigation and identification of crime and support evidence gathering by Waroona police following reported criminal activity.

4.3 Installation, relocation, removal

Location of existing CCTV cameras have been chosen and prioritised in terms of the suitability of each location and WA Police recommendations. Council may consider installing public-facing CCTV systems on local government property in the district where a community need can be identified and substantiated, or for operational purposes, where funding is available to install, maintain and monitor the equipment.

The removal of CCTV cameras from a specific location is at the discretion of the Shire of Waroona and can occur at any time.

The Shire of Waroona recognises best practices in administering the operation of its CCTV network. All CCTV systems and future installation of CCTV cameras and equipment will be carried out only by contracted CCTV-specialists who hold appropriate and current insurance and appropriate licences and/or qualifications required to install CCTV.

4.4 Public Privacy

The Shire of Waroona ensures that CCTV is always used ethically and in accordance with all relevant legislation and guidelines. As Western Australia does not have a Privacy Act, the use of CCTV is regulated by the *Surveillance Devices Act 1998 WA* (the Act). This legislation prohibits the recording of “private activity” as defined by section 3 of the Act. At no time, is the Shire's CCTV system used with the intent to examine individuals going about their lawful business.

The Shire of Waroona acknowledges that CCTV footage may fall within the meaning of ‘document’ for the purposes of the *Freedom of Information Act 1992*. If any CCTV data becomes the subject of a request received under the *Freedom of Information Act 1992*, the Shire of Waroona will notify WA Police and otherwise act in accordance with the provisions of this Act.

4.5 Aerial CCTV surveillance, including Drones

The term 'Drone' is commonly used to describe unmanned aerial vehicles which may operate with various degrees of autonomy. The Shire will not utilise or endorse the use of Drone technology for the purposes of CCTV surveillance. The Shire may use Drone technology for operational purposes that do not relate to CCTV surveillance.

5. Legislative and Strategic Context

- *Surveillance Devices Act 1998*
- *Security and Related Activities (Control) Act 1996*
- Corporate Business Plan 2023-2027 - Strategy 1.1.6 Ensure the Safety of the Community

6. Review

This policy will be reviewed triennially.

7. Associated Documents

- Western Australia CCTV guidelines
- AS ISO31000:2018 Risk Management – Guidelines

Division		Corporate & Governance			
Policy Number		CGP030			
Contact Officer		Chief Executive Officer			
Related Legislation		Surveillance Devices Act 1998			
Related Shire Documents		Administration policy AP005 - Closed Circuit Television and Security Technology			
Risk Rating	Moderate	Review Frequency	Triennially	Next Review	July 2027
Date Adopted		23/07/2024 OCM24/07/111			

Amendments		
Date	Details of Amendment	Reference
		<resolution number>
Previous Policies		
AP005 – Closed Circuit Television and Security Technology		



DESTINATION MANAGEMENT ACTION PLAN

2026 - 2031

Document No: ELT002



About this document

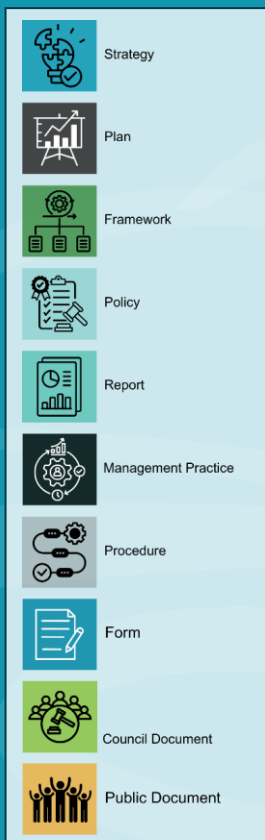
The Shire of Waroona Destination Management Action Plan (DMAP) details specific actions derived from the Destination Management Strategy, translating strategic objectives into practical, implementable steps to guide tourism growth and development across the Shire.

Disclaimer

This document has been published by the Shire of Waroona. Any representation, statement, opinion, or advice expressed or implied in this publication is made in good faith and on the basis that the Shire are not liable for any damage or loss whatsoever which may occur as a result of action taken or not taken, as the case may be, in respect of any representation, statement, opinion or advice referred to herein.

Accessibility

This document is available in alternative formats such as large print, electronic, audio or Braille, on request.



Document Control

Doc No.	Date Reviewed	Details	Author	File No.
CLP001	02/01/2025	Document creation	ADCCS	OCM25/05/069
ETL001	14/08/2025	Amendments	DCCS	OCM25/08/127
ELT002	15/07/2026	Desktop Review	DCCS	OCM26/07/###

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1. Executive summary

The Peel region is one of Western Australia's fastest growing population centres, expected to rival the south-west with a projected population of 444,000 by 2050. Tourism is a key focus for the State Government's growth strategy for the Peel region. Existing frameworks such as the *Tourism Investment Framework for Peel (2019)* and the *Peel Regional Investment Blueprint (2015)* underpin significant state and local planning efforts aimed at leveraging tourism as a driver of economic prosperity.

The Shire of Waroona, the smallest local government in the Peel region, spans 835km² between the Indian Ocean and the Darling Scarp. Despite its size, the Shire plays a significant role in the region's growth. Located just 110kms from Perth, the Shire boasts diverse visitor experiences, including coastal activities, heritage and walk trails, inland lakes and national parks. Key localities such as Waroona, Hamel, Lake Clifton and Preston Beach support a diverse economy, which is predominantly supported by mining and manufacturing, with significant untapped potential in tourism, agriculture, and health-related industries.

To drive economic diversification and sustainable development, the Shire has identified tourism and economic development, as a priority for the future. The inaugural Destination Management Strategy (DMS), prepared by INK Strategies and adopted by Council in December 2024, was designed to leverage the Shire's natural and cultural strengths, expand its visitor economy, attract investment, and provide a strategic framework for decision-making.

The Destination Management Action Plan details specific actions derived from the Destination Management Strategy, translating strategic objectives into practical, implementable steps to guide tourism growth and development across the Shire.

2. Destination Management Strategy Summary

The Destination Management Strategy was developed in four key components, outlined below. The first three elements provide a summary of the destination's current context, overarching strategic goals, and priority focus areas. The fourth and final component, recommended actions, builds on these foundations by outlining a detailed step of initiatives designed to guide implementation and directly inform the Destination Management Action Plan:

- Current state destination assessment and stakeholder insights.
- Destination Management Strategy goals and success factors.
- Destination Management Strategy focus areas and priorities.
- Destination Management Strategy recommended actions.

2.1 Part One – Current state destination assessment and stakeholder insights

Part one of the Destination Management Strategy provides a comprehensive assessment of the current state of the visitor economy in the Waroona area, placing it within the broader context of Western Australia's tourism landscape.

The analysis highlights the regions diverse tourism offerings, with nature and adventure-based activities emerging as signature experiences that currently drive visitation. Other experience pillars, such as arts, culture and heritage, events and festivals, and food, wine, and local produce are identified as emerging strengths with strong growth potential. Trails and events are also recognised as important supporting assets that enhance the overall visitor experience.

The assessment further examines the regions current positioning in terms of tourism investment, destination marketing and development, and the role of the Waroona Visitor Centre in visitor engagement and support. It reflects the Shire's current tourism focus and priorities, integrating insights from stakeholder and community engagement activities. These insights are analysed through the lenses of capability, demand and supply lenses to identify key opportunities and challenges influencing the future of tourism in the Waroona area.



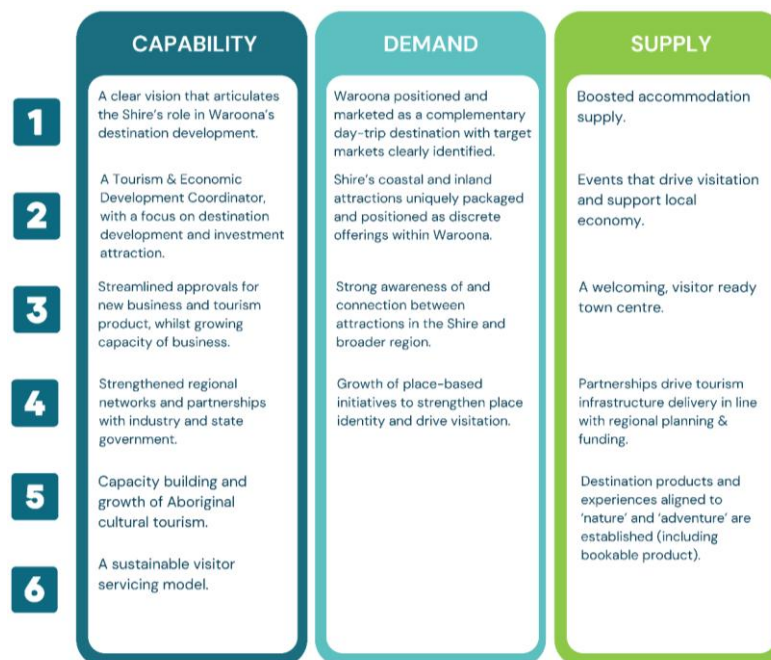
A summary of the current state assessment and stakeholder insights are illustrated in the figure below, offering a visual snapshot of the region's tourism context and strategic considerations.

CONSIDERATION	OPPORTUNITY	CHALLENGE
DEMAND 	Opportunities to grow demand in the Waroona region include establishing a unique destination identity that differentiates Waroona from surrounding areas while positioning coastal and inland attractions as complementary. Improving signage and simplifying attraction names will enhance visitor navigation and reduce confusion. Strengthening regional marketing partnerships—particularly with nearby shires and Destination Perth—and exploring alternative visitor servicing models are key. Clearly defining target markets, including anglers, families, grey nomads, and niche recreation groups, will help attract new and returning visitors.	Key challenges include low brand awareness and a lack of clear visitor propositions, limiting the region's ability to attract overnight visitors due to insufficient product offerings and accommodation. Geographic spread of attractions, coupled with poor wayfinding and signage, creates navigation difficulties. The Waroona Town Centre's presentation does not reflect its role as a visitor hub, requiring investment in entry statements and streetscape improvements. Additionally, regional attractions lack proper branding, and there is a shortage of funding for product development and marketing. Communication efforts are limited, and inconsistent data collection hinders informed decision-making.
SUPPLY 	The region has strong potential to enhance tourism supply by leveraging regional trail investments, growing infrastructure for the 4WD market, and expanding unique accommodation options like glamping. Strategic development of the Shire's events program, the Waroona Town Centre revitalisation, and place-based activations (e.g. Fairy Doors, public art) can build visitor momentum. Other key opportunities include improved access to Lake Navarino, investment in sites like Hamel Eco Park and Yalgorup National Park, development of Aboriginal cultural tourism in partnership with WAATSIC, and long-term potential for farmgate and agri-tourism experiences.	The region faces challenges due to geographically dispersed attractions, with a lack of diverse accommodation limiting visitor stays and spend. A lack of a unified Shire vision for destination development and management hinders product growth. Waroona Town Centre lacks visitor appeal and offerings, and aging infrastructure in national parks reduces capacity. Insufficient signage and infrastructure make it difficult to connect coastal and inland attractions. Securing funding for Aboriginal Cultural Tourism development and aligning with initiatives like the Tourism WA Jina Action Plan is also a challenge, along with gaps in regional trails, support services, and infrastructure. Furthermore, attracting private investment is hindered by complex tourism approval processes, and limited resources and funding restrict overall tourism product development.
CAPABILITY 	There is an opportunity for the Shire to strengthen its leadership role in destination development by clearly defining and communicating its vision, building strong regional partnerships, and resourcing its economic development functions. Supporting local business networks, simplifying approval processes through initiatives like a business concierge service, and improving collaboration with state government and industry are also key. At the community level, fostering local pride, supporting groups like a Waroona Tourist Support Group, and empowering new business owners will help build long-term tourism capability and momentum.	The region faces challenges in aligning destination development with a unified Shire vision, limiting the ability to grow and manage tourism effectively. Waroona town centre lacks appeal and offerings, while aging infrastructure in national parks and poor signage hinder access to attractions. Securing funding for initiatives like Aboriginal Cultural Tourism and addressing gaps in trails and support services is difficult. Attracting private investment is complicated by tourism approval barriers, and limited resources and funding constrain overall capability for tourism product development.

2.2 Part Two – DMP goals and success factors

The priorities and success factors outlined in the **Destination Management Strategy (DMS)** have been developed with the Shire of Waroona's current destination maturity in mind. An analysis of the Shire's tourism offerings, industry profile, and capacity for destination development indicates that Waroona is currently in the **Exploration** phase of the tourism lifecycle. For context, the Shires of Harvey, Murray, and the City of Mandurah are also considered in the regional analysis, though it is important to note that these areas are larger than Waroona in terms of population, geographic size, and available resources. The exploration phase of the cycle indicates that tourism is in its early stages, with limited social and economic benefits. Attractions typically focus on nature or culture.

The Shire's destination development goals are structured around the categories of capability, demand, and supply, providing a clear yet interconnected framework. This approach ensures a balanced focus on building internal capacity, stimulating market interest, and enhancing service delivery—ultimately supporting sustainable, strategic, and well-managed growth across the Shire.



The Destination Management Strategy outlines destination development success factors over a 2-year, 5-year, and 10-year timeline to provide a structured pathway for sustainable growth and impact. This phased approach allows for clear benchmarks and accountability at each stage of development—focusing on foundational actions and quick wins in the short term, consolidation and scaling in

the medium term, and long-term resilience, sustainability, and legacy outcomes. By mapping success factors across these timeframes, the strategy ensures that goals remain realistic, measurable, and adaptable to changing conditions, while keeping stakeholders aligned and progress on track. This time-based structure supports informed decision-making and long-term planning for the Shire's tourism future.

2.3 Part Three – DMP focus areas and priorities

The Shire of Waroona offers a diverse tourism landscape across its inland and coastal areas, with key attractions in Hamel, Waroona, Preston Beach, and Lake Clifton. However, geographic separation between precincts and limited signage hinder visitor movement and awareness. Many attractions are also linked more strongly to neighbouring destinations like Mandurah, Dwellingup, and Harvey, leading to missed opportunities for Waroona's recognition.

To address this, the strategy proposes a shift to location-driven precincts, Coastal, Inland, and Town Centre, to guide investment, clarify marketing, and support visitor flow. However, to align more closely with the Shire's tourism branding, these precincts will be presented to visitors as **Water (Coastal)**, **Wilderness (Inland)**, and **Wander (Town)**. This approach will reassert key assets within Waroona's identity and strengthen partnerships.



Destination Management Action Plan

Using the strategic actions developed as part of the Destination Management Strategy, actions have been allocated to each strategic action and prioritised according to its urgency, potential impact, and resource requirements to ensure effective and sustainable implementation. Actions are categorised across four levels to guide staged delivery and support strategic decision making. This structured approach enables the Shire to respond proactively to emerging opportunities, allocate resources efficiently, and align tourism development efforts with broader regional planning frameworks.

Level	Label	Definition
1	Immediate / High	Critical to success – 0 to 12 months.
2	Short-term / Medium	Important but not urgent – 12 to 24 months.
3	Medium-term / Low	Valuable for future impact – 24 to 36 months.
★	Ongoing / Opportunistic	Continual or adaptable actions as resources allow.

To assist with implementation planning, icons have been used to indicate actions with specific dependencies. The markers help identify where funding, or internal resourcing may need required to move actions forward.

Icon	Label	Definition
\$	Funding dependent	Action is funding dependent, external funding required.
👤	Resource dependent	Action is resource dependent, additional staffing required.

The delivery of each project/action over the next six years has been considered and categorised using three indicators:

Icon	Label	Definition
●	Plan	Action is in the preparation stage.
●	Action	Action is actively being set in motion.
●	On Going	Action is continuously ongoing
●	Review	Action is being executed or is achieving outcomes.

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3.1 Capability

C1 A clear vision that articulates the Shire's role in Waroona's destination development.

C1.1 Commit to delivering stakeholder and investor certainty by affirming Waroona as an investor and visitor ready destination.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C1.1.1 Create clear messaging around Waroona's tourism potential for use in investment prospectuses, funding applications, and visitor marketing including: - A set of key messaging guidelines tailored for investors, funding bodies, and tourism partners. - An image library of high-quality photos, infographics and maps. - Case studies or testimonials for existing tourism businesses or investors. - A dedicated Waroona webpage showcasing tourism potential (Visit Waroona).	1	DCCS	● Action Partial Complete	● Action	● Action	● Action	● Review	● Review
C1.1.2 Develop and implement a targeted marketing plan to reach and engage with tourism operator, <u>investors and entrepreneurs and tourism related</u> businesses.	2 \$	DCCS		● Plan	● Plan	● Action	● Review	● Review
C1.1.3 Develop a targeted investment prospectus that outlines opportunities in accommodation, hospitality, tourism experiences, and agritourism.	1	Executive		● Plan	● Plan	● Action	● Review	● Review
C1.1.4 Assess infrastructure capacity (e.g. power, water, roads), zoning/planning information and potential incentives by: - Auditing existing tourism related infrastructure. - Mapping current land use, zoning and planning schemes relevant to tourism and industry. - Identifying potential incentives (fast tracked approvals, grants eligibility). - Highlighting gaps and opportunities.	2	DCDS DIS		● Plan	● Plan	● Action	● Review	

C1.2 Engage across the organisation and with key stakeholders to develop a clear vision for the Shire to guide destination planning and investment over the next 5 years.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C1.2.1 Conduct stakeholder mapping – Identify and categorise key stakeholders from internal departments, industry, business, community, investors, regional and state partners.	1	DCCS	● Action Partially Completed	● Action Review	● Action	● Action Review	● Action	● Action
C1.2.2 Distribute a short survey to community members to gather insights on values, aspirations, and ideas for the Shire's visitor economy including targeted questions around what they believe makes the area special, what they would like to see protected, and where they see opportunity.	1	DCCS	● Plan	● Plan	● Action	● Review	● Plan	● Plan
C1.2.3 Host industry and community motivational workshops to encourage storytelling, local knowledge sharing, and discussions on future opportunities and challenges.	1 \$	DCCS	● Plan	● Plan	● Action	● Review	● Action	● Review

C1.3 Elevate the role and significance of tourism as a vital contributor to the region's economy and collective wellbeing.

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Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C1.3.1 Embed destination development tourism into the Shire's Strategic Planning Framework and ensure tourism is recognised as key pillar in the Strategic Community Plan and Long-Term Financial Plan.	★	Executive	● Action	● On Going	● On Going	● On Going	● On Going	● On Going
C1.3.2 Commission or compile data showing the current and potential economic contribution of tourism to the Shire. Include social and cultural benefits such as community pride, event vibrancy, and preservation of local heritage.	1 \$	DCCS	● Plan	● Plan	● Action	● Review	● Plan	● Action
C1.3.3 Celebrate local tourism success stories in Shire media.	↗	DCCS	● Action	●	●	●	●	● On Going

				<u>Ongoing</u>	<u>On Going</u>	<u>On Going</u>	<u>On Going</u>	<u>On Going</u>	
C.1.4	Elevate the role and significance of tourism as a vital contributor to the region's economy and collective wellbeing.								
Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C1.4.1	Host or participate in biannual roundtable discussions between the CEO and key tourism stakeholders.	2	CEO	● Plan	● Plan	● Action	● Action	● Action	● Action
C2	A Tourism and Economic Development Coordinator, with a focus on investment attraction and destination development.								
C2.1	Strengthen the Shire's focus on investment attraction and destination development through dedicated resourcing that focuses on attracting new and supporting existing businesses.								
Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C2.1.1	Establish a dedicated Tourism and Economic Development Officer/Coordinator role to drive tourism investment, business support, and destination development.	2 \$	DCCS	● Plan Partially complete	● Action	● Action	● Action	● Action	● Action
C3	Streamlined approvals for new business and tourism product, whilst growing capacity of existing business.								
C3.1	Define the Shire's objectives, role and standards in servicing visitor and tourism related business (new and existing).								
Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C3.1.1	Develop a tourism servicing charter or statement of commitment through the creation of a clear, public-facing document outlining the Shire's role in supporting tourism businesses.	1	DCCS	● Action Partially complete	● Action	● Action			● Review
C3.1.2	Articulate the Shire's role in destination development by defining the Shire's role across key areas such as strategic planning and visioning, marketing and promotion, the provision of infrastructure,	2	DCCS			● Plan	● Action		

business facilitation and visitor servicing. Clarify what Council does, doesn't do, and partners on to set realistic expectations and foster collaboration.

- Create a detailed framework that outlines the Shire's role in destination development specifying its responsibilities in key areas such as strategic planning and visioning, marketing and promotion, provision of infrastructure, business facilitation and visitor servicing.



Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C3.1.3 Set clear objectives for tourism business support and establish measurable objectives such as improving satisfaction levels among tourism-related business.	2	DCCS			● Plan	● Action		
• Create a detailed framework that defines clear support objectives for tourism business such as enhancing business growth, providing training and resources and improving business visibility. • Establish measurable goals for each objective such as improving satisfaction levels, tracking response times and attendance/participation rates. • Conduct tourism operator satisfaction surveys. • Regularly collecting and analysing data and analyse findings to adjust support services.								

C3.2 Review the Shire's approval process and regulations, ensuring they are fit for purpose and not overly arduous for small business approvals.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C3.2.1 Conduct a regulatory review of tourism-related approval processes and identify areas where non-legislative requirements are unclear, duplicative, or disproportionally complex for low-risk or small-scale operations.	1	DCDS	● Plan	● Plan	● Action		● Review	
C3.2.2 Develop a dedicated tourism and business section on the Shire website that includes permits and forms, tourism data and research, collaboration opportunities, FAQ for new businesses and contacts for direct support.	1	DCDS	● Plan	● Plan	● Action		● Review	
C3.2.3 Set internal standards for tourism related interactions such as responding to tourism related enquiries, processing event or business permit applications and providing follow up support.	1	DCDS	● Plan	● Plan	● Action		● Review	

C3.3 Ensure regulatory staff embrace an 'investment ready, here to help' mindset.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C3.3.1 Deliver customer service with an investment readiness attitude to planning, building, health and compliance staff focused on customer-centric communication, understanding small business and	1	DCDS	●	●				

	tourism sector needs, managing risk proportionately and supporting 'yes, if' instead of 'no, because' thinking.			Plan	Action					
C3.3.2	Establish cross-departmental teams to deliver investment support across development and community departments working together on tourism related proposals.	1	DCCS/ DCDS	● Plan Completed	● On Going	● On Going	● On Going	● On Going	● On Going	● On Going
Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31	
C3.3.3	Involve regulatory staff in site visits and tourism familiarisation with tourism operators to assist with an understanding of how regulations can impact actual businesses and visitors on the ground.	1	DCCS/ DCDS	● Plan	● Plan	● Action				
C3.3.4	Include tourism objectives in staff KPI's and team plans.	1	DCCS/ DCDS	● Plan	● Action	● Action	● Action	● Action	● Action	● Action
C3.3.5	Nominate a go-to person in planning/building/health teams who understands tourism needs and helps coach others through these lenses.	2	DCDS		● Plan	● Action				

C3.4 Develop tools that guide businesses through the approvals process.

Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31	
C3.4.1	Create a 'tourism business approvals toolkit' being a step-by-step guide tailored for new tourism businesses covering types of approvals required, timeframes and costs, common pitfalls to avoid and contacts for support.	1	DCCS DCDS	● Plan	● Plan	● Action		● Review		
C3.4.2	Develop specific 'how-to' fact sheets for different types of tourism ventures such as farm stays, hip camps, food vans, eco-accommodation, home-based tourism businesses and short-stay rentals.	1	DCDS	● Plan	● Action			● Review		
C3.4.3	Develop simple visual planning and zoning maps showing where certain tourism activities are permitted or encouraged.	1	DCDS	● Plan	● Action			● Review		
C3.4.4	Develop a one page 'path to approval' fact sheet showing the typical approval steps and departments involved.	1	DCDS	● Plan	● Action			● Review		

C3.5 Develop a business liaison/concierge function for the Shire, to be fulfilled by a Tourism and Economic Development Coordinator.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C3.5.1 Define the role and responsibilities of a concierge function including who acts as the first point of contact for tourism related enquiries, who guides businesses through the approval and regulatory requirements, coordination of referrals between departments and maintaining relationships with operators and investors.	2 	DCCS	 Plan	 Action	 <u>Action</u>			

C3.6 Establish and fund a business support program that includes training and development opportunities, grant funding, networking, business promotion and other in-kind support opportunities.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C3.6.1 Develop a 'Waroona Tourism Business Support Program' tailored to local tourism operators covering training and capacity building, small grants and incentives, in kind support, networking and collaboration opportunities and business promotion and visibility support.	2  	DCCS		 Plan	 Action			
C3.6.2 Host or partner to deliver workshops on topics such as digital marketing and social media, sustainable tourism practices and business planning and financial resilience.	1  	DCCS	 Action	 Review	 Action	 Review	 <u>Action</u>	 <u>Review</u>
C3.6.3 Establish a small tourism grants program for local tourism operators to develop new products or experiences, improve visitor infrastructure and undertake marketing campaigns ensuring that application processes are simple and aligned to the Shire's strategic goals.	2  	DCCS		 Plan	 Action		 Review	

C4 Strengthened regional networks and partnerships with industry and state government.
C4.1 Utilise established networks to advocate for advancement of Waroona's destination development.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C4.1.1 Actively participate in regional tourism and economic alliances such as Peel Development Commission, Regional Development Australia, Tourism WA, Eco Tourism Australia, Agritourism bodies and Hello Perth.	1	DCCS	● Action	● Action	● Action	● Action	● Action	● Action
C4.1.2 Leverage Tourism WA and State Government departments to ensure Waroona projects and priorities are included in state level plans and grant pipelines.	1	DCCS	● Plan	● Action	● Action	● Action	● Action	● Action
C4.1.3 Advocate for key Waroona initiatives (trails, agri-experiences, accommodation) to be included in regional infrastructure planning, state tourism investment pipelines and priority project lists for federal and state funding bids.	1	DCCS	● Plan	● Action	● Action	● Action	● Action	● Action

C4.2 In the absence of a formalised sub-regional organisation, establish an LGA focussed forum with Shire of Murray, City of Mandurah and Shire of Harvey to identify regional collaboration opportunities (CEO and Elected Member level).

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C4.2.1 The Shire of Waroona CEO to initiate contact with counterparts through Peel Alliance as a low-barrier, high-impact way to share ideas, align projects and jointly advocate for investment (eg. Escarpment long-term Alcoa closure tourism opportunities).	2	CEO	● Plan	● Action	● On Going	● On Going	● On Going	● On Going
C4.2.2 Advocate as a collective to state and federal government to present unified regional cases for infrastructure funding, state tourism product development and inclusion in Tourism WA campaigns.	2	CEO	● Plan	● Action	● On Going	● On Going	● On Going	● On Going
C4.2.3 Advocate for key Waroona initiatives (trails, agri-experiences, accommodation) to be included in regional infrastructure planning, state tourism investment pipelines and priority project lists for federal and state funding bids.	1	CEO	● Plan	● Action	● On Going	● On Going	● On Going	● On Going

C4.3 Implement regular meetings with Destination Perth with a focus on collaborative marketing, partnership opportunities and leveraging membership benefits.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C4.3.1 Establish a standing meeting schedule between Shire officers and key Destination Perth contacts.	1	DCCS	● Plan	● Action	● <u>On Going</u>	● <u>On Going</u>	● <u>On Going</u>	● <u>On Going</u>

C4.4 Implement a quarterly state government stakeholder forum with DBCA, Tourism WA and Peel Development Commission.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C4.4.1 Formally invite key stakeholders to participate in a quarterly destination development forum covering key project updates, strategic alignment, funding and grant opportunities, collaboration on marketing and visitor servicing and barrier identification and challenges.	2 👤	DCCS	● Plan	● Action	● <u>On Going</u>	● <u>On Going</u>	● <u>On Going</u>	● <u>On Going</u>

C4.5 Retain membership of Tourism Council of WA.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C4.5.1 Continue to retain and renew annual membership of Tourism Council of WA.	★ \$	DCCS	● Action	● <u>Action</u>	● <u>Action</u>	● <u>Action</u>	● <u>Action</u>	● <u>Action</u>

C5 Capacity building and growth of Aboriginal cultural tourism.**C5.1 Support the local Aboriginal communities continued partnership in DBCA's Aboriginal Ranger Program and Innovation Fund, and activities at Lake Clifton, Preston Beach and Yalgorup National Park.**

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C5.1.1 Advocate for continued funding and resources to allow for the continuation of the Aboriginal Ranger Program.	1	CEQDCCS	● Action	● On Going				
C5.1.2 Support the facilitation of co-management agreements between DBCA and local Aboriginal groups for the management of DBCA facilities.	1	CEQDCCS	● Action	● On Going				
C5.1.3 Collaborate with the local Aboriginal community to create authentic cultural tourism experiences that highlight Aboriginal history, traditions and land management practice.	2	CEQDCCS	● Plan	● Action				

C5.2 Support the Aboriginal community to establish partnerships with WAITOC and Tourism WA (through the Jina: Aboriginal Tourism Plan) and identify pathways to build skills and capacity to delivery Aboriginal Cultural Tourism products and experiences.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C5.2.1 Support where requested local Aboriginal community representatives in establishing connections with Tourism WA by providing guidance to explore partnership opportunities.	★	DCCS	● Action	● On Going	● On Going	● On Going	● On Going	● On Going
C5.2.2 Support where requested, the Aboriginal community accessing capacity building programs to strengthen their skills in tourism product development, business management and cultural interpretation.	★	DCCS	● Action	● On Going	● On Going	● On Going	● On Going	● On Going
C5.2.3 Support where requested, the Aboriginal community in accessing workshops focused on key tourism-related skills, such as guided tours, storytelling and hospitality.	★	DCCS	● Action	● On Going	● On Going	● On Going	● On Going	● On Going

C5.3 Support WAATSIC to implement related activities including conservation and ecosystem management, language, arts and culture projects.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C5.3.1 Support WAATSIC in identifying key areas for environmental conservation and ecosystem management where Aboriginal knowledge can be integrated with modern conservation practices.	  	CEO		 Plan	 Action			
C5.3.2 Support the development of conservation programs that incorporate traditional ecological knowledge and sustainable land management practices, with a focus on local ecosystems such as wetlands, bush, and coastal areas.	  	CEO		 Plan	 Action			

C6 A sustainable visitor servicing model.**C6.1 Undertake research and benchmarking on alternative visitor servicing models including a dispersed model utilising town centre / other asset. Consider this in the context of a Tourism Economic Development Coordinator role.**

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C6.1.1 Evaluate models of visitor servicing across the country, particularly those that utilise town centres or other local assets to assess performance and achievement of outcomes.	1	DCCS	 Plan	 Action	 <u>Action</u>			

C6.2 Undertake a feasibility analysis of the Waroona Visitor Centre.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C6.2.1 Conduct a comprehensive review of the current visitor servicing model including measurement of visitor numbers, engagement levels, social impact and financial performance. Assess the current model against the alignment to strategic objectives and the centres original intent and objectives. Assess the gaps and opportunities for improvement.	1	DCCS	 Action Progressing	 <u>Action</u>				

C6.3 Pending outcome of the comprehensive review, define the visitor servicing approach and resourcing model.

Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
C6.3.1	Review comprehensive review outcomes and analyse key findings focusing on visitor behaviour trends, infrastructure capacity, service needs and stakeholder feedback.	1	DCCS	● Plan	● Action	● <u>Action</u>			
C6.3.2	Evaluate alternative models against strategic objectives in the Shire's Strategic Community Plan.	1	DCCS	● Plan	● Action	● <u>Action</u>			
C6.3.3	Identify preferred model based on viability, cost-efficiency, and alignment with the Shire's vision for tourism growth and community benefit.	1	DCCS	● Plan	● Action	● <u>Action</u>			

3.2 Demand

D1 Waroona positioned and marketed as a complimentary day-trip destination, with target markets clearly identified.

D1.1 Develop a destination marketing plan (and budget) for the Shire to position Waroona as a complimentary destination to Dwellingup, Mandurah and Harvey.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D1.1.1 Develop a destination marketing plan in collaboration with Destination Perth and establish a clear destination positioning for Waroona using the DMS pillars of coastal, inland and town centre. Identify Waroona's unique selling points, and complementary strengths in relation to Dwellingup (adventure/nature), Mandurah (coastal/urban), and Harvey (agri-tourism). Develop a brand positioning and define visitor personas (e.g. families, grey nomads, short-break seekers, nature tourists) and align messaging to those interests.	3 	DCCS		 Plan	 Action			 Review
D1.1.2 Seek approval for a destination marketing budget for content creation, digital advertising, campaign printing and signage.	3  	DCCS		 Plan	 Action			

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D1.1.3 Create, maintain and continually improve a dedicated Visit Waroona website which focuses solely on tourism in the region.	1 \$	DCCS	Plan	Action	On Going	Review		
D1.1.4 Develop campaign content that positions Waroona as a stop-off or add-on to trips to Dwellingup, Mandurah or Harvey and package experiences where available.	3 \$	DCCS			Plan	Action		
D1.1.5 Develop high-quality marketing assets by commissioning professional photo and video content that captures Waroona's landscapes, people, experiences, and community character.	1 \$	DCCS	Action	Action	Review			

D1.2 As part of the destination marketing plan, shift the positioning of Waroona's key assets and attractions to locational drivers of coastal and inland attractions with a centrally located town experience.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D1.2.1 Develop a clear and marketable visitor proposition that highlights Waroona as: - the gateway to coastal and nature-based experiences such as Yalgorup National Park and Lake Clifton Thrombolites (internationally significant biodiversity) and Preston Beach and its unspoilt coastline. - the water and wilderness playground of the Peel Region emphasising water-based recreation. - the heart of the Shire, and the gateway to nature, lakes, coast and culture. Emphasis the town as a welcoming place for exploring surrounding attractions, a place to pause, refresh, and connect with local people, stories and products.	3 \$	DCCS			Plan	Action		
D1.2.2 Develop business cases for funding opportunities for the construction of key road infrastructure linkages for coastal and escarpment locations.	2 \$	Executive DCCS		Plan	Action			Review

D2 Shire's coastal and inland attractions uniquely packaged and positioned as discrete offerings within Waroona.**D2.1a Coastal attractions, including Lake Clifton and Thrombolites, Preston Beach and the Yalgorup National Park.**

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D2.1.1a Implement destination development priorities outlined in the DMS - Rebrand assets such as Lake Clifton, Preston Beach and Yalgorup National Park as frontline coastal experiences.	3 	DCCS			 Plan	 Action		
D2.1.2a Strengthen products and experiences focussed on nature and biodiversity, 4WD'ing, angling, camping/caravanning, astro tourism, Aboriginal cultural tourism: - Package coastal experiences into zones (Lake Clifton & Thrombolites zone, Preston Beach zone, Yalgorup National Park zone) with clearly branded and marketable experience products, each with a defined visitor proposition targeting key visitor segments such as nature-based and eco experiences, 4WD and angling, camping, caravanning and off-grid stays and astro tourism experiences. - Integrate coastal experiences into regional touring routes and develop Preston Beach and Lake Clifton as a key stop in broader drive tours. Work with neighbouring local governments to co-promote cross-regional journeys. - Create bookable experiences and bundled itineraries by working with local operators to create ready-to-book packages.	3  	DCCS			 Plan	 Action		

D2.1b Lakes, dams and reserves (Lake Navarino/Waroona Dam, Lane Poole Reserve, Drakesbrook Weir), farmlands, tracks and trails.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D2.1.1b Implement destination development priorities outlined in the DMS - Anchor campaigns around signature natural assets and elevate key assets as hero destinations, each with a unique appeal. Create individual experience profiles and develop marketing material for each location to integrate into campaigns.	3 	DCCS			 Plan	 Action		

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D2.1.2b Strengthen product and experiences focussed on water-based recreation, angling, nature and biodiversity, trails, hiking, mountain biking, equine, Aboriginal cultural tourism, food, wine and agritourism: - Package water based and trail adventures into themed experience zones (lakes, dams and reserves zone, tracks and trails zone, farmlands, food and agriculture zone) with clearly branded and marketable experience products, each with a defined visitor proposition targeting key visitor segments such as 'adventure weekenders', 'water and wine', 'trail and taste' and families and nature. - Integrate lakes and trails into regional touring routes and develop Waroona as a key stop in broader drive and nature trails such as a 'Peel Nature Loop', 'Trail and Tannin Trail', Peel Waterways Adventure Route. Work with neighbouring local governments to co-promote cross-regional journeys. - Create bookable experiences and bundled itineraries by working with local operators to create ready-to-book packages.	3 \$ Person	DCCS			● Plan	● Action		

D2.1c Waroona Town Centre including Hamel Eco Park.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D2.1.1c Implement destination development priorities outlined in the DMS - Define and promote the town centre as the Shire's visitor experience hub (gateway to nature, culture and community).	3 Person	DCCS			● Plan	● Action		
D2.1.2c Strengthen product and experiences focussed on information, facilities and services, hospitality, arts, culture and heritage, special events. - Expand the digital visitor servicing presence through mobile friendly digital tools for maps, trails, events and business listings. - Enhance hospitality and local food experiences by supporting local businesses to develop tourism friendly offering such as picnic hampers, tastings or town-and-trail lunch packs. Encourage longer dwell time through outdoor dining zones, live music pop-ups, or food trucks linked to events. - Support the development of a public art trail linking murals, sculptures and creative spaces. - Invest in heritage interpretation using storyboards, walking trails, and digital storytelling platforms focusing on local stories and key heritage buildings.	3 \$ Person	DCCS			● Plan	● Action		

D3 Strong awareness of and connect between Shire attractions.**D3.1 Improve entry statement, wayfinding and directional signage to better network existing attractions (Shire and intra region).**

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D3.1.1 Develop a wayfinding master plan. Create a tiered signage system using consistent branding, icons, and language that includes: - Gateway signage – entry points to town or key attractions. - Trailblazer signs – directing vehicles and visitors to key sites. - Pedestrian signage – for town centre and town navigation. - Interpretive signs – for educational and cultural context at key sites.	1 \$ 	Executive DCCS		 Plan	 Action			
D3.1.2 Develop interpretive trails and self-guided signposted routes with themed signage for self-guided heritage walks, mural trails, or natural exploration.	2 \$ 	DCCS			 Plan	 Action		
D3.1.3 Install 'story stops' or interpretation points in visitor pull off points.	2 \$ 	DCCS		 Plan	 Action			
D3.1.4 Use the wayfinding master plan to apply for grant funding to fund costs associated with signage infrastructure.	2 	DCCS		 Plan	 Action			

D3.2 Audit and improve general maintenance and presentation of destination signage across the Shire.

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Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D3.2.1 Conduct a shire-wide signage audit by undertaking a comprehensive audit of all existing directional, interpretative, entry and trail signage including condition, accuracy and relevance, visibility and accessibility, consistency with current branding and tone.	1	DCCSPGDS DIS	● Plan Completed	● Action	● Review Plan	● Review Action		● Review
D3.2.2 Create a signage asset register with GPS locations, maintenance schedules and photos.	1	DIS			● Plan	● Action		● Review

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D3.3 Establish or upgrade entry statements at key locations.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D3.3.1 Upgrade entry statements to reflect destination identity by upgrading shire entry signage on key roads to create a sense of arrival, reflect Waroona's brand pillars (coastal, inland, town) and features consistent branding.	1	ExecutiveDCDS	● Plan	● Action				

D3.4 Improve directional and wayward finding on major internal roads, including between Waroona Town Centre and Preston Beach, between Waroona Dam and Town Centre, and signage to support Waroona Town Centre as a centre point for dispersal across Shire.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D3.4.1 Link attractions through regional and local signage to improve directional signage between major attractions. Include estimated drive times or distances.	3 \$ ●	DCCS			● Plan	● Action		

D3.5 Audit destination and place names and apply a consistent naming convention that eliminates dual naming in marketing and promotional material.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D3.5.1 Conduct an audit of existing place names by identifying all existing names used across the shire for attractions, places, roads, parks, reserves, and landmarks (both formal and colloquial names).	3 	DCCS		 Plan	 Action			
D3.5.2 Review existing tourism marketing material for any inconsistencies (e.g. using both Waroona Dam and Lake Navarino).	3 	DCCS		 Plan	 Action			
D3.5.3 Develop a consistent naming convention framework or similar establishing clear guidelines for naming places and attractions, considering the following: • Clarity and simplicity. • Cultural sensitivity. • Relevance to key visitor experiences. • Consistency across platforms. Create an official list of standardised place names for use across all platforms and stakeholder groups.	3 	DCCS		 Plan	 Action			
D3.5.4 Eliminate dual naming in existing marketing and promotional material and standardise the primary name for each key attraction and location.	3 	DCCS		 Plan	 Action			 Review

D4 Growth of place-based initiatives to strengthen community pride and identity.
D4.1 Support and facilitate community led initiatives that building community pride and connection.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
D4.1.1 Support and amplify existing community and sporting led initiatives.	★	DCCS	● Action	● Action	● Action			
D4.1.2 Support the formation of a local town teams to drive place-based initiatives.	1	DCCS	● Action	● Action				
D4.1.3 Empower Town Teams in delivering community-led initiatives such as street art, murals and installations, pop-up events, markets or festivals, beautification projects and signage and storytelling for local landmarks.	1	DCCS	● Action	● Action	● Action	● Action	● Action	● Action

3.3 Supply
S1 Boosted accommodation supply
S1.1 Advocate for and enable new accommodation options across the Shire.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S1.1.1 Identify and prioritise key accommodation projects by prioritising accommodation-related opportunities. Prioritise opportunities based on visitor demand, environmental sustainability, and alignment with the Shire's strategic goals.	2 ●	Executive		● Plan	● Action			
S1.1.2 Undertake site specific feasibility assessments for state government, local government and private land and their suitability for accommodation-related opportunities.	3 ●	Executive			● Plan	● Action		

Actions		Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S1.1.3	Identify priority locations for alternative accommodation by mapping and assessing areas suitable for unique accommodation types prioritising nature-based sites, coastal zones and town centre precincts.	3 	Executive			 Plan	 Action		
S1.1.4	Develop Local Planning provisions to support glamping and eco-accommodation.	2 	DCDS		 Plan	 Action			
S1.1.5	Promote opportunities to private landowners through facilitating workshops and an awareness campaign targeting rural landowners and farmers to: - Consider platforms such as hipcamp, and Airbnb. - Shared benefits (extra income, regional visitation, economic diversification).	2	Executive		 Plan	 Action			

S2 Events that drive visitation and support the local economy.

S2.1 Develop a Shire events hierarchy and events program with a focus on one signature annual event designed to attract inbound day visitors and economic flow on for businesses, themed on nature and adventure.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S2.1.1 Develop a Shire wide events hierarchy by creating a simple, tiered framework that classifies events by scale, audience, purpose, and economic potential in the categories of: Tier 1 – Signature Event – One large scale annual event focused on inbound visitation, regional appeal and significant business flow on. Tier 2 – Regional Event – Events with tourism potential and community activation. Tier 3 – Local/Community Events – Grassroots events designed for locals.	3 	DCCS			 Plan	 Action		
S2.1.2 Investigate and establish where appropriate MOU's between the Shire and community groups for Shire assistance for events.	1	DCCS	 Plan	 Action	 Action	 Action		

S3 Create a welcoming, visitor ready town centre.
S3.1 Deliver the Town Centre Revitalisation Strategy and beautify the town centre through new seating, shade/shelter, wayfinding, improved presentation and landscaping, street furniture and public art.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S3.1.1 Seek funding for the implementation of the Town Centre Revitalisation Strategy.	1 \$	CEO	● Action					
S3.1.2 Develop a phased implementation plan breaking the Town Centre Revitalisation Strategy into short, medium and long-term goals.	2 \$	CEO		● Plan	● Action			

S4 Develop partnerships that drive tourism infrastructure delivery.
S4.1 Develop and maintain strong, positive and outcomes focused partnerships that articulate the Shire's destination vision, with tourism operators and local businesses.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S4.1.1 Refer to C1.2.2.	1	DCCS	● Plan	● Plan	● Action			

S5 Destination products and experiences aligned to 'nature' and 'adventure' are established.
S5.1 Develop unique, bookable destination products and experience focused on nature and adventure such as a catalyst project, packaged experiences, guided Aboriginal cultural tours, farm gate experiences and 'wrap around' experiences.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S5.1.1 Identify and support a signature catalyst project by facilitating the development of a flagship, bookable experience that positions Waroona as a nature/adventure destination such as a zip line from the Dam to the Weir. Use this experience as an anchor to package multi-day itineraries and develop a wraparound service.	  	Executive					 Plan	 Action

S6 Develop, promote and align the Sport and Recreation Precinct Strategy with tourism as a regional hub for community sports and events by integrating high-quality sporting infrastructure with accommodation and hospitality options.
S6.1 Position the Sport and Recreation Precinct as a destination for hosting regional and state-level sporting tournaments and community events, increasing sports related visitation and overnight stays.

Actions	Priority	Lead	25/26	26/27	27/28	28/29	29/30	30/31
S6.1.1 In developing the Sport and Recreation Precinct plans, ensure they are designed in consideration of supporting the hosting of regional and state-level sporting tournaments by incorporating multi-use accommodation infrastructure, alongside high-quality sporting amenities and event-ready support facilities.	  	CEO	 Plan	 Plan	 Plan	 Plan	 Plan	 Plan



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Shire of Waroona

Tourism Statement of Commitment



The Shire of Waroona acknowledges tourism as a cornerstone of our region's economic vitality and community well-being. From pristine coastal lakes and tranquil jarrah forests to our heritage trails and vibrant local experiences, we are committed to growing and nurturing a welcoming and sustainable visitor economy across Waroona, Hamel, Preston Beach, Lake Clifton and Nanga Brook.

Our Role

The Shire of Waroona plays a facilitative and leadership role in growing a sustainable and vibrant visitor economy. Our focus is on enabling and supporting tourism success - rather than duplicating the role of local operators - ensuring both our community and visitors benefit from the sector's growth.

We will:

- Lead strategic direction through delivery of the actions outlined in the Destination Management Action Plan and alignment of Shire initiatives with tourism objectives.
- Support and empower operators through guidance, networking opportunities, and access to practical tools and resources.
- Collect and assess data to inform ourselves and operators on tourism gaps, trends and direction.
- Promote and market the destination through management of the Visit Waroona brand, website, and associated promotional platforms.
- Facilitate collaboration by connecting local businesses, community groups, and neighbouring Shires to encourage joint marketing, events, and partnerships.
- Promote the Shire for tourism investment.
- Advocate and represent the sector by championing tourism priorities at regional, State, and Federal levels to attract investment and policy support.
- Facilitate investment in tourism infrastructure and place activation by securing external funding, partnerships and co-investment to support the planning, delivery, and ongoing maintenance of visitor facilities and amenities, while developing and leading viable tourism initiatives toward long-term, self-sustaining operations.
- Support tourism accommodation development throughout the Shire to enable increased overnight stays and strengthen the visitor economy.
- Build capacity and knowledge through delivery of workshops, forums, and professional development opportunities.
- Monitor and evaluate progress through regular measurement of outcomes under the Destination Management Action Plan.
- Foster sustainable development by encouraging initiatives that protect the environment, celebrate heritage, and strengthen community well-being.

Shire of Waroona

Tourism Statement of Commitment



Our Commitment

Promote Sustainability

We will support tourism that enhances environmental stewardship, celebrates local culture, and respects the natural beauty of our landscapes.

Strengthen Visitor Experience

We will continue to enhance how Waroona is presented and experienced through the Visit Waroona brand and improved access to information.

Collaborate for Solutions

We will work with tourism operators and stakeholders to identify opportunities, reduce barriers, and find practical, mutually beneficial solutions that support growth and success.

Advocate for Tourism Asset Improvement

We will actively represent the interests of our tourism sector by advocating to relevant agencies and partners for the improvement, maintenance, and enhancement of tourism-related assets and facilities within the Shire.

Ensure Value and Continuous Improvement

We will focus on delivering value for money and achieving the greatest benefit for the region. This includes regularly reviewing programs, services, and partnerships to ensure they remain effective, efficient, and aligned with the needs of our community and visitors.

Support Sustainable Growth

We advocate for enabling policies, funding opportunities, and clear pathways to support business growth.

Be Accessible and Responsive

We promise transparent communication, timely support, and ongoing engagement with tourism stakeholders to ensure adaptability and shared progress.

Partnership Statement

We value strong partnerships with our tourism operators and stakeholders, recognising that a thriving visitor economy relies on collaboration, shared responsibility, and open communication.



Shire of Waroona Tourism Signage Strategy



June 2026 - FINAL

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Nanga Road, Nangabrook

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DEFINITION OF TERMS

- **Promotional billboards** are used in tourism for destination marketing. This type of advertising is often found strategically positioned along roadsides. The object of the roadside promotional billboard is to spark or prompt a spontaneous decision during a traveller’s current trip. The signage basically helps them to ‘exit and experience’. The promotional message is used remind and reinforce, keep a destination or attraction in the mind, increasing brand awareness over time and influencing future decisions.
- **LGA entry statements** mark and define the entry to the LGA. Well designed, high quality boundary signs do more than define a geographic region. Entry statements can grow tourism, attract investment and even become a destination on their own right. They convey the vibrancy of the local culture and maintain a strong harmony with the surrounding environment.
- **Town entry statements** capture a sense of arrival, beautify the entry point and help to establish the identity of the city or town for tourists and local residents alike. Effective gateway signage has a positive impact on local economic development and tourism.
- **Visitor Information Boards (VIB)** are usually installed at rest areas and in-town stopping points. They provide information that helps with wayfinding and orientation (eg: contain maps of the area), attractions and features, visitor information services, facilities and amenities available in the area.
- **Temporary/Event Banners & signs** are temporary promotional signs and banners that are used to highlight events and activities but are not permanent signs.
- **Interpretive Panels** provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.

LIST OF ACRONYMS

AS	Australian Standard
CBD	Central Business district
DBCA	Department of Biodiversity, Conservation & Attractions
Hwy	Highway
LGA	Local Government Area
MRWA	Main Roads WA
NTSRG	National Tourism Signing Reference Group
P&W	Parks & Wildlife
RV	Recreational Vehicle
SWA	Shire of Waroona
VIB	Visitor Information Bay
VIC	Visitor Information Centre



Waroona Dam

SECTION 1. INTRODUCTION

SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND



Williamson Road

Signage plays a critical role in delivering a cohesive tourism experience and in guiding visitors throughout the Waroona region, facilitating their retention and dispersal across various attractions

WHY DO THIS STRATEGY?

Developing a tourism signage strategy is essential for the Shire of Waroona (SWA) to maximise its potential as a key visitor destination while ensuring sustainable growth. The region’s natural beauty, outdoor recreation, and cultural attractions already draw visitors, but a strategic approach ensures tourism development aligns with community needs, economic goals, and environmental sustainability.

The Shire of Waroona recognises the importance of tourism to the local economy and is keen to attract more visitors to stop in Waroona, explore the town, and experience the wider region. The town operates a non-accredited Visitor Centre, which plays an important role in supporting visitors and promoting local attractions and produce. Shire of Waroona's Destination Management Action Plan 2025-2030 highlights ongoing issues with tourism signage and wayfinding.

A well-planned tourism signage strategy helps:

- **Boost the Local Economy** – By attracting visitors, the strategy can support local businesses, create jobs, and increase spending in hospitality, retail, and tourism services.
- **Enhance Visitor Experience** – Improved signage, infrastructure, and marketing ensure visitors can easily navigate and engage with Waroona’s attractions.
- **Protect Natural & Cultural Assets** – Sustainable tourism planning helps preserve national parks, heritage sites, and local culture while managing visitor impact.
- **Strengthen Destination Branding** – A clear identity and targeted marketing will position Waroona as a desirable place to visit for Waroona's target visitors.
- **Encourage Investment & Funding** – A structured strategy can attract government and private sector investment in tourism infrastructure and initiatives.

By developing a tourism signage strategy, the Shire of Waroona can drive long-term economic benefits while maintaining the charm and character that make it a unique and desirable destination.

WHAT'S INCLUDED IN THE STRATEGY?

The Strategy is limited to addressing the wayfinding and tourism-related signage needed for visitors who are travelling in vehicles to find their way safely and efficiently to the tourism destinations and attractions within the Shire of Waroona .

SECTION 1. INTRODUCTION

1.2 WHAT WILL THIS STRATEGY ACHIEVE?

This Strategy will provide the framework for the Shire of Waroona to make decisions on the location and style of all future tourism and wayfinding signage in the Waroona region. The Strategy will contain clear guidelines and schematic drawings for developing a suite of distinctive and consistent wayfinding tourism signage that supports achievement of the Shire of Waroona's strategic tourism goals. It will give direction for choosing the right signage for the particular circumstance, for locating signs and for further development of signage policies and processes.

The Strategy has a number of objectives which are to:

- 1. Improve how visitors are made aware of, and guided to, the diverse attractions and experiences across the Waroona region.
- 2. Enhance the visitor experience and the amenity of the community.
- 3. Enhance the image of the Waroona region as a tourism destination by encouraging consistent themes and innovate and distinctive signage across the region.
- 4. Provide a framework for the Shire of Waroona to improve signage implementation within the shire's jurisdiction.

HOW WAS THE STRATEGY CREATED?

Developing the Strategy involved a number of stages.

STAGE
01

PROJECT PLANNING & SET-UP

- 1. Confirm project timeline and deliverables.
- 2. Gather all background reports & documents.
- 3. Planning for visit to region.
- 4. Confirm area for scope of audit.
- 5. Update the project plan/timeline as needed.

STAGE
02

DESKTOP RESEARCH & ANALYSIS

- 1. Review all relevant documents including LGA signage policies and guidelines.
- 2. Review [Shire of Waroona's Destination Management Action Plan 2025-2030](#)
- 3. Review the Shire of Waroona signage and branding guidelines.
- 4. Review regional attractions and facilities.
- 5. Create area maps and initial plans for the signage audit.
- 6. Set up Fulcrum signage auditing

STAGE
03

SITE VISIT AND SIGNAGE AUDIT

- 1. Finalise plans for site visit.
- 2. Visit the Waroona region to undertake the physical appraisal of the wayfinding, tourism and services signage,
- 3. Locate and assess existing directional signage from Shire of Waroona access points.
- 4. Map all circulation routes, key decision-making points and existing signs on Google Earth and Fulcrum.
- 5. Identify any signage gaps and issues with the current signage (eg: poor condition, incorrect message), including location and message/information requirements.
- 6. Compile all of the information gathered into a summary report for the Shire of Waroona project officer and council.

STAGE
04

DRAFT TOURISM SIGNAGE STRATEGY

- 1. Design draft signage strategy.
- 2. Present the draft signage strategy to the Shire of Waroona project team.
- 3. Based on feedback, the strategy will be further developed and refined.
- 4. The second draft will be presented to the Shire of Waroona project team.
- 5. Complete signage audit document with reference to each sign including a condition report, replacement signage, signage type and symbols required .

STAGE
05

WAYFINDING SIGNAGE STRATEGY & IMPLEMENTATION PLAN

- 1. Draft the final signage strategy.
- 2. Present the final signage strategy to the Shire of Waroona.
- 3. Seek input and feedback from stakeholders.
- 4. Finalise the strategy based on feedback and input from stakeholders.
- 5. Deliver final signage audit document.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 THE PURPOSE OF TOURISM SIGNAGE

Tourist signs are an important part of creating a visitor-friendly destination and defining the community’s image.

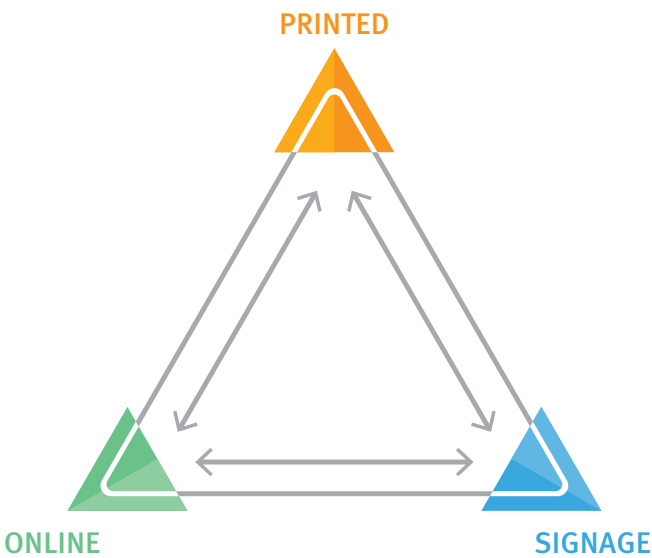
The two main purposes of tourism signs are to:

- 01 Safely and efficiently guide visitors to their destination.
- 02 Inform visitors of the range of attractions and services available at a destination.

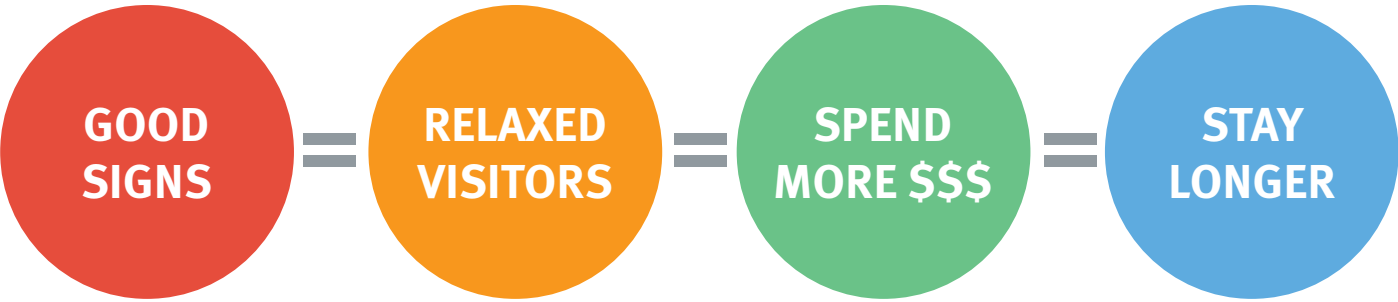
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- Giving advance notice of experiences and services, particularly where a change in direction is required.
- Giving immediate notice of an attraction or service and facilitating safe access.
- Directing visitors to sources of tourist information (eg. visitor centres, information bays and interpretative centres).
- Reassuring visitors that they are traveling in the right direction.

When visitors know where to find the services and experiences they are looking for, they can focus more on enjoying the experience and less on worrying about how to get there and even worse, how to get back to where they came from if they get lost.



It is important to understand that signage is only one part of the system that visitors use to learn about a destination and to find their way around. They get information from a variety of sources before and during their visit including online and printed materials, Visitor Information Centres, word of mouth from locals or other visitors, and road signs.



Effective road signage can mean the difference between visitors stopping to explore a town or attraction, or just driving past.

The Shire of Waroona has one Non-accredited visitor centre located on South Western Hwy

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 THE PURPOSE OF TOURISM SIGNAGE

The underlying approach emphasised in the state and national signage guidelines is always to limit the number of signs approved and installed on the road network. This is to ensure road safety and to minimise clutter. Generally, the maximum number of signs that are allowed to be installed at an intersection is four signs (the maximum number of signs that can be read, understood, and acted upon with safety [depending on length of legends]). This would include a road nameplate, a green/white geographic destination sign and up to two tourist or service signs. This policy complies with the Australian standard signposting principles.

WA Main Roads view is that visitors plan their journey in advance and only key services that benefit the wider community should be signed from the highway. Australian Standard (AS 1742.5:2017) states there are more effective ways for operators to assist people to reach their destination, including providing a clear address and a map on their printed and online materials. Most people now have access to online maps or GPS and this can frequently be used in place of signage if the address is clearly defined.

The National Tourism Signing Reference Group (NTSRG) document, Tourist Signing Rationalisation: A practical guide for road signing practitioners explains that the purpose of tourism signage is NOT to replace marketing and information provided by tourism businesses and destination.

The NTSRG guidelines specify that:

- A directional sign should be the last link in the communication chain between the business (or destination) and their customer.
- Almost all visitors to a destination arrive armed with some level of awareness and information. So, the primary signing need is directional, and not motivational.
- Visitors are initially motivated to visit a town, city or region because of preconceived knowledge about the destination. This may be acquired through a variety of means, but rarely because of road signage.
- Directional and reassurance signs simply confirm that they're heading in the right direction.



Road signing to tourism attractions and services can be a contentious issue for road authorities. The cause of the tension is often the absence of clear, fair and equitable guidelines for the tourism industry. There is also a misperception by many operators that signs are promotional tools.

(source: NTSRG)



Typical brown tourist signs in the Waroona region

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

SHIRE OF WAROONA SIGNAGE POLICY AND GUIDELINES.

Currently, the Shire of Waroona has a basic signage policy in place through LPP002 – Local Planning Policy 2 – Signage. While this policy provides a general framework for signage assessment and approval, it does not provide detailed guidance specific to tourism, service and community signage. In particular, there are limited formal guidelines relating to application processes, eligibility criteria, sign hierarchy, sign types, locations, or coordinated design standards for tourism and community-based signage.

This situation can create challenges for both Council and applicants, as the absence of a comprehensive and dedicated tourism and community signage framework may lead to uncertainty around signage approvals and expectations. This can result in inconsistent outcomes, applicant frustration, and the proliferation of illegal, poorly located or ill-considered signage.

To address this, the Shire of Waroona should consider expanding upon the existing LPP002 framework through the development of a dedicated tourism and community signage policy and associated guidelines. The purpose of such a policy would be to meet the signage needs of the community, visitors and service businesses, whilst upholding the principles of traffic management and road safety, and protecting the visual amenity of the Waroona region. Once developed and adopted by Council, the policy would provide clearer direction and stronger grounds for the assessment, management and enforcement of signage throughout the Shire.

Following adoption of the policy, the next step would be the preparation of a detailed set of signage guidelines to direct decisions regarding signage types, locations, eligibility criteria, application processes, and design standards for tourism operators, service businesses and community groups seeking signage approvals.

Established guidelines would better deliver:

- A cooperative signage process for Council, the local community, tourism operators and businesses.
- Improved awareness of and access to tourist attractions, activities and facilities within the Shire of Waroona.

- A high standard of coordinated and complementary signage and associated infrastructure within future capital works programs.
- Signage that acknowledges and celebrates Traditional Owners where practical and appropriate.
- Directional signage within road reserves that is visually appropriate and consistent.
- Rationalisation of signage to minimise unnecessary sign proliferation through consultation and cooperation with sign owners.
- Greater consistency and transparency in signage assessment and approval processes.
- Full cost recovery for applications relating to tourist and community signage where appropriate.
- Reduced sign proliferation that detracts from the visual amenity of the Waroona region and diminishes the effectiveness of signage overall.
- Improved compliance with relevant legislation, policies, standards and guidelines.
- Clear and accessible information for the community, Council staff and applicants regarding signage requirements and application procedures.
- Better guidance in selecting appropriate signage solutions for specific locations and circumstances.

Recommendations

- The Shire of Waroona to expand upon the existing LPP002 – Local Planning Policy 2 – Signage through the development of a dedicated tourism, services and community signage policy, supporting guidelines, and a clear signage application and assessment process.
- The Shire of Waroona to progressively review existing Council-managed signage and associated infrastructure to ensure consistency with the adopted signage strategy, policy and guidelines.
- Conduct regular audits of tourist, service and community signage against the requirements of LPP002 and any future tourism and community signage policy and guidelines, with non-compliant signage to be progressively rationalised, upgraded or removed where appropriate.



Example of old and poorly maintained private and illegal signage in the Shire of Waroona (refer to Guidelines page 11)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

There are four main types of road signs used by visitors to find tourist attractions and facilities in Australia. These are:

- Directional signs (white on green)
- Tourist attraction signs (white on brown)
- Services signs (white on blue)
- Community facility signs (white on blue)

These signs are explained in detail in the [Main Roads Western Australia \(MRWA\) Policy and Application Guidelines - Tourist and Service Signs \(D21#346719/ March 2021\)](#). These signs are internationally recognised by most visitors, especially when standard universal symbols are used (AS 1743-2001 Road signs - Specifications).

MRWA AND COUNCIL RESPONSIBILITIES

MRWA is responsible for authorising, installing and removing signs on state roads. These include highways and other major roads, such as the Forrest and South Western Hwy's. Council is responsible for all other road signs within the shire.

Because MRWA and Council control different parts of the road network, it is essential that policies, processes and decisions are aligned and coordinated so that, in practice, signage is consistent and makes sense to the travelling public as they navigate the road network.

Council and MRWA must work together closely to ensure signage facilitates connectivity between signage. For example brown tourist signage on the South Western Hwy cannot be approved and installed by MRWA until Council has installed the linking signage to the attraction on council controlled local roads.

IMPROVING SIGNAGE POLICIES AND PRACTICES

The NTSRG recommends that local government authorities develop a formal structure that assists them to manage all aspects of tourism signage, including identifying requirements and priorities in a collaborative, well-informed way.

MRWA AND TOURISM WA GUIDELINES

In conjunction with MRWA, Tourism WA has developed guidelines for the application and use of brown tourist signs and blue service signs in WA. The aim of these guidelines is to;

- to encourage the provision of an efficient information system, designed as a 'family' of co-ordinated and complementary signs throughout the State, which meet the requirements of tourism operators and the travelling public
- to encourage a uniform and consistent approach to the design, construction and erection of signs throughout the State, with a view to eventually eliminating the proliferation of different types of signs, which are becoming increasingly confusing and ineffective to motorists travelling from one area to another.
- to limit the proliferation of road signs to preserve the prime aesthetic values of the landscape and environment.
- to encourage the removal of unauthorised or unnecessary signs which:
 1. cannot be read effectively.
 2. threaten road user safety.
 3. interfere with the message of legitimate signs.
 4. clutter the landscape.
 5. reduce the aesthetic and natural beauty of the State.
- to ensure that, from a road safety point of view, signs incorporate 'glance appreciation' qualities incorporating uniform, elementary shapes and colours, with simple and concise messages using internationally recognised symbols wherever possible.
- 'glance appreciation' means being able to readily interpret the information on a sign with only a momentary 'glance' by the driver at the prevailing road speed.
- to ensure that the fundamental purpose of signposting tourist attractions and service facilities is always maintained. It must be remembered that the main purpose of signs is to confirm the location of, and not advertise, tourist attractions and services.

- to promote the use of MRWA standards for signs in preference to individual variations and interpretations which are sometimes developed by Local Government Authorities.
- to rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs.
- to ensure that signs are uniformly used as a means of confirmation for the motorist of tourist attractions and service facilities in a given area.
- to ensure that existing signs are properly maintained and continue to project a positive image of the area.
- To ensure that the value of tourist attraction and service signs are not diminished by ensuring that only those attractions and services that meet the essential criteria are signed.



Directional signs (white on green)



Tourist attraction signs (white on brown)



Tourist services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

- Tourist signs identify the type of attraction (eg. Historic Site) with a symbol. Major attractions usually also note the name of the attraction.
- The signs typically contain two to three words and use of standard internationally recognised symbols.
- Symbols are generally based on [Australian Standard AS 2899.1 – 1986 \(Public information symbol signs\)](#) and international standard ISO 7001.

THE HIERARCHY OF TOURISM
ATTRACTION SIGNS

There is a defined hierarchy (or family) of brown tourist signs that should be used. In their entirety, they create a connectivity from sign to sign, ensuring the visitor’s journey to their destination is smooth, safe and efficient.

ELIGIBILITY FOR TOURIST
ATTRACTION SIGNS

Types of attractions

- Commercial tourist attractions.
- National Parks
- Natural Features
- Wineries that provide tastings and cellar sales (includes Breweries & Distilleries)
- Historic sites and towns
- Aboriginal Heritage
- Scenic Tourist Drives
- Themed Tourist Routes

SIGNAGE TYPES

Advance warning signs

Advanced warning signs are placed prior to a major intersection (White on Green sign) or turn off to a significant tourist attraction (White on Brown sign). These signs are designed to inform motorists of upcoming important intersections. These signs are erected at a distance of 300 to 400 meters if the approach speed is greater than 75km/h and approximately 200 meters if the approach speed is 75km/h or less.

Reassurance signs

The purpose of reassurance signs are to reassure the motorist that they have turned on to the correct road. Reassurance signs are usually positioned as soon as practicable after the intersection. These signs will have the name and the distance to the town(s) along this route (White on Green). If it is a list of attractions (e.g.: wineries), then the same order applies but the sign is White on Brown with the closest town or attraction at the top of the list. Reassurance signs are placed as soon as practicable after the intersection, generally 400 meters beyond the intersection in rural areas and 150 – 200 meters in urban areas.

Intersection signs

Intersection signs are generally double sided and positioned adjacent the turning point or intersection these signs are distinctive by their large white chevron/arrowhead.



Advance warning sign



Intersection sign

Criteria for Tourist Attraction Signing Eligibility requirements

In order to qualify for tourist attraction signing, a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria. The attraction must:

- Be established, lawful and operating.
- No pre-booking is required to visit the attraction.
- It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are excepted (eg: lookouts).
- The attraction is open for at least 5 days per week (including both weekend days); 6 hours per day and 11 months of the year.
- Opening hours are permanently displayed at the entrance to the property.
- The attraction has a current brochure available, with opening hours etc.



Gateway sign

Australian Standard tourism symbols



Museum



Aboriginal



Historic Town



Winery



Whale Watching



Walking Track



Scenic Lookout

MRWA supplementary tourism symbols



Flora Road



Tourist Attraction



Historic Site



Heritage Trail

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

BLUE SERVICES SIGNS

Blue services signs feature on road signs to forewarn motorists of upcoming services. These can include fuel, accommodation, meals etc. These signs usually feature Australian Standard symbols.

Community facility signs are also white on blue and denote community facilities of a non-commercial nature.

There are two types of signs that fall into this category.

Service signs

Services signs have white lettering on a blue background. They use Australian Standards symbols and direct motorists to essential facilities and services that may benefit them.

Service signs are used for:

- Accommodation facilities
- Caravan and camping parks/areas
- Visitor information centres
- Visitor information boards/bays
- Visitor radio services (almost defunct)
- Service stations
- Public toilets
- Rest areas
- Parking areas

Community facility signs

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (refer to page 11). Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

Eligible facilities include:

- Town halls, civic centres and municipal offices
- Municipal depots/tips
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres



Australian Standard Services Symbols

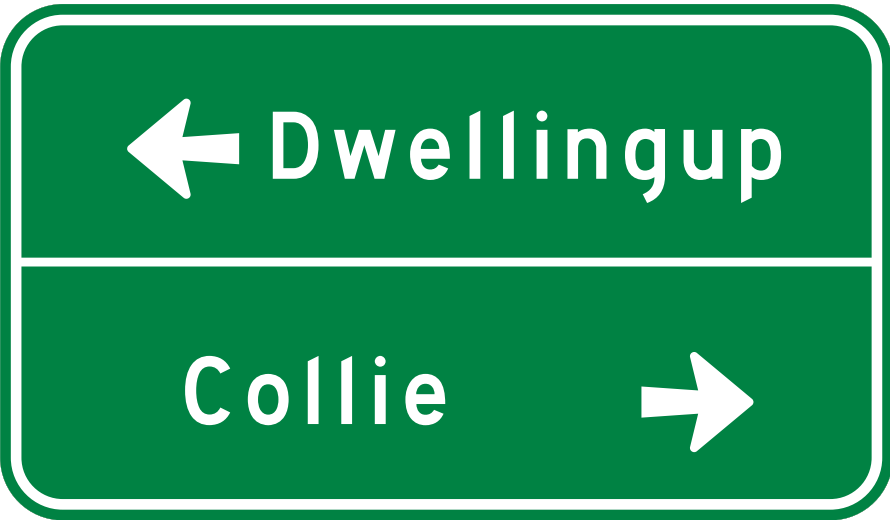
SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

Directional signs use white lettering on a green background. These provide directions to towns and cities and particular locations. Most include reference to a route numbering system or road name. They reassure motorists that they are traveling in the right direction, and facilitate traffic movement in the safest and most direct way.

Green directional signs are subject to the [Austroads Guides \(Guide to Traffic Management\)](#) and [Australian Standards \(AS 1742, 1743 & 2890\)](#), which the Main Roads WA adopted in 2011 as its primary technical reference for directional signs.



Advance Warning



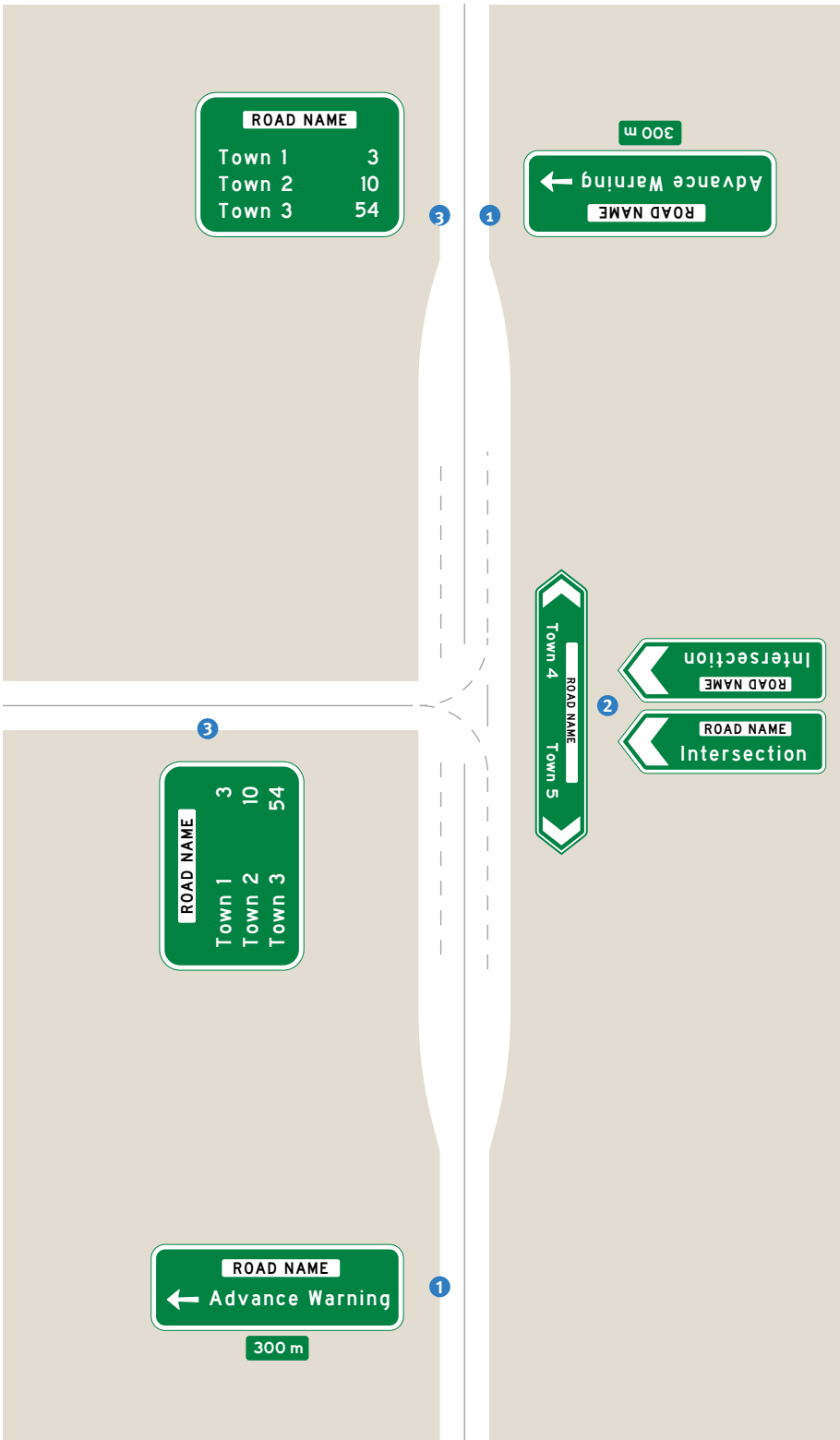
Reassurance



Directional



Intersection



EXAMPLE - Signage placement 1) Advance warning, 2) Intersection 3) Reassurance

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 WAYFINDING PRINCIPLES/GUIDELINES

Wayfinding is about finding one’s way and relates to how a person orientates him/herself and navigates through an area or place. A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors travel around successfully, safely and with confidence.

A good wayfinding system aims to answer the following basic questions.

- Where am I?
- How do I get where I want to go?
- What is the quickest route? The safest? The most attractive?
- How long will it take or how far is it?
- Where can I find amenities I may need or want, such as toilets, places to rest, places to eat, shopping or places of interest?
- Where can I get help or additional information?

The visitor needs a logical progression of orderly information, which becomes more detailed as they approach their destination.

Best practice for signage design is guided by the need to be coherent, conspicuous, legible and functional.

The principles underpinning Waroona region's signage system

Principle	Description
Compliant	Signs must meet required Australian standards and align with available Main Roads WA manuals, guidelines, policies or other guidance.
Clear and functional	Legible, high contrast, easily recognisable, concise, easily understood.
Consider journeys	Logical connection and progression between signs to tourism products and experiences, visible, advance warning, safe, limit the number of signs to the minimum necessary.
Minimal impact to environment and visual amenity	Signs should not clutter the landscape or reduce aesthetic beauty or vistas, signs should be attractive and fit well in the environment. Avoid and minimise impacts to the environment e.g. vegetation.
Design	Designs that incorporate sculpture and art considered where reasonable, feasible and add value.
Acknowledgment of Aboriginal cultural heritage	Local traditional names, designs and languages are incorporated where appropriate and in consultation with Aboriginal communities.
Accessibility	Cater for diverse abilities and languages.
Adaptability	Fit for purpose, adaptable to be easily updated or changed.
Cost-effective	Good quality, durable, easily and locally sourced materials, easily accessed and maintained, low whole of life cost.
Maintenance	Assessment, cleaning and maintenance should be scheduled and completed on a regular basis. Outdated, inconsistent signs or those in poor condition should be replaced or removed.

SIGNAGE PLANNING

Before undertaking any wayfinding signage project it is critical that the entire proposed route is walked/driven and a signage plan is developed for the project.

DESIGN

- Design, colour palettes and style elements should be locally meaningful and universally appealing.
- Sign background and lettering colours should be high contrast.
- Colours should be chosen to stand-out from the surroundings.
- Clear, legible typefaces that are large enough to be seen at a distance should be used. Title-case is usually the most legible.
- A limited, easily recognisable and consistent palette of symbols and pictograms should be used throughout.

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

Wayfinding signage needs to be coherent, conspicuous, legible and functional.

CONTENT

- Signs should be uncluttered – using the minimum amount of information and text possible.
- Only major landmarks/attractions should be included with detailed interpretation panels provided at sites.
- Terminology should be concise, easily understandable and unabbreviated.
- Information should be provided in different formats to cater to a wide range of user abilities and limitations (such as non-English speakers and people with disabilities).

LOCATION

- Sign location should be decided by documenting trip origin points, destination points, circulation pathways, decision making points and sight lines.
- Information signs should be in logical places where people might expect to find them to be – e.g.: outside of train or bus stations or the visitor information centre.
- Signs should not be obstructed by other signs.
- Point in the right direction.
- Be consistently located so pedestrians know where to expect them throughout the journey.

By following these practices it is possible to implement a comprehensive wayfinding system for almost every application.

FUNCTION

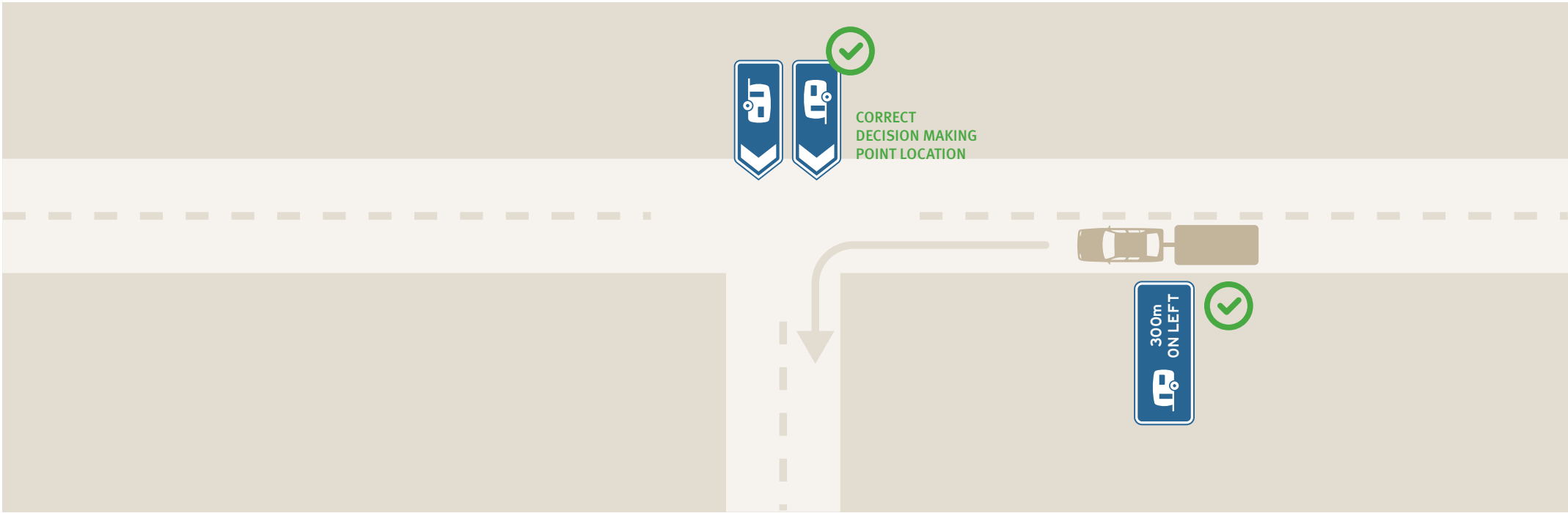
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious but not jarring.
- Has a combination of whole journey information and segmented or sequential information.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

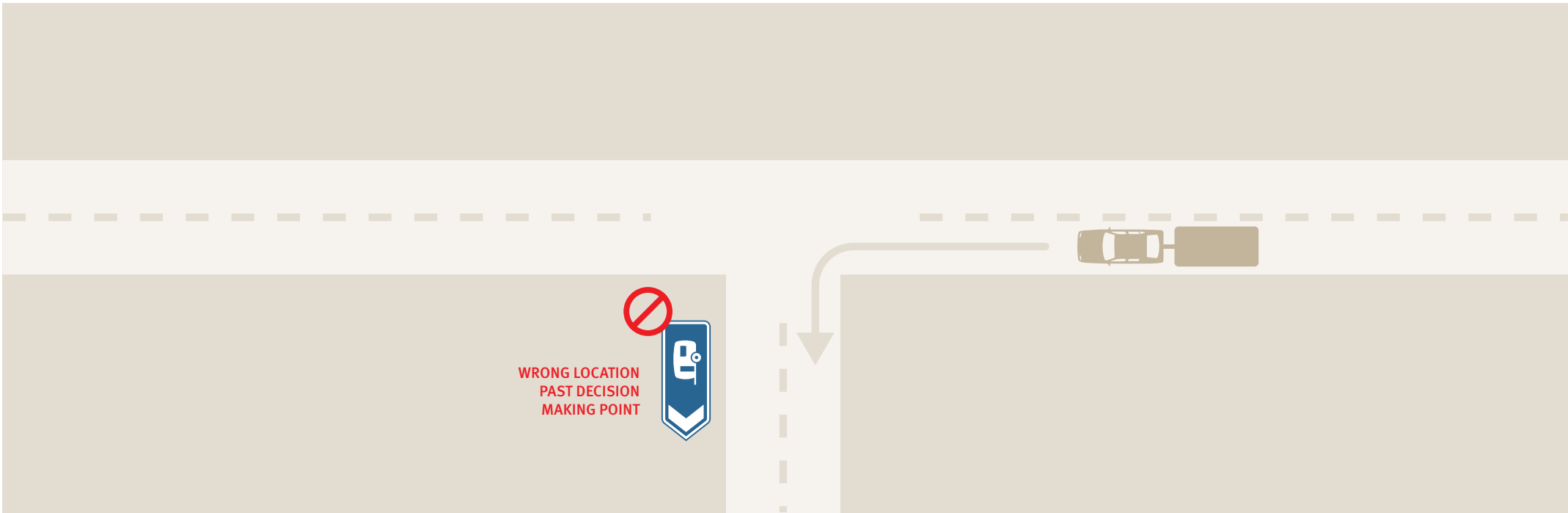
2.4 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

One of the most important steps in signage planning is understanding where the decision making points are. Decision making points are where the navigator must make a wayfinding decision (for example, whether to continue along the current route or to change direction). It is important that signage is placed at these points giving navigators ample time to process the message and make the required directional decision. The higher the speed limit, the more time is required for decision making. At highway speeds a minimum of 300m is required.



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.5 SIGNAGE CONSOLIDATION

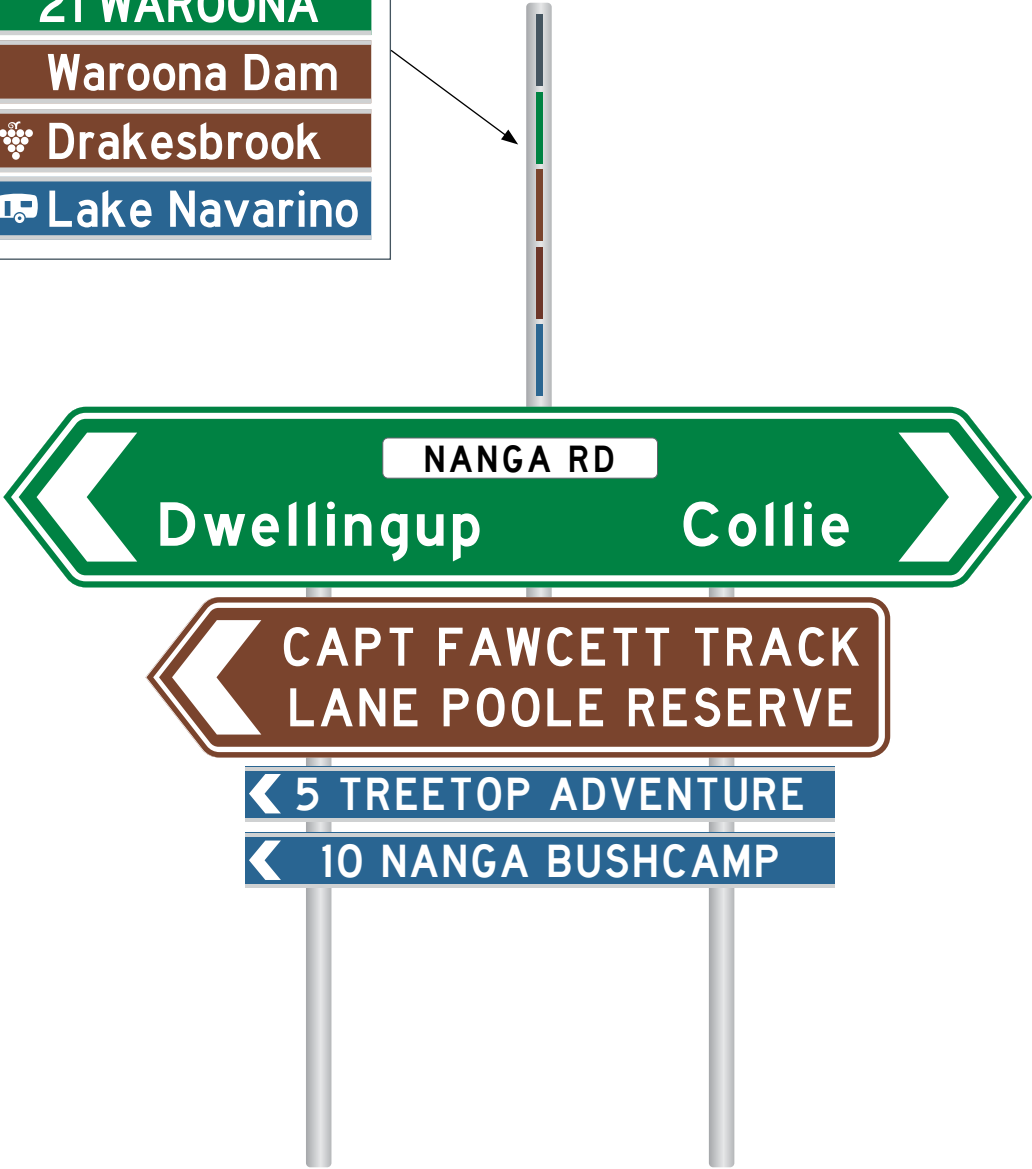
When undertaking a signage plan it is also important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added to, creating a totem pole effect. When too many signs are added, there are too many competing messages and the intent is lost.

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

Poor wayfinding signage can result in time delays, frustration and loss of enjoyment. It takes about 15 minutes every time you need to stop, check directions, consult maps and look for signs. This can turn what is supposed to be an enjoyable visit into a frustrating experience taking far longer than it should.



Existing sign cluster, Nangabrook/Nanga Rd intersection



EXAMPLE - Consolidated signage suggested for this location

SECTION 3. OBSERVATIONS & RECOMMENDATIONS

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.1 WHY DO A TOURISM SIGNAGE AUDIT?

Drive tourism has grown significantly since the of the COVID pandemic in 2019. With the closure of international and state borders Australians started to explore more of their own backyard. In 2025 domestic drive tourism is still growing strongly with the Caravan Industry Association of Australia reporting strong demand for RV's, caravan parks and associated services. It reported in 2022 that 89% of domestic caravan and camping trips take place in regional areas.

Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the region. Good signage also provides opportunities to raise awareness of the area's attractions and features and encourage people to stop and visit.

Benefits include;

1. **Increased tourism revenue** - Good tourism signage can attract more visitors to a destination, resulting in increased spending on accommodations, food, transportation, and gifts. This generates revenue for local businesses and boosts the local economy.
2. **Improved customer experience** - Clear and informative signage can help visitors navigate a destination more easily, leading to a better overall experience. This can encourage them to return in the future and recommend the destination to others.
3. **Increased brand recognition** - Effective signage can help establish a destination's brand and identity, making it more recognisable and memorable to visitors. This can lead to increased tourism and economic benefits in the long term. It provides an opportunity to promote what your area has on offer.
4. **Enhanced visitor safety** - Good signage can provide important safety information, such as emergency exits, hazard warnings, and directions to medical facilities. This can reduce the risk of accidents and injuries, improving the overall safety of the destination.
5. **Increased competitiveness** - A destination with clear and informative signage can stand out from its competitors, attracting more visitors and generating more revenue. This can also encourage local businesses to invest in their own signage, further enhancing the destination's appeal.



SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.2 ABOUT THE WAROONA REGION

ABOUT THE WAROONA REGION

The Shire of Waroona is a small rural local government area in the Peel region of Western Australia with a population of just over 4,000 people. The population is centred around the town of Waroona, with smaller settlements including Preston Beach, Lake Clifton and Hamel. The Shire has a predominantly rural character, with a stable population supported by agriculture, industry and lifestyle residents attracted to its natural environment and proximity to Perth and Mandurah.

The local economy has traditionally been based on agriculture, particularly dairy farming, as well as timber production and bauxite mining. In recent years the economy has diversified to include tourism, small business and service industries, with its location between Perth and the South West supporting regional travel and visitation.

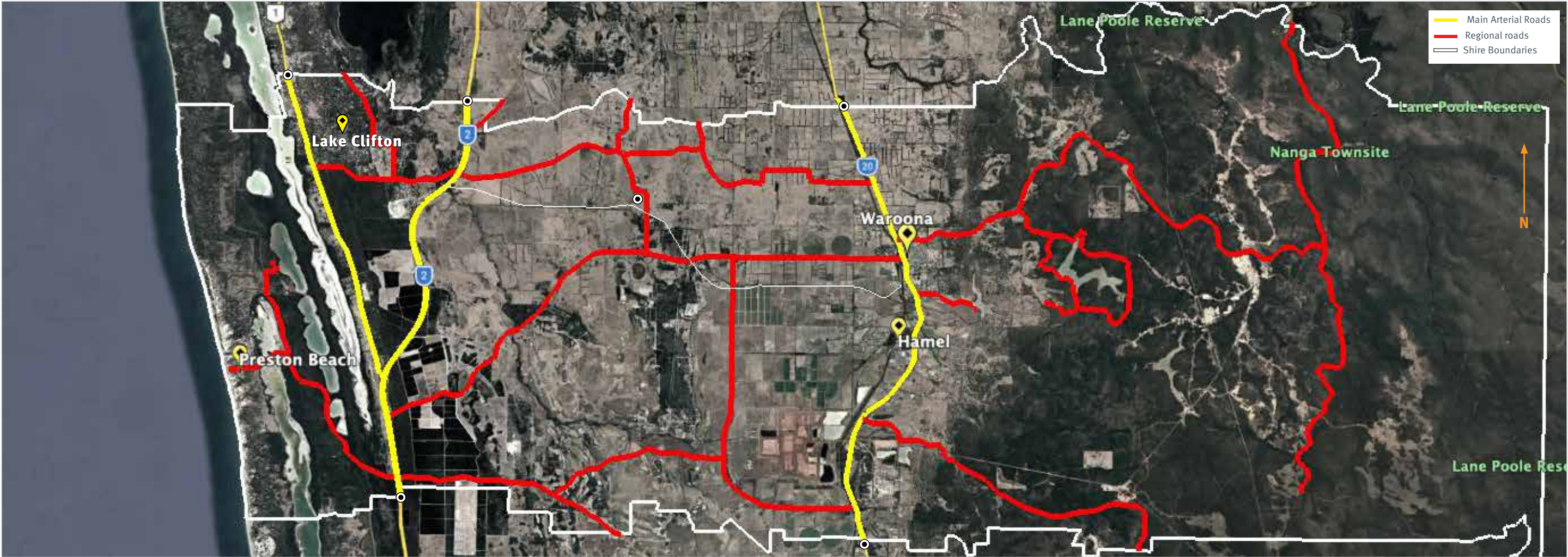
The Shire contains a range of nature-based tourism attractions including Waroona Dam, Yalgorup National Park, Preston Beach and the internationally significant thrombolites at Lake Clifton Thrombolites. These assets support activities such as camping, fishing, bushwalking and nature appreciation, which form the basis of the Shire’s visitor appeal.

Tourism plays an important role in supporting economic diversification within the Shire by generating visitor expenditure, supporting local businesses and creating employment opportunities. It also helps promote the region’s environmental and heritage assets while strengthening Waroona’s role as a nature-based destination within the Peel region.

MAIN ROUTES TO THE SHIRE OF WAROONA

The main regional transport routes through the Shire of Waroona are the South Western Hwy, Forrest Hwy and Old Coast Rd.

The South Western Hwy is the primary inland north–south route passing directly through the town of Waroona and connecting Perth with Bunbury via a series of agricultural and timber towns. The Forrest Hwy provides a higher-speed regional freight and tourist route further west, forming part of the main Perth to South West transport corridor. Old Coast Rd provides a more scenic coastal alternative linking Mandurah to the South West and providing access to coastal settlements such as Preston Beach.



The Shire of Waroona and major access roads to the region

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.3 SHIRE OF WAROONA GREEN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Green directional signs provide essential navigation guidance to the travelling public. These signs indicate routes, distances, and directions to various destinations such as cities, towns, and important junctions. Their clear, standardised format helps drivers make informed decisions, ensuring smoother and safer journeys by reducing confusion and enhancing traffic flow.

Green directional signage throughout the Shire of Waroona are generally very good with advance warning, intersection and reassurance signs well positioned on the road reserve. Green directional signs on all major roads, within town centres and shire arterial roads were in good condition. We did not locate any gaps in the signage system with all signs generally placed where visitors would expect to find directional signage. In some instances additional signs have been added to the original structures and review and consolidation is required.

Recommendation

- Review intersections with large sign clusters and consolidate signage structure.
- Conduct a regular asset review of all Shire of Waroona controlled road signage.
- Replace damaged and faded signs where necessary.



SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.3 SHIRE OF WAROONA BROWN DIRECTIONAL SIGNS

BROWN DIRECTIONAL SIGNAGE

Brown tourist signs play a crucial role in guiding visitors to key points of interest, including historic sites, parks, and cultural attractions. Their distinctive brown colour and standardised symbols (Refer to page 12) ensure easy recognition, allowing travellers to navigate efficiently. By providing clear and consistent directions, these signs enhance the visitor experience, support local tourism, and help reduce driver distraction by delivering concise and reliable information at decision points.

There are numerous application of brown tourist signs throughout the Waroona region. These signs are applied to tourist attractions and tourist businesses that meet the criteria for brown tourist signs.

In some instances brown tourist signs have been applied to facilities that do not meet the criteria for brown signs (Refer to criteria on page 12).

Recommendations

- Review all brown tourist signs to determine if they are lawful and meet MRWA guidelines eligibility criteria.
- Replace damaged and faded signs.



Waroona regional gateway sign - maintenance required



Some advance warning and directional signs at Waroona Dam are overgrown.



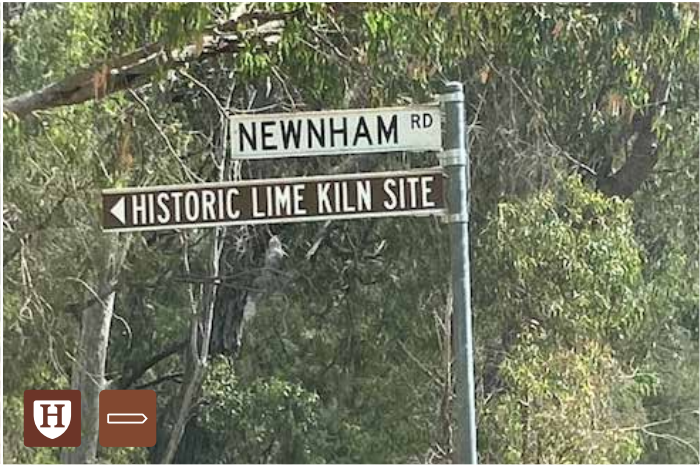
Lake Clifton Winery is permanently closed



Remove all signage for this former winery on Old Coast Rd



Wetlands Walk Trail - Duplicate signs on Cornucopia St



The word "Historic" would be better represented with the AS symbol for historic and heritage sites resulting in a smaller sign



Nangabrook/Nanga Rd intersection - Capt Fawcett Track sign is missing



A signage stack should always feature the street name at the top followed in order of importance with Green directional, brown tourist attraction, then blue tourist services. Sign panels should be in order of closest at the top.

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.3 SHIRE OF WAROONA BLUE DIRECTIONAL SIGNS

BLUE SERVICES AND COMMUNITY SIGNS

Blue tourist service signs, commonly seen along highways and major roads, offer numerous benefits to the travelling public. Their distinct blue colour and standardised symbols (Refer to page 12) make these signs easily recognisable and informative, providing clear guidance about nearby services such as accommodation, toilets, food, and fuel. This clear signage reduces uncertainty for drivers, minimising sudden lane changes or exits and contributing to smoother traffic flow and enhanced safety especially for visitors towing caravans.

This is particularly beneficial on long journeys, allowing travellers to plan their stops in advance. Additionally, blue tourist service signs support the local economy by promoting local businesses, encouraging travellers to visit and spend money locally.

The installation of blue service signs has been widespread throughout the town of Waroona. Many of these signs have been in place for considerable time and are damaged or faded. In many instances these signage installations need to be rationalised and consolidated into one uniform structure.

Recommendation

- Review and re access all blue services signs within the Waroona region.
- Develop an overall blue service sign plan for Waroona township
- Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.



South Western Hwy - Non-standard accessible public toilet sign.



Nangabrook Rd/Hill St intersection - Faded sign panel Is Waroona Dam the camping destination or is it Lake Navarino?



Visitor Information ahead



Drakesbrook Weir is a tourist attraction and should be represented with a brown directional sign



South Western Hwy/Coronation Rd - Directions to these destination should be represented by larger green directional sign



Preston Beach Rd - no visitor information ahead - remove sign



Lake Clifton - no visitor information at this location.



South Western Hwy/Cornucopia St - cut back the trees at this location



South Western Hwy - clean sign

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.4 SHIRE OF WAROONA TOURIST DRIVES

THE BENEFITS OF TOURIST DRIVES

Signed tourist drives in Australia offer several economic benefits to local communities, regions, and the broader tourism industry. These signed routes are designed to guide travellers along scenic and culturally significant routes, enhancing their overall experience and encouraging them to explore specific areas.

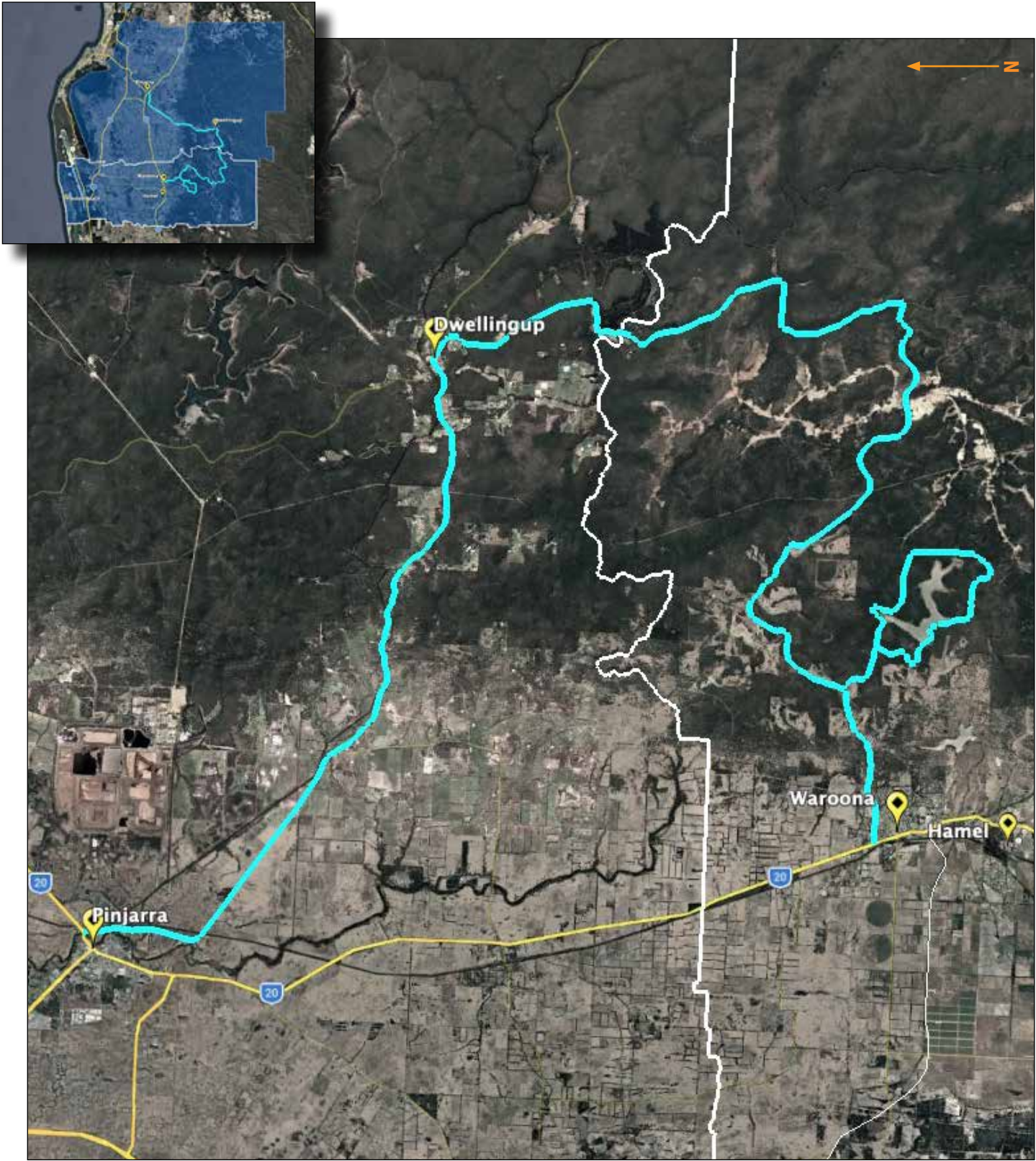
- Tourist drives attract travellers to specific regions, towns, and attractions along the route. As visitors explore these areas, they are more likely to spend money on accommodations, dining, shopping, and various activities. This spending boosts the local economy and supports businesses, creating jobs and income for residents.
- Signed tourist drives often lead travellers through lesser-known or off-the-beaten-path locations. As a result, visitors may extend their stay to explore these hidden gems, leading to additional nights of accommodation bookings and increased revenue for local lodging establishments.
- Tourism drives can stimulate the growth of new businesses or services that cater specifically to tourists. This might include unique shops, roadside attractions, guided tours, and specialty accommodations, contributing to economic diversification within the community.
- Tourist drives often lead travellers to areas where they can purchase locally produced goods and products, such as crafts, souvenirs, and agricultural products. This supports local artisans and producers, encouraging them to continue creating and selling their wares.
- Tourist drives highlight cultural and historical sites that might otherwise go unnoticed. As visitors stop to explore these sites, they contribute to entrance fees, guided tours, and donations, which help preserve and maintain these important landmarks.
- The influx of visitors due to signed tourist drives can lead to increased demand for a wide range

of services, including fuel, rest stops, parking facilities, and convenience stores. This generates revenue for local service providers.

- Tourist drives provide an opportunity for destination marketing. Local governments and tourism organisations can promote the drives through various channels, attracting a broader audience and encouraging more visitors to explore the area.
- The growth in tourism-related activities, such as hospitality, retail, and entertainment, can lead to the creation of new job opportunities within the community. This helps reduce unemployment rates and enhances the local workforce.
- Successful tourist drives can lead to increased demand for real estate and accommodations in the region. This can positively impact property values and potentially attract property investors.
- Signed tourist drives often encourage collaboration and cooperation among different towns and communities along the route. This can lead to coordinated efforts for regional development, infrastructure improvements, and beautification projects that benefit both residents and visitors.

Signed tourist drives in Australia provide significant economic benefits by boosting local spending, encouraging longer stays, diversifying business opportunities, supporting cultural sites, and driving overall economic growth within the regions they traverse. These drives contribute to a thriving tourism industry and a more vibrant local economy.

Main Roads WA (MRWA)online publication [Policy and Application Guidelines - Tourist and Service Signs](#) (page 44) states " The value to the community of the State's road network can be enhanced by tourist route signing which encourages road users to experience various natural and established tourist attractions and features along the way, as an alternative to simply travelling the route for the sole purpose of getting from one place to another".



SUGGESTED - Shire of Waroona/Murray Darling Scarp tourist Drive

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.4 SHIRE OF WAROONA TOURIST DRIVES

WAROONA TOURIST DRIVES

Unusually, the Shire of Waroona is one of the few local government areas we've encountered that does not currently have any formally designated or signed tourist drives. While the Shire contains a number of attractive natural assets, it is recognised that there may be insufficient visitor experiences located entirely within its own boundaries to justify a standalone, self-contained touring route of regional significance.

However, an opportunity exists to develop a cooperative sub-regional touring route in partnership with the neighbouring Shire of Murray. By combining attractions across both local government areas, a logical and appealing loop drive could be created that links established visitor destinations and strengthens the overall visitor experience within the northern Peel hinterland.

A potential route could commence at Pinjarra, travel east to Dwellingup, then continue south through the forest landscapes of Lane Poole Reserve and the Nanga area. The drive could then continue to Waroona Dam before reconnecting with the South Western Highway at Waroona. Total distance is 60kms, 75 if including side trip to Waroona Dam. This route can be driven in both directions.

Such a route would capitalise on the strong nature-based tourism appeal of the Darling Scarp and forest areas, linking recreation opportunities such as camping, bushwalking, mountain biking and water-based activities. Importantly, a jointly developed touring route would allow both Shires to share the benefits of increased visitor dispersal, encourage longer stays within the sub-region and provide a stronger basis for coordinated destination marketing and wayfinding.

This approach reflects a practical and scalable model for smaller regional councils, where collaboration can help overcome individual limitations in attraction density while creating a more compelling and legible visitor journey.

Tourist Drive Concept & Feasibility Planning

Project initiation

- Confirm project intent between the Shire of Waroona and Shire of Murray
- Establish project objectives (visitor dispersal, economic development, wayfinding improvement)
- Identify key stakeholders (Main Roads WA, DBCA, tourism bodies, local businesses)

Preliminary route planning

- Confirm the proposed route alignment (Pinjarra – Dwellingup – Lane Poole – Nanga – Waroona Dam – Waroona)
- Identify key attractions, nodes and stopping points
- Review road hierarchy, road conditions and access suitability
- Identify gaps in visitor experiences and services

Desktop assessment

- Assess alignment with Main Roads WA tourist drive criteria
- Review environmental and land tenure constraints
- Identify approval authorities and responsibilities

Stakeholder consultation

- Consult with tourism operators and local businesses
- Engage state agencies (DBCA, Main Roads WA)
- Seek input from visitor centres and regional tourism organisations
- Confirm stakeholder support and partnership opportunities

Visitor experience planning

- Define the route narrative and key themes (forest, nature, adventure)
- Identify interpretive opportunities
- Confirm potential trail name and branding direction
- Identify supporting infrastructure needs (lookouts, rest areas, information bays)

Infrastructure and signage audit

- Audit existing directional and tourist signage
- Identify new signage requirements (gateway, reassurance and interpretive signs)
- Identify upgrades needed to stops, parking and facilities
- Identify safety considerations

Market and demand assessment

- Assess target markets (self-drive visitors, caravanner's, day trippers)
- Benchmark against comparable tourist drives
- Identify likely visitation benefits
- Assess seasonal demand patterns

Preliminary cost identification

- Develop high-level cost estimates for:
 - Signage
 - Branding and marketing
 - Infrastructure improvements
 - Interpretation

- Identify potential funding sources and grants

Feasibility assessment

- Assess economic benefits versus costs
- Identify operational and maintenance responsibilities
- Confirm risks and constraints
- Determine whether the route meets tourist drive designation criteria

Recommendations and next steps

- Confirm whether to proceed
- Identify staging priorities
- Recommend governance model (lead Shire or joint management)
- Prepare concept plan or business case if supported



EXAMPLE - Diagrammatic advance warning sign (southbound) on South Western Hwy

Shire of Murray & Waroona Tourist Drive	Private	Council	Nat Pl	Other
Shire of Murray Attractions & Services				
Meelon Nature Reserve			•	
Redgum Wine Estate (Fri-Sun)	•			
Marrinup MTB Trails		•		
Marrinup POW Camp		•		
Dwellingup Trails & Visitor Centre		•		
Hotham Valley Railway				•
Forrest Discovery Centre			•	
DwellingUp Caravan Park	•			
Toms Crossing MTB Trails		•		
Lane Poole Reserve			•	
Shire of Waroona Attractions & Services				
Lane Poole Reserve			•	
Nanga Bush Camp				•
Dwaarlindjirraap Day Use Area			•	
Charlie's Flat Campground			•	
Chuditch campground			•	
Tony's Bend Campground			•	
Nanga Mill Campground			•	
Stringers Campground			•	
Treetops Adventure Dwellingup	•			
Nanga Townsite Campground			•	
Captain Fawcett Track			•	
Waroona Dam				•
Lake Navarino Holiday Park			•	
Drakesbrook Winery (Wed-Sun)	•			
Waroona Visitor Centre		•		

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS



SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

WAROONA TOURIST ATTRACTIONS

The Shire of Waroona offers a range of primarily nature-based visitor attractions centred on its unique location between the coast, wetlands and the forested landscapes of the Darling Scarp.

Key attractions include Waroona Dam (also known as Lake Navarino), which is a popular recreation area for camping, picnicking, fishing and water-based activities. To the east, the forest environments of Lane Poole Reserve provide opportunities for bushwalking, mountain biking, camping and four-wheel-driving, including the Captain Fawcett Track and Nanga Heritage Circuit.

To the west, the coastal settlement of Preston Beach offers beach access, fishing and a relaxed holiday environment, while the internationally significant thrombolites at Lake Clifton Thrombolites within Yalgorup National Park provide a rare nature-based attraction of scientific importance.

Additional visitor experiences include the rural landscapes surrounding Hamel, local heritage sites, and a number of smaller recreation areas such as Drakesbrook Weir and town-based walking trails. Collectively these attractions position Waroona as a nature-based destination offering outdoor recreation experiences within easy reach of Perth and the Peel region.

The Bibbulmun Track — one of the world's great long-distance hiking trails — traces a path along the eastern edge of the Shire of Waroona. While casual visitors are unlikely to seek out or encounter this iconic route, several local tracks intersect with it, and these crossings are often used as convenient access points for resupplying hikers on their journey e.g. Driver Rd off Nanga Rd.

There is no signage for the Bibbulmun Track within the SWA, the nearest access point is Dwellingup.

The Captain Fawcett Commemorative 4WD Trail is a 105-kilometre track that passes through the eastern edge of the Shire of Waroona, showcasing some of Western Australia's finest jarrah forests, historical farmhouses, original settler trestle bridges and creek crossings.



SHIRE OF WAROONA TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN SWA		ATTRACTION TYPE/FACILITIES	COMMENTS
Bibbulmun Track	Long Distance Hiking Trail	Nangabrook		 	Open Daily
Captain Fawcett Track	4WD Track	Nangabrook			Open Daily (depenandant on rainfall)
Centennial Park	Recreation	Waroona		  	Open Daily
Drakesbrook School Memorial Footprint	Historical Attraction	Waroona			Open Daily
Drakesbrook Weir	Recreation	Waroona		  	Open Daily
Drakesbrook Wines	Cellar Door	Waroona			Wed to Sun
Hamel Eco Park	Environmental	Hamel		 	Open Daily
Heathlands Walk Trail	Recreation	Preston Beach		 	Open Daily
Historic Lime Kiln	Historical Attraction	Preston Beach		  	Open Daily
Lake Clifton Thrombolites	Natural Attraction	Preston Beach		   	Open Daily
Lake Preston Trail	Natural Attraction	Preston Beach			Open Daily
Lane Poole Reserve	Natural Attraction	Nangabrook		      	Open Daily
(10 th) Light Horse Bridle Trail	Horse Riding	Lake Clifton			Open Daily
Munda Biddi Track	Long Distance MTB Trail	Nangabrook			Open Daily
Nangabrook	Natural Attraction	Nangabrook		       	Open Daily
Nanga Heritage Circuit	4WD Track	Nangabrook			Open Daily
Preston Beach Reserve	Recreation	Preston Beach		  	Open Daily
Railside Park	Recreation	Waroona		   	Open Daily
Treetops Adventure Dwellingup	Recreation	Nangabrook		 	Open Daily
Waroona Art and Mural Trail		Waroona			Open Daily
Waroona Dam/Lake Navarino	Recreation	Waroona		 	Open Daily
Waroona Historical Society	Historical Attraction	Waroona			Open by appointment
Wetlands Walk Trail	Natural Attraction	Hamel			Open Daily
Yalgorup National Park	Natural Attraction	Lake Clifton		     	Open Daily
				RECOGNISED TOURIST ATTRACTIONS	

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

The track follows the path blazed by Captain Theo Fawcett through the forest in the 1800s, with much of it running along old rail embankments where trains once hauled timber. Starting near Nanga Mill, it ends at Quindanning.

Directional signage for this trail previously started with a large brown directional sign at the Nangabrook/ Nanga Rd intersection but this sign has been removed or stolen. This sign location is followed up about a kilometre northbound on Nanga Rd where the Fawcett Track actually starts. This trailhead is signed with a fairly new Parks & Wildlife sign. Currently there are no advance warning signs for this attraction, this is particularly important for southbound travellers.

Centennial Park is located on the southern side of Waroona on the South Western Hwy. Facilities at this park include toilets, picnic shelters, barbecues and a playground. This is also the site of the Drakesbrook School Memorial Footprint.

Currently this park is signed with blue advance warning signs for the toilets but there is no mention of the other facilities available nor is there a directional sign at South Western Hwy/De Hamel St intersection.

The Drakesbrook School Memorial Footprint is located in Centennial Park on De Hamel Street. It marks the site of the original one-room schoolhouse destroyed by fire in 2005. The memorial is interactive, featuring symbols of children's games from the era, including hopscotch, marbles, and knuckle bones.

Whilst this attraction is well presented there is no directional signage or interpretation at the site other than a couple of small commemorative plaques.

Drakesbrook Weir is located just east of Waroona, accessed via Lyons and Weir Rds. Originally constructed in the early 1930s to collect run-off overflow from Waroona Dam for local irrigation. The weir is owned by Water Corporation, with the Shire of Waroona managing its recreational facilities. These include picnic tables, barbecues, toilets, and a nature playground. Notably, despite being promoted as a significant tourist attraction by Visit Waroona,



Captain Fawcett Track - Southbound Nanga Rd, install a brown advance warning sign 300m before turn-off



Parks & Wildlife directional sign at the Trailhead



Captain Fawcett Track - Replace missing brown directional sign that was previously attached above



Centennial Park - Advance warning signs north and south of the park should advise of other facilities available



Install a double sided directional sign at the South Western Hwy/De Hamel St intersection



This park would be better signed with a SWA branded facility sign at each end of the park on the highway



On De Hamel St install a double sided positional opposite the toilet building



Directional signage at South Western Hwy/Lyons Rd This should be a brown directional sign



Directional sign at the Lyons/Weir Rd intersection



Advance warning sign, strangely is says no barbecues though I'm sure there are some here?



Replace off-brand facility sign at the weir

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

the site is signed with blue community facility signs rather than the brown tourist attraction signs that would typically direct visitors to a destination of this significance — an inconsistency worth addressing.

Drakesbrook Winery is a small, family-owned winery located adjacent to Lake Navarino, about 9km from Waroona. The winery is open Wednesday to Sunday, and is open every day during school holidays.

This winery is signed from both South Western Hwy and Nanga Rd all the way to the winery front gate. Although adequately signed the winery owners felt the need to position unauthorised private signage in roadside right-of-way. This signage is largely ineffective and should be removed.

Hamel Eco Park occupies the grounds of WA's first permanent state nursery, established in 1897. Between 1925 and 1957, the nursery produced 4.5 million trees, supplying plants to Kings Park, Perth Zoo, Rottnest Island, and other significant green spaces across the state. Today the park offers walk trails beneath River Redgums and exotic species, with a stream running through the grounds and interpretive signage telling the site's history.

Currently there is no directional signage to the Hamel Eco Park. This park should be signed from the Cornucopia St/Burney Rd intersection and a directional sign opposite the park entrance on Burney Rd. At the park entrance there is a small entry statement followed up by two trailhead signs which have been vandalised.

Heathlands Walk Trail - is an easy, enjoyable 5-kilometre loop trail walk located within Yalgorup National Park near Preston Beach. This trail is located just off Preston Beach Rd and featuring a gentle climb over a limestone ridge to a lookout with views of Lake Preston. The trailhead is well signed with advance warning and directional signs either side of the location. These advance warning signs though helpful would be better replaced with proper brown roadside advance warning signs.



The arts centre meets criteria for brown tourist signs and visitors need to be made aware of the lookout at this site. Replace existing signage with brown advance warning and directional signage.

Visitors need to be made more aware of the lookout above the art centre and therefore drive more casual traffic to the Arts Centre.



Hamel Eco Park - Install directional sign at the Cornucopia Ln/ Burney Rd intersection

Install directional sign opposite park entry point

Hamel Eco Park entry statement

Hamel Eco Park - vandalised trailhead signs



Replace advance warning sign with AS standard positional signs

Cut back undergrowth at trailhead signs

Clean interpretive panel and picnic table

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

Historic Lime Kiln - is located off Newnham Road within Yalgorup National Park at Lake Clifton. The surviving remnant of the Western Australian Portland Cement Company's short-lived lime extraction venture, the kiln dates to a period from 1919 before the operation proved un-viable and closed in 1923. The 1.2km return Lime Kiln Lake Trail guides visitors through Bindjareb Noongar heritage and artworks, the history of the lime industry, and the native flora and fauna. Facilities include a car and bus park, picnic tables, and interpretive signage.

Directional signage to this site is poor with a selection of ineffective and poorly positioned fingerboard signs directing visitors to this attraction. These signs should be replaced with more substantial directional signage.

Lake Clifton Thrombolites - are located within Yalgorup NP, accessed via Mount John Rd off the Old Coast Rd. The Lake Clifton thrombolites themselves are around 2,000 years old and form the largest thrombolite reef in the southern hemisphere.

As the thrombolites are very fragile, an observation boardwalk has been built for visitors to view the formations while protecting them from damage. Facilities include a car park, toilets, and interpretive signage.

Although the thrombolites fall within the City of Mandurah boundary, they sit within the Shire of Waroona's sphere of local attractions. Directional signage to the site is good, with signs positioned where visitors would expect to find them.

Lake Preston Trail - is a short, easy out-and-back trail of about 3 km within Yalgorup National Park, near Preston Beach. The trail starts from the corner of Preston Beach and Preston Dr. This trail is easily overlooked as it as the parking area is immediately behind the Preston Beach entry statement. This walk trail would benefit from having a double side brown positional sign adjacent the parking area entrance.

Lane Poole Reserve - Lane Poole Reserve is one of Western Australia's most loved nature-based destinations, just over 90 minutes south-east of Perth, The reserve was named after Charles Lane



Lime Kiln - Replace ineffective afterthought fingerboard sign at Old Coast/Lake Clifton Rd

Remove redundant winery sign, replace with a brown double sided brown directional sign

Replace ineffective fingerboard sign at Old Coast/Newnham Rd

Replace ineffective fingerboard sign at Newnham Rd



Shire of Waroona - Lane Poole Access from Nangabrook/Nanga Rd intersection

Shire of Murray - Lane Poole Access from Pinjarra-Williams/Nanga Rd intersection



Lake Preston Trail easily overlooked, needs a brown double sided positional sign at the reserve entrance

Interpretation requires cleaning

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

Poole, the state's first Conservator of Forests, and protects the largest area of northern Jarrah Forest in WA, including one of the few undamed rivers on the Darling Plateau. This reserve overlaps south eastern corner of Shire of Murray (SMU) and north east corner of Shire of Waroona.

With scenic campgrounds accessible by 2WD vehicles scattered throughout the reserve. Activities include mountain biking, hiking, and paddle trails, swimming and fishing in the Murray River.

This recreation area is managed by DBCA - Parks & Wildlife and is well signed from all access points in Dwellingup and Waroona. Interestingly Lane Poole is signed as a tourist attraction in SWA but as an Community facility in SMU.

10th Light Horse Bridle Trail - The 10th Light Horse Bridle Trail is a 45.5km horse riding trail established as a heritage tribute to the 10th Australian Light Horse Regiment.

The trail starts on the west side of the Harvey River Bridge on Lake Clifton Road and ends at the junction of Runnymede and Wellesley Roads in Binningup.

This trail is well signed and is managed by DBCA Parks & Wildlife with major signage installations at all road crossings including Johnston Rd, Peppermint Rd and Lake Clifton Rd.

Munda Biddi Track - This major long distance cycle trail passes through the eastern side of SWA but has no contact points within the LGA.

Nangabrook - is a former timber milling town located within Lane Poole Reserve, about 23km from Waroona via Nangabrook Road. The area was home to a milling town that operated from around 1900 until the devastating 1961 bushfires, Following the fires, the area was replanted with stands of pine by the Forests Department and promoted as a camping and picnic spot.

Nangabrook offers access to bushwalking, swimming, canoeing and mountain biking. As with Lane Poole all signage is controlled by DBCA Parks & Wildlife and were in good condition.



10th Light Horse Bridle Trail - This trail is well signed by DBCA - Parks & Wildlife with major signs at all road crossing, trail markers need to be replaced



DBCA Parks & Wildlife - Nanga Campground well signed



Install an advance warning sign "Preston Beach 1.5kms" AS symbols for toilets, picnic shelters and barbecues

Remove current ineffectual fingerboard sign

Install an SWA branded entry sign prior to the reserve

Replace faded and damaged interpretive sign at beach side path

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

Nanga Heritage Circuit - is a 4WD trail located in the Lane Poole Reserve 13 km south-east of Dwellingup. The circuit apparently begins at Dingo Road, near Nanga Mill but we couldn't find any evidence of a trailhead for this drive. Online there are no trail map for this circuit but there is trail notes available at the Dwellingup Visitor Centre.

Preston Beach Reserve is situated on the coast near the town of Preston Beach. It's one of few beaches in Western Australia where you can drive right onto the sand, making it a favourite for 4WD enthusiasts, beach fishers, and families looking for an un-crowded beach experience. Facilities at the beach reserve include showers, barbecues, toilets, picnic areas, and a playgrounds making it well suited for families.

Signage for Preston Beach starts on the Forrest Hwy, but there is no mention of the above beach facilities. An advance warning sign should be positioned at the entrance to Preston Beach opposite the Preston Beach entry statement. This should be followed up with a SWA branded entrance sign prior to the reserve entrance.

Railside Park -is a multi-use community park designed for all ages. Spread between South Western Hwy and Fouracre St it features a fenced toddler area, skatepark, pump track and open grassed spaces. The park also includes a Noongar Six Seasons garden and the Waroona War Memorial. Amenities include picnic shelters, barbecues and toilets.

Railside Park is currently poorly signed from all access points. Boxed in on both sides on South Western Hwy, its presence is not obvious to passing traffic, particularly families with children. At present, only a "P" parking sign and an internal park layout board indicate its location. To improve visibility, large blue community signs should be installed on South Western Hwy in both directions, along with a prominent SWA-branded facility sign on the front fence. Similarly, Fouracre St lacks any directional signage to the park, which should also be addressed.

Treetops Adventure Dwellingup -is a treetop ropes and zipline eco-adventure. Located inside Lane Poole Reserve the attraction features soaring aerial obstacles reaching up to 25 metres high among the pine and jarrah trees near Nanga Mill Campground. Bookings are essential.



McDowell St and Scarp Rd intersections should be signed with large brown double sided directional signs stating "Waroona Dam", Blue tourist services signs for Lake Navarino Holiday Park



Install a large brown double sided directional signs stating "Waroona Dam"



Install a brown fingerboard (Waroona Dam)



Northbound South Western Hwy - install large blue directional sign 100m prior to park entrance



Install a large SWA branded facility sign at the park perimeter



Southbound South Western Hwy - install large blue directional sign 100m prior to park entrance



Overgrown interper and funding sign on Fouracre St



Overgrown fingerboard signs at South Western Hwy/ Cornucopia St



Large advance warning sign (should be a directional sign, not 250m) and fingerboard sign opposite trail



Trail entrance with trailhead sign (25m from brown advance warning sign) lost in the undergrowth - maintenance required here



SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

This attraction is well signed from both ends of Nanga Rd at the Pinjarra- Williams Rd and Nangabrook Rd and has a substantial property sign at the entrance.

Waroona Art and Mural Trail - is a colourful, self-guided walking trail in Waroona. The trail is a 5 km loop comprising an eclectic collection of murals, mosaics, sculptures, and other artworks. Starting at the Waroona Visitor Centre at the northern end of town, the trail takes you through town to Centennial Park, past murals depicting native birds, history, and local farming life. This trail has no wayfinding signage and is guided either with downloadable KML trail map from Trails WA, or a printed copy which can be picked up from the Visitor Centre.

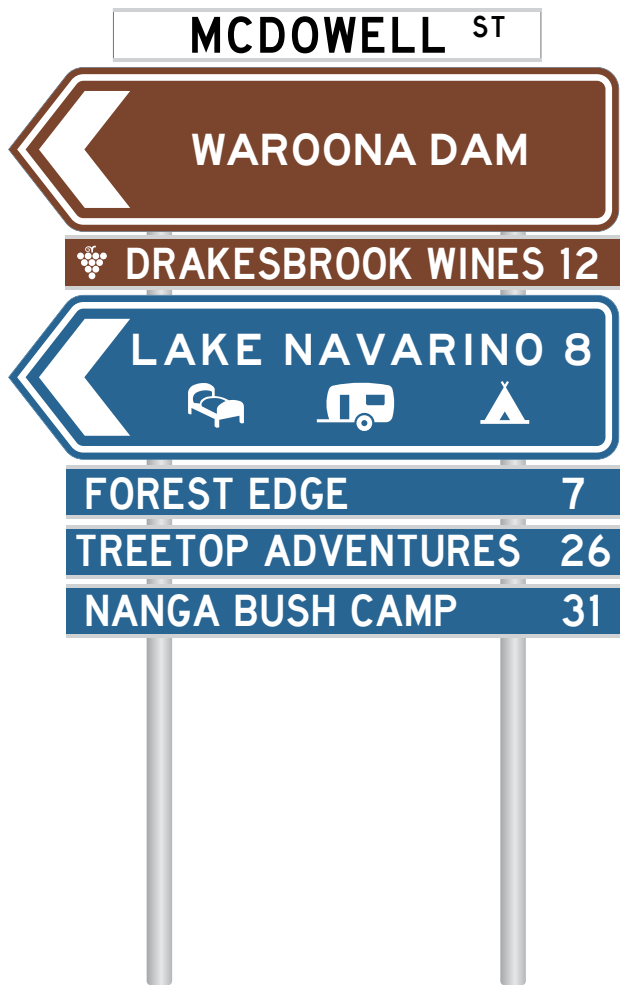
Waroona Dam - (also known as Lake Navarino) is a 145-hectare reservoir located east of Waroona. Originally constructed in 1966 on Drakes Brook for irrigation, it has since evolved into an important regional recreation destination set within jarrah forest. The dam supports a range of water-based adventure activities alongside passive nature-based recreation. Visitor use is supported by a nearby Lake Navarino Holiday Park. Extensive informal camping along the foreshore is also available.

Waroona Dam is well signed from the South Western Hwy/ McDowell St intersection and again at the Nangabrook Rd/Nanga Rd intersection, with additional directional signage provided at the Nangabrook Rd/Scarp Rd junction. However, similar to Drakesbrook Weir, the attraction is incorrectly signed using blue tourist services signage rather than the appropriate brown tourist attraction signage. This appears to stem from confusion between signage directing visitors to the Lake Navarino Holiday Park (which correctly uses blue tourist services signs) and signage intended to direct visitors to the dam itself as a natural attraction, which should be identified using brown tourist attraction signage.

Wetlands Walk Trail - at Hamel is a short walk through a protected seasonal wetland offering visitors an opportunity to experience regenerating native vegetation and local birdlife. The trail is approximately 0.5–1.1 km in length, with a flat limestone path, interpretive signage, and a small shelter overlooking the wetland.



Yalgorup NP is well signed both externally and within the park



SUGGESTED - South Western Hwy/McDowell St intersection



SUGGESTED - Nangabrook/Scarp Rd intersection



SUGGESTED - Scarp/Invarell Rd intersection

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.5 SHIRE OF WAROONA TOURIST ATTRACTIONS

Yalgorup National Park is a protected area along the western edge of the Peel-Harvey coastal plain stretching from near Mandurah to the Harvey Estuary. The parks lakes provide important habitat for waterbirds, including migratory species and black swans. Visitors can enjoy walking and cycling trails, picnic areas, birdwatching, and seasonal nature-based activities, with boardwalks and viewing platforms providing access to the park’s wetlands without disturbing sensitive habitats. This park is managed and signed by DBCA Parks & Wildlife with all signage located where visitors would expect to find signage.

RECOMMENDATIONS

- Bibbulmun Track: Install signage within Shire of Waroona to mark local access points and crossings, complementing the nearest access at Dwellingup.
- Captain Fawcett 4WD Trail: Replace stolen directional sign at Nangabrook/Nanga Rd intersection.
- Captain Fawcett 4WD Trail: Southbound Nanga Rd install an advance warning sign for this attraction.
- Centennial Park: Add directional signage from South Western Hwy/De Hamel St; upgrade existing blue toilet signs to reflect full range of facilities (toilets, picnic shelters and barbecues).
- Drakesbrook School Memorial Footprint: Install directional signage and interpretive information to enhance visitor understanding.
- Drakesbrook Weir: Replace blue community signs with brown tourist attraction signage to match its significance.
- Drakesbrook Winery: Remove unauthorised roadside signage; maintain approved directional signs from South Western Hwy and Nanga Rd.
- Hamel Eco Park: Install directional signs from Cornucopia St/Burney Rd intersection and opposite park entrance; repair or replace vandalised trailhead signs.
- Heathlands Walk Trail: Upgrade existing directional and advance warning signs to proper brown tourist signs.

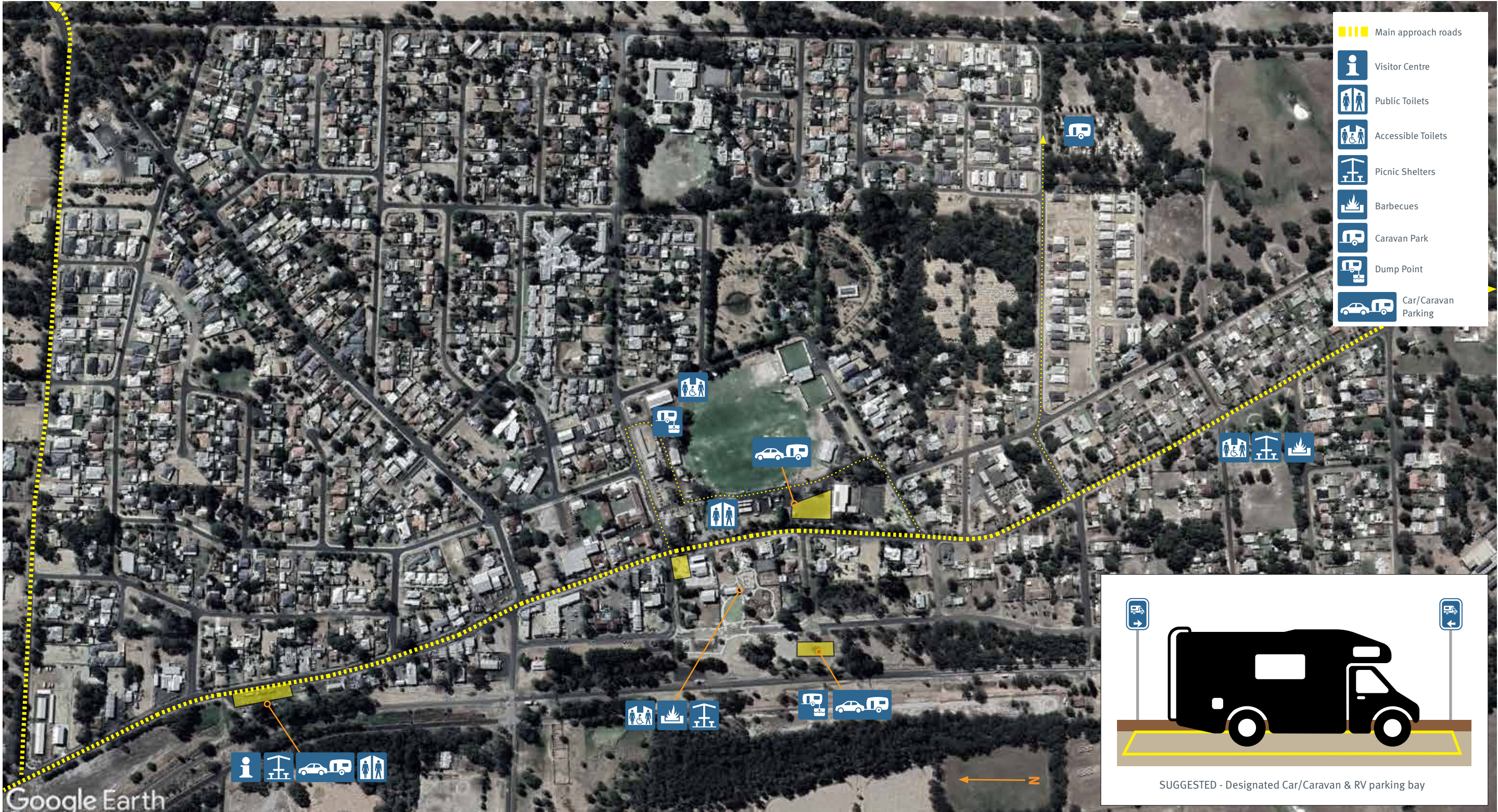
- Historic Lime Kiln: Replace ineffective fingerboard signs with substantial directional signage to improve wayfinding.
- Lake Preston Trail: Install prominent brown positional signs at parking area entrance to improve visibility.
- Lane Poole Reserve: Maintain existing signage; clarify classification in SWA and SMU (tourist attraction vs community facility) for consistency.
- 10th Light Horse Bridle Trail: Maintain current signage at road crossings; ensure trailhead signage is clear for horse riders.
- Munda Biddi Trail: Explore opportunities for establishing contact points or access within the LGA for cyclists.
- Nangabrook & Heritage Circuit: Ensure trailhead information and maps are clearly available at Dwellingup Visitor Centre; consider additional directional signage where feasible.
- Preston Beach Reserve: Install advance warning signs at village entrance opposite entry statement; add SWA entrance sign prior to reserve.
- Railside Park: Install large blue directional signs on South Western Hwy on both approaches and SWA-branded facility sign on fence; add directional signage from Fouracre St.
- Treetops Adventure Dwellingup: Maintain existing signage; continue clear directional signs from Nanga Rd.
- Waroona Art and Mural Trail: Introduce wayfinding signage along the trail to supplement downloadable and printed maps.
- Waroona Dam / Lake Navarino: Replace blue tourist services signs with brown tourist attraction signs; clarify distinction between holiday park and dam signage.
- Wetlands Walk Trail (Hamel): Maintain interpretive signage and shelter; consider minor enhancements for accessibility and visibility.
- Yalgorup National Park: Maintain existing DBCA signage and interpretive facilities; ensure trails, picnic areas, and boardwalks remain clearly signed.

This list prioritises clear directional signage, consistency with tourist signage standards, and improved visitor interpretation across the Shire’s attractions.



SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.6 WAROONA TOWN VISITOR SERVICES



Recognised tourist services within the town of Waroona.

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.6 WAROONA TOWN VISITOR SERVICES

WAROONA TOWN VISITOR SERVICES

When towing a caravan, especially within urban areas, motorists benefit greatly from advanced warning signage to guide them to their intended destinations, whether it's a caravan park, a dump point, or suitable parking for exploring the town or shopping. The general guideline dictates that if traffic is moving at speeds over 80 km/h, advance warning signs should be situated 300 meters from the turning point; when speeds are under 80 km/h, this distance reduces to 200 meters (refer to page 16). A fundamental principle to remember is that "Good signage equals relaxed visitors, leading to longer stays and increased spending".

MRWA's publication "[Policy and Application Guidelines – Tourist and Service Signs](#)" page 52 states "Public and privately-operated traveller facilities such as roadside rest areas, public toilets, emergency phones, roadhouses, motels and the like, enhance the motoring experience by offering amenities and services that provide comfort for travellers and cater for the essential needs of drivers".

Principles & Guidelines

- **Route planning** - Before any signage is put in the ground a route plan should be developed for each sign. In Waroona's case there are multiple routes to most of the attractions but there is no signage plan for visitor services.
- **Information** - In many instances signs are duplicated with the same information repeated only a short distance along the same route.
- **Australian Standard road signs (AS 1742)** - consists of two standard sign shapes - Rectangular signs used for advance warning and reassurance signs. Chevron signs are used for intersection, positional and directional signs (refer to page 13). In many instances this standard has not been followed with rectangular signs being used where the Australian Standard calls for chevron style signs.



Too much information for visitors to take in at this location. See replacement sign concept on page 37



Replace Throssell VC fingerboard with the correct brown fingerboard



Old faded, dirty and tagged blue services signs



Non Australian Standard Symbols used, use AS symbol for accessible toilets



As Waroona only has one caravan park there is no need for the very large text panel



Old faded blue services signs



Preston Beach - Forrest Hwy, advance warning sign for fuel at Preston Beach General Store 9kms away. Now under new ownership with fuel available from 7am to 7pm



Preston Beach - Directional sign at Forrest Hwy/Preston Beach Rd intersection - no mention of Fuel here.



Preston Beach - There is no visitor information point 300m ahead

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.6 WAROONA TOWN VISITOR SERVICES

- **Readability** - The general rule of thumb is that the average motorist can absorb 4 lines of text on highway signs which are designed to be read in about 6 to 8 seconds, which is roughly how long a driver has to read the sign before they pass it. Some of Waroona's in-town road signs contain too many different messages.
- **Decision making point** - In many instances signs are positioned past the decision making point (refer to page 16). Knowing where the decision making point is particularly important for visitors towing caravans. Signs should be positioned well in advance of where visitors are expected to turn.
- **Australian Standard symbols (AS 1744)** - wherever possible AS symbols should be used instead of text.
- Verify fuel availability signage on Forrest Hwy and remove or amend the sign if fuel is no longer available.
- Implement a regular review process to ensure all tourist service signage remains accurate and up to date.
- Consider installing advance warning signage on key approach roads highlighting available services at both Waroona and Preston Beach.

Waroona - is located on the South Western Hwy and provides a full range of visitor services, in some cases exceeding what might normally be expected for a town of its size. The town includes two RV dump points and two free overnight camping locations. However, blue tourist service signage throughout the town appears to have been installed in an ad-hoc manner. A rationalisation and a new signage plan of all service signage is recommended.

Preston Beach - has very limited visitor signage, with only two fingerboard signs, one identifying the Community Centre and another signed " Shop, Town, Beach". Of concern is a sign on Forrest Hwy indicating fuel availability at a general store 10 km from the highway; however, no fuel was available at the time of the signage audit. This signage should be reviewed to ensure accuracy and avoid misleading travellers.

RECOMMENDATIONS

- Remove outdated or redundant signage to reduce clutter and improve clarity for visitors.
- Develop a consistent signage hierarchy and placement strategy to avoid the current ad-hoc approach.
- Review Preston Beach visitor signage and install appropriate gateway and directional signage to better identify the town and its facilities.



CONCEPT: Replacement sign for Millar St/South Western Hwy

SHIRE OF WAROONA LOCALITY SIGNS

We also noticed that Waroona does not have any Locality signs, Locality signs inform road users travelling long distances that multiple services are available within the next town site or locality along the route. Such information provides road users with time to consider whether to avail themselves of these services before reaching the town site or locality, and thus reduce the likelihood of last-minute decision-making that can result in sudden and potentially hazardous vehicle braking and turning.

Locality signs shall be used on rural routes where the average travel distance between service establishments exceeds 40 km. Signs shall display the town site or locality name along with the distance to the town site or locality.

Business names shall not be displayed in lieu of locality names unless the business name is commonly shown on travelling maps and other tourist information materials (e.g. for the Billabong Roadhouse, 'Billabong' can be displayed in preference to 'Wannoo').

The distance shown on signs shall be 2 km where the average distance between service establishments along the route is less than 80 km, or 5 km elsewhere. Variations to these distances may be appropriate in special circumstances, in which case such variations shall be in no less than 500 m increments. Where more than one business provides services within a town site, or two localities outside a town site are separated by a distance of less than 1 km, the distance shown on signs should relate to the midway point between each service establishment.

A minimum of two and a maximum of four service symbols shall be displayed on a separate sign below the locality sign.



EXAMPLE Locality sign for Waroona services

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.6 WAROONA TOWN VISITOR SERVICES



Waroona existing blue services signage

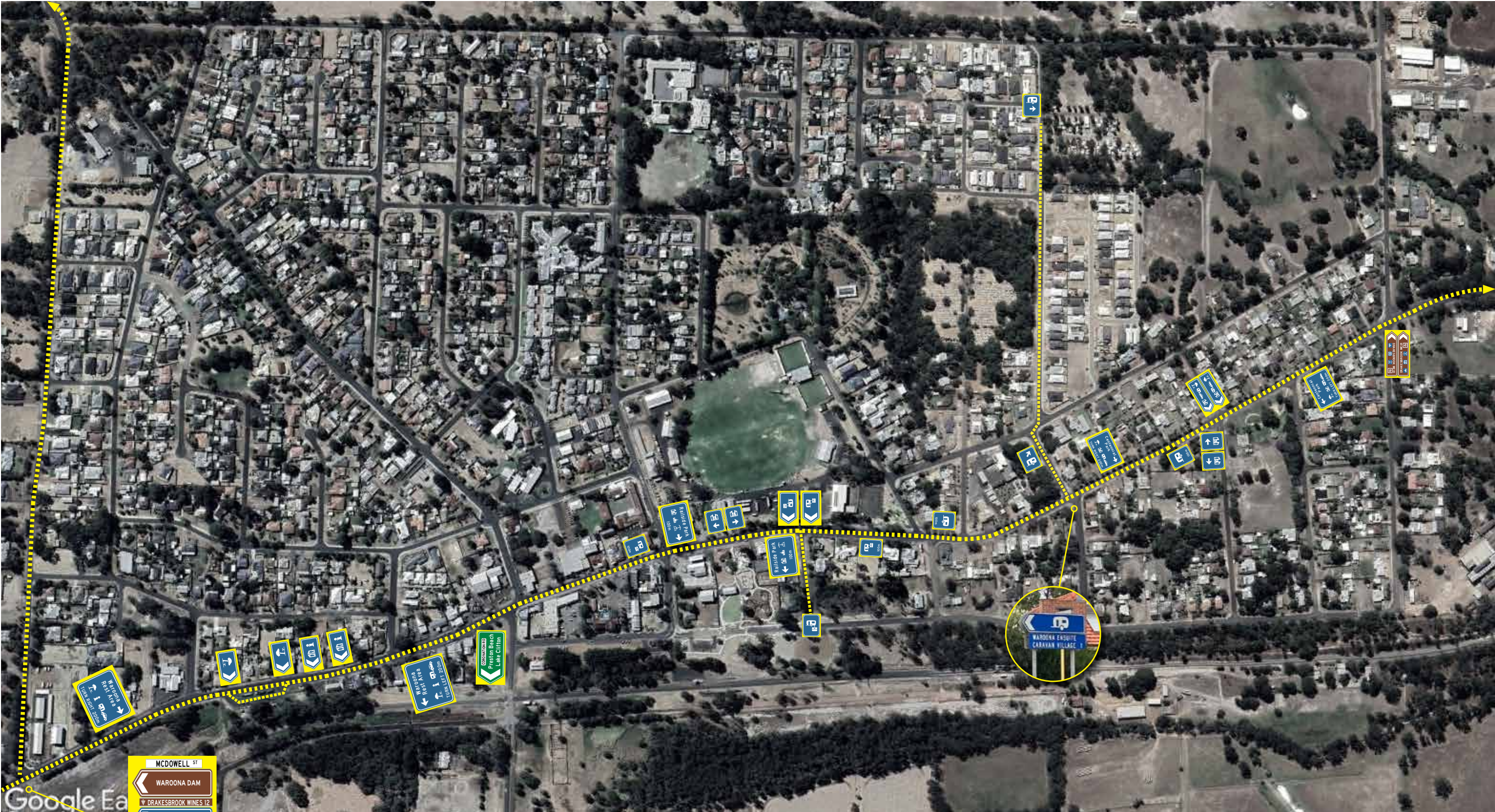
SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.6 WAROONA TOWN VISITOR SERVICES

Waroona 5

Waroona 5

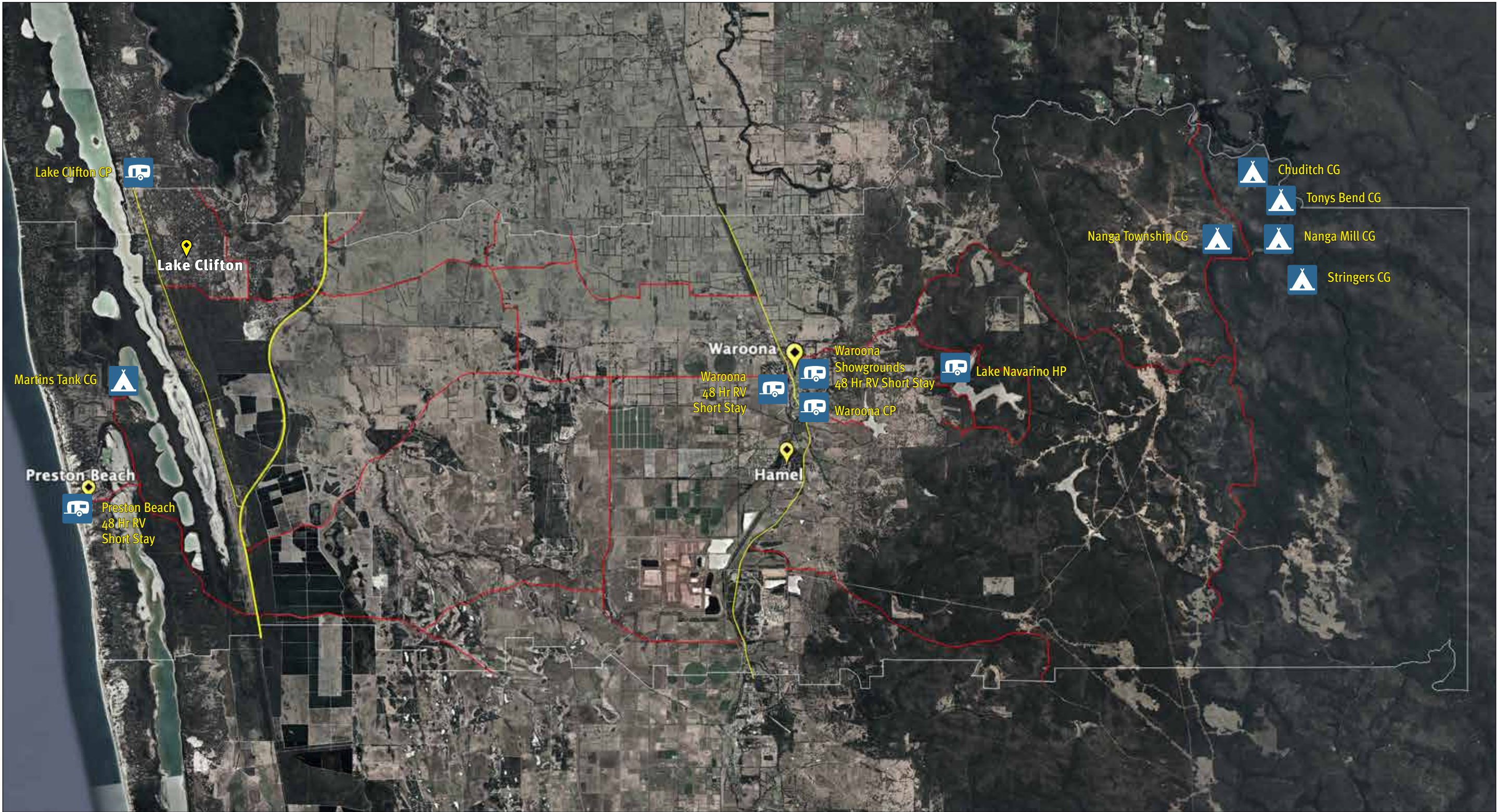
SUGGESTED - Waroona Service signs 5km north and south of Waroona on South Western Hwy



SUGGESTED - Waroona blue services signage plan

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.7 SHIRE OF WAROONA CARAVAN & CAMPING



Shire of Waroona Caravan and Camping

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.7 SHIRE OF WAROONA CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

- Caravan parks and camping grounds contribute substantially to regional economies. They create jobs, from maintenance and administration positions to hospitality and tourism-related roles. These jobs help reduce unemployment rates and provide stable income sources for local residents.
- Caravan and camping facilities attract tourists from across Australia and even internationally. This influx of visitors boosts local businesses such as restaurants, grocery stores, garages, and privately owned tourism enterprises. These businesses often rely heavily on the tourism season, helping to diversify the local economy.
- The demand for caravan parks and campgrounds encourages investments in infrastructure like roads, utilities, and recreational facilities.
- Caravan and camping allow for longer tourist seasons. Many tourists opt for camping trips during shoulder seasons, helping to extend the economic benefits beyond the peak summer months.
- Caravan and camping often emphasise sustainable practices, such as minimising waste and respecting natural environments. This aligns with the growing interest in eco-friendly tourism, attracting environmentally conscious travellers and helping to preserve the region's natural beauty.
- Caravan and camping tourists often seek authentic experiences, which can lead to a greater appreciation of local culture and traditions. This, in turn, can encourage cultural events and the preservation of heritage sites.

- Local governments benefit from caravan and camping parks through various revenue streams, including property rates, licensing fees, and tourism-related levies. These funds can be reinvested into community development projects.
- Caravan and camping sites often foster a sense of community among travellers and locals alike. Campers often engage in activities and events that promote interaction and cooperation with the local community, creating a more vibrant and welcoming atmosphere.
- By providing an alternative source of income to agricultural activities, the caravan and camping economy can contribute to the diversification of rural economies. This can help rural areas become less vulnerable to economic downturns in specific industries.

In summary, the caravan and camping economy play a vital role in regional Australia by stimulating economic growth, creating jobs, promoting sustainable tourism, and enhancing the overall quality of life for residents. This industry not only supports local communities but also contributes to the broader national tourism sector, making it a valuable asset to regional Australia's development and prosperity.

MAKE CARAVAN & CAMPING EASY

Caravan Parks - When approaching a town on the main arterial routes there should be a blue advance warning sign (with Caravan/camping symbols) announcing "Caravan Park Name - distance" etc. followed by directional signs just prior to each decision making point until the destination is reached (see examples page 16). This approach helps to take the stress out of visitors navigating to their destination through unfamiliar streets.

SHIRE OF WAROONA CARAVAN & CAMPING

The Shire of Waroona offers a diverse range of caravan and camping options catering to a wide spectrum of visitors. These include well-equipped caravan parks with full amenities and powered sites, more modest campgrounds that provide a simple, nature-based experience, and convenient short-stay areas designed for self-contained recreational vehicles. Collectively, these options support both longer holiday stays and overnight stopovers, ensuring flexibility for travellers with varying needs, levels of comfort, and styles of travel.

Waroona Ensuite Caravan Village is a small, privately operated caravan park on the edge of the Waroona town centre. A feature of the village is that each caravan, camper or motorhome site is equipped with its own private ensuite, including a toilet, shower and basin. Accommodation options include powered sites for caravans, campers and tents and a limited number of on-site vans.

Directional signage to this caravan park consists of a large directional sign at the South Western Hwy/Logue St intersection. This is followed up by a small direction sign at the Recreation/Logue St intersection. Directional signage to this caravan park would be improved with the installation of advance warning signs on South Western Hwy 100m either side of the Logue St intersection. The follow-up directional sign at Recreation/Logue St intersect is faded and poorly positioned past the decision making point.

Lake Navarino Holiday Park - is a well-established destination offering a relaxed, nature-based setting for visitors. The park accommodates a broad range of travellers, with options spanning self-contained cabins and cottages, park homes, powered caravan and camping sites, as well as glamping tents.

Directional signage to the holiday park is extensive and well established, with prominent signage provided at key decision points including the South

Shire of Waroona Caravan & Camping	Private	Council	Nat Pk	Other
Waroona Caravan Park	•			
Lake Navarino Holiday Park	•			
Lake Clifton Caravan Park	•			
Chuditch Camp Ground			•	
Nanga Mills Camp Ground			•	
Nanga Township Camp Ground			•	
Stringers Camp Ground			•	
Tonys Bend Camp Ground			•	
Martin's Tank Campground			•	
Waroona RV 48hr Short Stay		•		
Waroona RV 48hr Short Stay		•		
Waroona Showgrounds RV 48hr Short Stay		•		



Australian Standard Symbols - Caravan, Camping, Self Contained RV Camping and RV Dump point

Western Hwy/McDowell St intersection, Nangabrook Rd/Scarp Rd, and at the Scarp/Inverall Rd intersection. Additional directional signage is also present at the Nanga Rd/Nangabrook Rd junction.

Lake Navarino Holiday Park is extensively signed from all approaches and completely dominates the area around Waroona Dam, which is the actual tourist attraction. The park's prominent signage draws attention away from the dam itself, leaving visitors with the impression that the commercial facility is the primary draw card rather than the natural feature it surrounds. This heavy-handed promotion of the holiday park risks overshadowing the scenic and recreational appeal of the dam that most visitors come to see in the first place.(refer to suggested replacement signage examples, page 33).

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.7 SHIRE OF WAROONA CARAVAN & CAMPING

Lake Clifton Caravan Park - is situated at the northern boundary of SWA on Old Coast Rd near Yalgorup NP on Lake Clifton. The park offers both powered and un-powered sites along with on-site accommodation. The park is well-placed for exploring the surrounding area and is close to beaches, the thrombolites and Peel estuary.

Directional signage to the caravan park includes advance warning and directional signs at the Forrest Hwy/Old Coast Rd and Forrest Hwy/Lake Clifton Rd intersections. Additionally there are advance warning signs positioned 1km either side of this caravan parks turn-off on Old Coast Rd. Signage is in fairly good condition but this park would benefit from a directional sign opposite the entrance to the park.

Lane Poole Reserve - the reserve offers several distinct campgrounds catering for tents, campervans, caravans and camper trailers, plus three sheltered camp kitchens with gas barbecues. Nanga Mill is the largest with 55 camp sites, Charlie's Flat has 16 camp sites, Stringers with just six tent-only campsites along the Murray River and Yarragil with only two tent and swag sites.

All of these camp sites are managed by DBCA - Parks & Wildlife and are signed accordingly with all signage positioned where visitor would expect to find signage. Some signage requires maintenance in the form of cutting back the undergrowth.

Martins Tank Campground - is situated on the banks of Martins Tank Lake, amongst the peppermint woodland and tuart forest of Yalgorup NP, north of Preston Beach. There are 30 individual campsites — five suitable for tents only, 16 for tents/small campers and nine that can accommodate caravans. Facilities include toilets and a camp kitchen.

Signage is well considered with directional signage from the park entrance at the Preston Beach/Preston Beach Rd North intersection through to the camp ground.

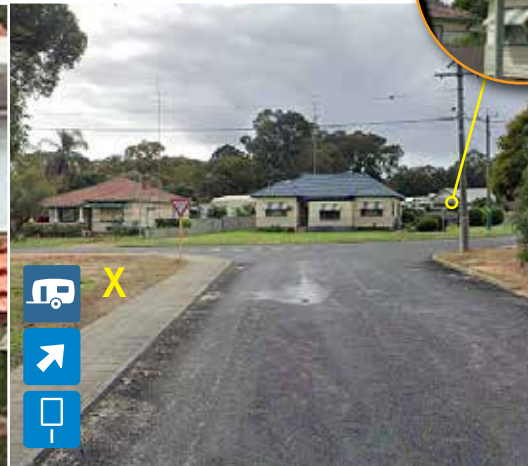
Waroona's RV 48hr Short Stay - The Shire of Waroona offers free 48-hour RV short stay areas at three locations, all requiring vehicles to be fully self-contained with integrated blackwater and greywater systems.



Waroona CP - Install advance warning signs 100m prior to the South Western Hwy/Logue St intersection



Large directional sign at South Western Hwy/Logue St intersection (name panel is not really necessary)



Poorly positioned directional sign past the decision making point. Correct location "X"



Lake Navarino Holiday Park is extensively signed from all approaches and dominates Waroona Dam the actual tourist attraction (see suggested signage suite page 33)



Lake Clifton Caravan Park - Directional signage at Forrest Hwy/Old Coast Rd and Forrest Hwy/Lake Clifton Rd. Remove reference to Cellar Door (former Lake Clifton Winery)



Advance warning signs on Old Coast Rd 1km either side of the caravan park entrance. No visitor information available at this location.



Install a double sided directional sign opposite the caravan park entrance on Old Coast Rd

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.7 SHIRE OF WAROONA CARAVAN & CAMPING

Railside Park 48hr Short Stay- is the new in-town option, centrally located to provide walking access to town amenities and includes a dump point. Railside RV Short Stay was rated 4.1 on Wikicamps with 7 reviews.

Waroona Showgrounds Short Stay - is located on the old basketball courts within the showgrounds, with entry points off Millar Street and Parnell Street. It is accessible to fully self-contained motorhomes. Waroona Showgrounds was rated 4.3 on Wikicamps with 61 reviews. Wikicamps still has this listed as 24hrs short stay. This needs to be updated to the current 48hr limit.

Preston Beach 48hr Short Stay - is located off the Preston Beach car park, it is accessible to fully self-contained motorhomes, caravans and camper trailers. Facilities include toilets, picnic and BBQ area, a playground and rubbish bins. Preston Beach was rated 3.7 on Wikicamps with 29 reviews. Most of the complaints were about soft sand and boggy conditions in camping area, one complaint was that there wasn't enough rubbish bins.

Signage to all three locations is minimal bur all three locations are listed and reviewed on Wikicamps. Our only recommendation for signage would be to install some directional signage on South Western Hwy at the Palmerston St intersection for Railside RV rest area which is the newest facility.

Recommendation

Waroona Ensuite Caravan Village

- Install advance warning signs on South Western Hwy either side of the Logue Street intersection.
- Replace and reposition the faded directional sign at the Recreation/Logue Street intersection, moving it to before the decision-making point

Lake Navarino Holiday Park

- Review and reduce the dominance of holiday park signage around Waroona Dam to ensure the dam itself is recognised as the primary tourist attraction (refer to suggested replacement signage examples, page 33)



Lane Poole Reserve camp sites are well signed and managed by DBCA Parks & Wildlife. Some signs require maintenance in the form of undergrowth clearing



Yalgoorup NP, Martins Tank campground facilities



Install directional signage at the South Western Hwy/ Palmerston St intersection

Railside Park RV Rest Area Signage

Preston Beach signage. Some complaints about boggy conditions in the RV short stay area

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.7 SHIRE OF WAROONA CARAVAN & CAMPING

Lake Clifton Caravan Park

- Install a directional sign opposite the entrance to the park on Old Coast Road

Lane Poole Reserve

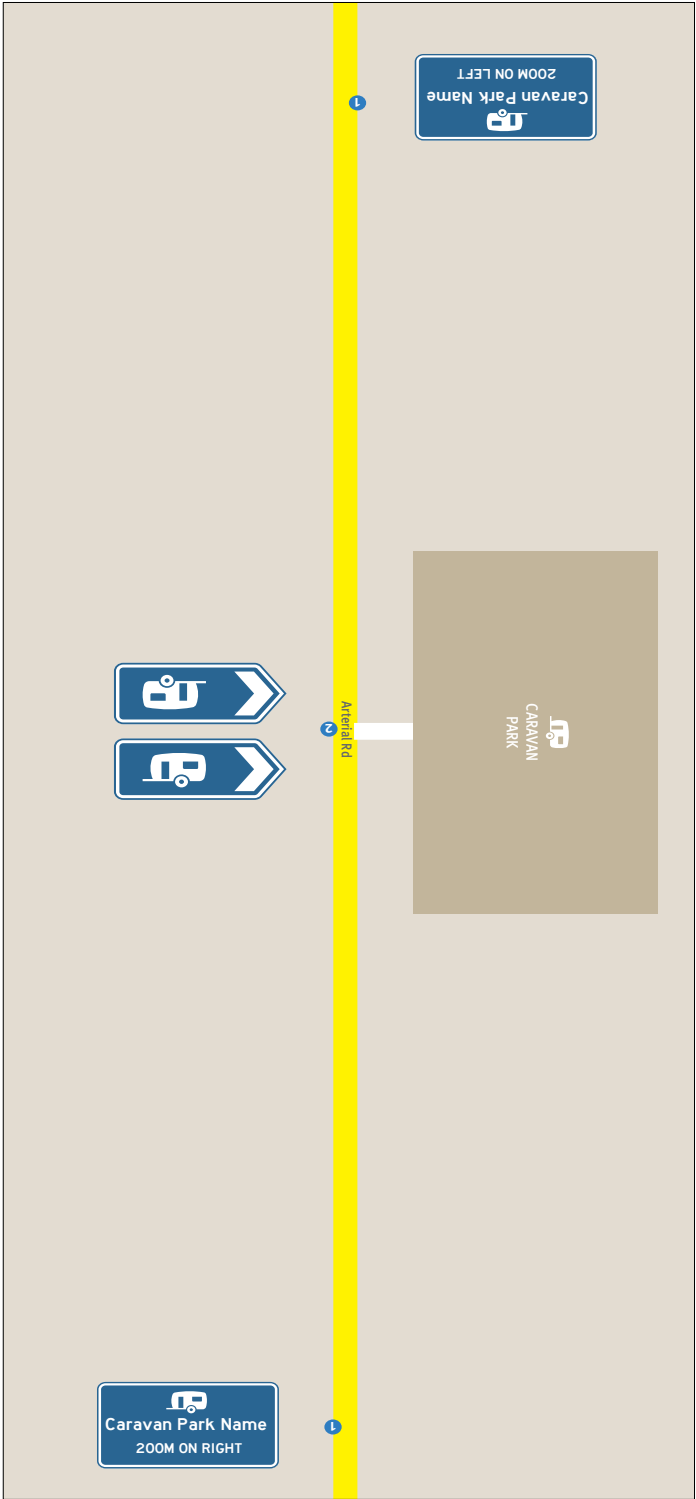
- Carry out vegetation maintenance by cutting back undergrowth that is obscuring existing signage

Martins Tank Campground

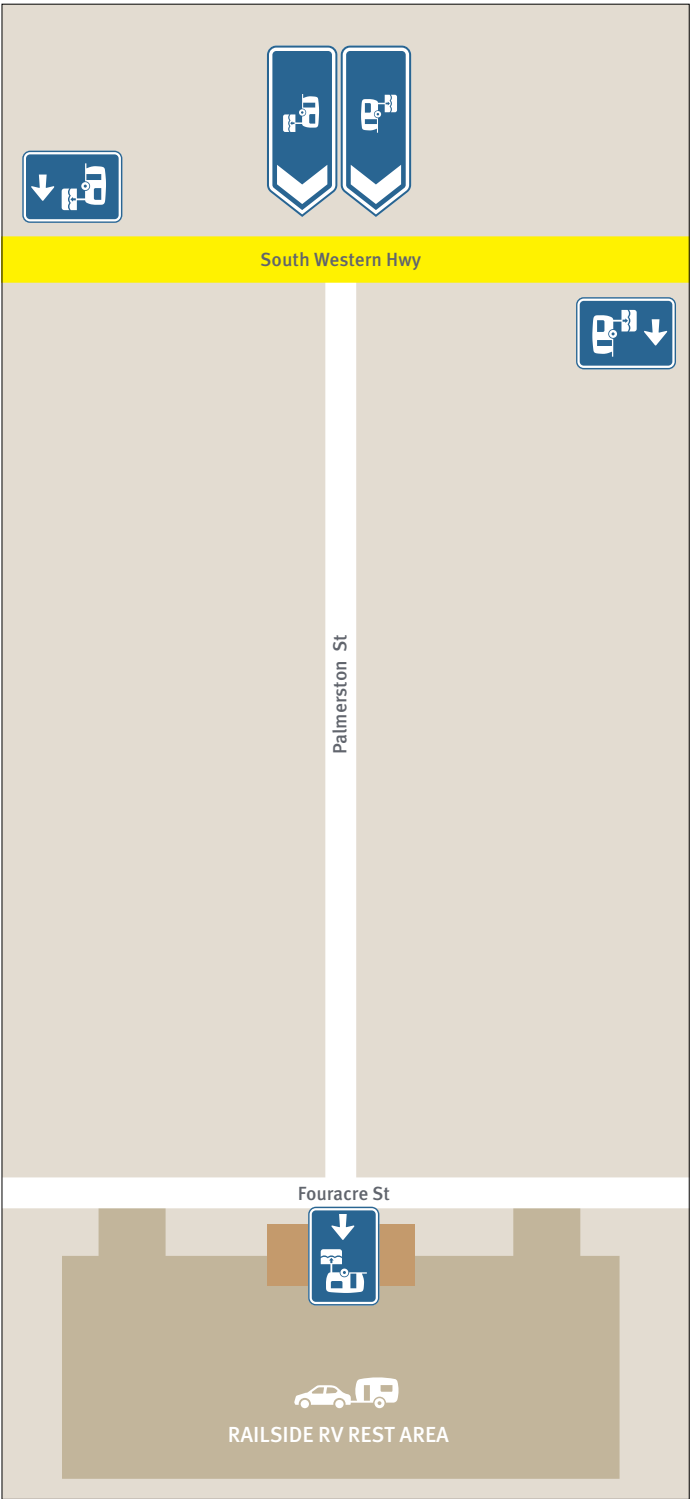
- No signage recommendations — signage is considered well placed and effective

Waroona RV 48hr Short Stays

- Railside RV short stay area - Install directional signage on South Western Highway at the Palmerston Street intersection to guide visitors to this short stay locations
- Waroona Showgrounds RV short stay area - Update the Wikicamps listing for Waroona Showgrounds from 24 hours to the current 48-hour limit
- Preston Beach RV short stay - Address soft sand and boggy conditions at Preston Beach short stay, or provide clearer on-site warnings for drivers



EXAMPLE - Standard signage suite recommended for singular caravan parks (AS1742.6:2014) 1) Advance warning sign, 2) Positional sign



SUGGESTED - Signage plan for Railside RV Rest Area Dump Point

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.8 RV FRIENDLY TOWNS

RV FRIENDLY TOWNS

Campervan & Motorhome Club of Australia (CMCA) list Waroona as an RV Friendly Town on their [website](#).

What is an RV Friendly Town?

An RV Friendly Town™ is one that has met a set of guidelines to ensure it provides a certain amount of amenities, and a certain level of services for these travellers. When RV tourists enter a town displaying the RV Friendly Town™ sign, they know they will be welcome, certain services will be provided for them that may not be available in other centres, and they will have access to a safe place to stay overnight, and possibly for a longer period.

Essential Criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce.
- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.
- Access to potable water.
- Access to a free dump point at an appropriate location.

Desirable Criteria

- Provision of long term parking for self-contained recreational vehicles.
- Access to medical facilities or an appropriate emergency service.
- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities.
- VIC to provide a town map showing essential facilities, such as short and long term parking areas, dump point and potable water.
- RV Friendly Town™ signs to be erected within the town precinct.

Recommendations

- Replace faded signs, straighten poles.



Waroona - RV Friendly Town signs some in need of maintenance or replacement



Australian Standard RV dump point symbol

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.9 RV DUMP POINTS

RV DUMP POINTS

RV dump points are of significant importance to RV and caravanning visitors and to regional tourism in Australia for several reasons:

- **Environmental Responsibility** - RV dump points provide a designated location for RV travellers to dispose of their waste, including sewage and gray water. Proper disposal helps protect the environment by preventing contamination of natural water sources and soil, which is especially crucial in ecologically sensitive areas.
- **Convenience for Travellers** - RV travellers need access to facilities that allow them to empty their on-board waste water tanks, such as toilets and sinks. Dump points offer a convenient and essential service for RV enthusiasts, making it easier for them to manage their waste during their journeys. This convenience encourages longer stays in the region and return visits.
- **Extended Stay and Tourism** - Access to RV dump points can significantly impact the length of time RV travellers spend in a particular region. When RV travellers know that there are well-maintained dump points available, they are more likely to stay longer, explore the local attractions, and spend money in the region.
- **Encouraging Responsible Tourism** - Providing RV dump points encourages responsible and sustainable tourism practices. Travellers are more likely to be environmentally conscious when they have easy access to appropriate waste disposal facilities. This aligns with the broader goals of promoting responsible and ethical tourism, which can lead to a positive reputation for the region.
- **Enhancing the RV and Caravanning Experience** - RV dump points contribute to the overall experience of RV and caravanning visitors. When travellers have access to clean, well-maintained facilities, it enhances their trip and makes them more likely to recommend the region to others. Positive word-of-mouth recommendations and on-line reviews can further boost tourism in the area.
- **Promoting Tourism Infrastructure** - The presence of RV dump points reflects a region's commitment to catering to the needs of RV and caravanning tourists. It signals that the region is RV-friendly, which can attract a higher volume of visitors who are specifically



Waroona Railside and Showgrounds RV Dump Points. Improve signage at the Showgrounds dump point

looking for locations with these amenities.

- **Supporting Local Businesses** - RV dump points often bring travellers to nearby towns or communities, where they may purchase supplies, dine at local restaurants, and engage in various activities. This patronage supports local businesses and stimulates the regional economy.
- **Data Collection and Planning** - The presence of RV dump points can help regional tourism authorities collect data on visitor numbers and preferences. This information is valuable for planning and improving tourism infrastructure and services in the region.

In conclusion, RV dump points play a crucial role in promoting regional tourism in Australia. They offer a convenient and responsible waste disposal solution for RV travellers, encourage longer stays, support local businesses, and contribute to the region's reputation as a welcoming and sustainable destination.

Recommendations

- Consider installation of an additional RV dump point at Preston Beach.
- List SWA RV dump points on the [RV Living website](#)

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.10 SHIRE OF WAROONA REST AREAS

SHIRE OF WAROONA REST AREAS

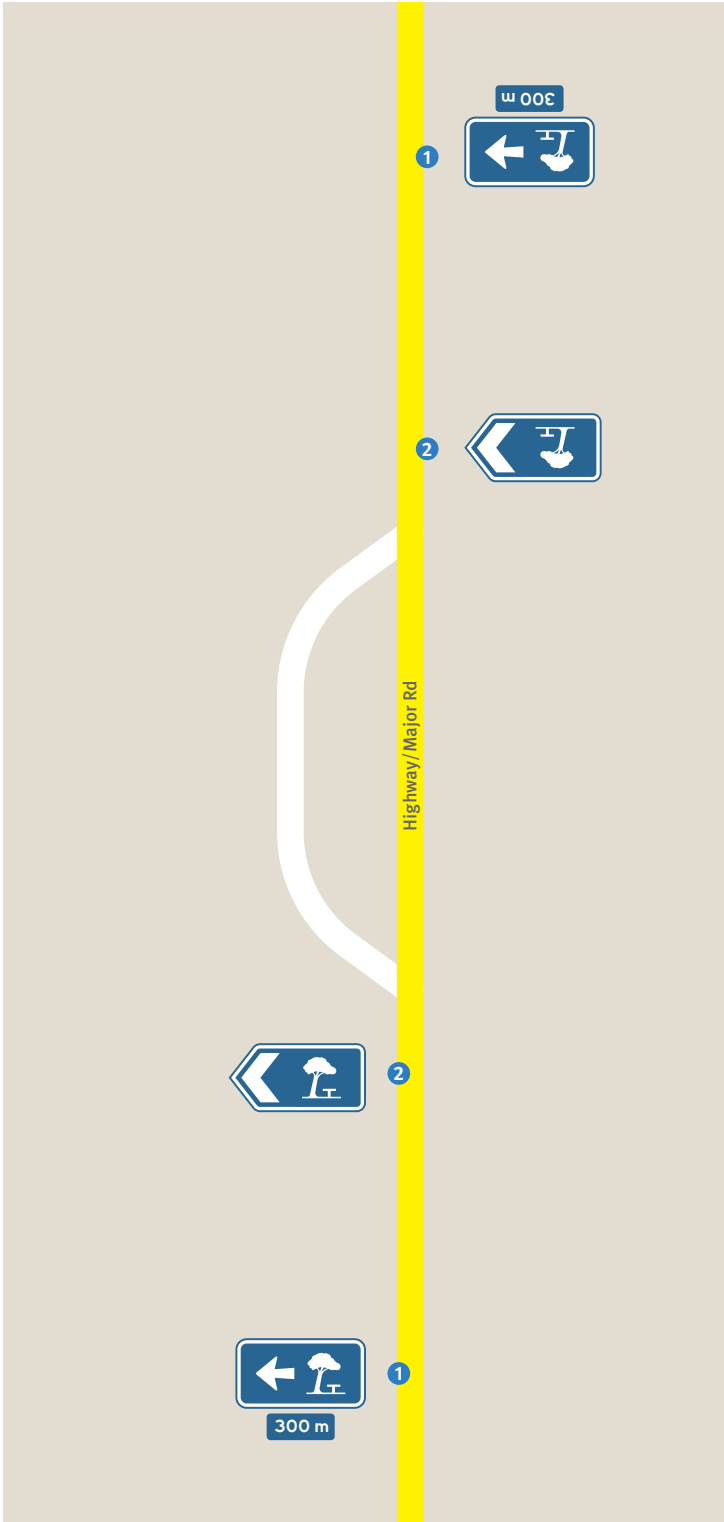
The Shire of Waroona contains a range of rest areas, from basic stopping points along South Western Hwy, Forrest Hwy and Old Coast Rd to SWA-maintained facilities within the Waroona town site. With the exception of the John Tognela Rest Area on Forrest Hwy, most highway rest areas lack even fundamental provisions such as directional signage and picnic tables, limiting their usefulness to travellers and reducing opportunities for safe, comfortable breaks in the journey.

Well-designed and properly equipped rest areas play an important role in shaping the travelling public’s perception of a region. The provision of clear signage, shaded seating, and basic amenities signals that visitors are welcomed and considered, encouraging them to stop, spend time, and potentially explore nearby attractions and services. Conversely, poorly equipped or difficult-to-locate rest areas can create an impression of neglect or underinvestment, diminishing the overall visitor experience and reducing the likelihood of longer stays or return visits.

It is also evident that all rest areas within the SWA network are configured for northbound traffic, with no equivalent facilities provided on the left-hand side for southbound travellers. This imbalance not only limits accessibility but may also contribute to driver fatigue risks and missed economic opportunities associated with passing traffic.

Recommendation

- Conduct a regular inspection of all rest areas and reserves.
- Upgrade facilities available at each rest area with basic facilities such a picnic tables.
- Plan and install advance warning and directional signage for all rest areas with the correct AS symbols.
- Investigate the opportunity for installing a southbound rest area on South Western Hwy.



SUGGESTED - Typical basic signage plan for a rest area (1. Advance warning sign, 2. Directional signs). If the rest area has facilities such as toilets etc. These AS symbol should be incorporated in the signage plan.



South Western Hwy Rest Area - This rest area north of Waroona has no facilities other than waste bins. Signage to this rest area is very poor



Waroona Rest Area - This rest area has picnic shelters, toilets and visitor information .



Centenary Park - Though not classified as a rest area Centenary Park has all the facilities including ample parking making it ideal for this purpose



Forrest Hwy/Old Coast Rd Rest Area - No facilities here other than waste bins.



Old Coast Rd Rest Area - This rest area has everything including slip lanes, but has no advance warning or directional signs



John Tognela Rest Area, Forrest Hwy - This rest area is well signed with advance warning and directional signs.

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.11 SHIRE OF WAROONA PARKS & RESERVES

SHIRE OF WAROONA PARKS & RESERVES

Parks and reserves play a vital role in shaping the visitor experience, providing accessible spaces for relaxation, recreation, and learning. They highlight the Shire’s distinctive landscapes, wildlife, and heritage, contributing to visitor well being and creating lasting, positive impressions. Well-presented and welcoming open spaces also reinforce a sense that destinations are cared for, well managed, and worth returning to.

Within SWA, a network of parks and reserves is concentrated primarily within the Waroona township, with more limited provision at Preston Beach. While these spaces are generally well maintained, the supporting signage is inconsistent, ranging from minimal provision through to no signage at all in some locations.

Where signage is present, there is a lack of uniformity in design, layout, and messaging between individual parks and reserves. This inconsistency extends to regulatory signage, which varies considerably in style and presentation across sites. As a result, there is no cohesive visual identity linking the Shire’s open space network, reducing legibility for visitors and weakening the overall sense of place.

A more consistent and coordinated approach to signage would strengthen wayfinding, improve regulatory clarity, and present a unified identity across all parks and reserves, enhancing both usability and visitor perception.

Recommendations

- Develop a signage style guide to standardise all SWA Parks, Reserves and Facility signage.
- Develop an annual maintenance plan for all parks and reserve signage.
- Include a second panel for attaching prohibitive and warning symbols.
- Standardise all regulatory signage, consolidate where required. Replace faded and damaged signs.



EXAMPLE - Shire of Waroona park/reserve entry signs and regulatory signage.

SECTION 3. SHIRE OF WAROONA SIGNAGE AUDIT

3.12 SHIRE OF WAROONA TRAIL CROSSING

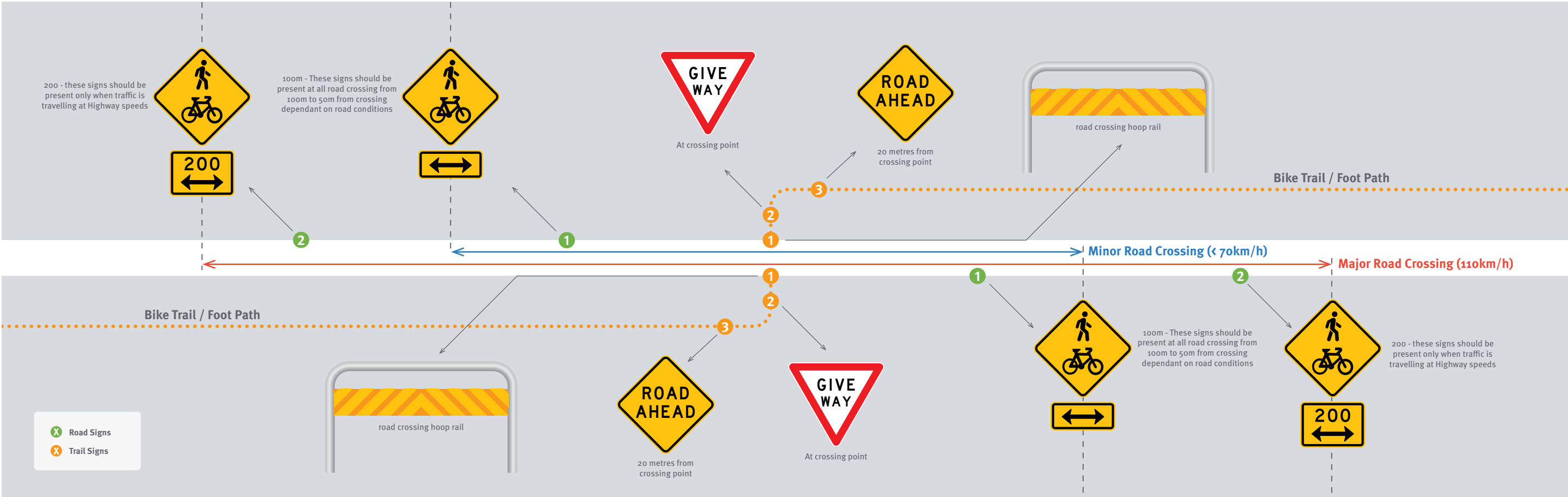


Proposed improved road crossing hoop rail sign with reflective strip and trail branding to promote trail awareness



Various types of signs used on road crossing areas

There needs to be a consistent approach to the design and layout of signage at all trail road crossings points, both for motorists and for cyclists. We found a huge variety of signage applied to crossings.



Rail trail road crossing signage plan

SECTION 4 - THE DESTINATION SIGNAGE SYSTEM

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 DESTINATION BRANDING BACKGROUND

Road signage	Destination Signage
Green Directional	Promotional Billboards
Brown Tourism	Shire Entry Statements
Blue Services	Town Entry Statements
	Visitor Information Boards (VIBs)
	Temporary/Event
	Interpretive Panels

This section provides background information on the destination signs and how they can be used to promote the Shire of Waroona's attractions and experiences.

While there is little opportunity to influence the design of green, brown and blue road signs, there is scope to create a suite of unique and well-designed destination and marketing tourism-related signs for Waroona.

A suite of destination signs can include the following types of signage.

- 1. **Promotional Billboards** – these can be used for promoting and providing directional information for the area and specific attractions. They are aimed at encouraging visitors to stop and stay longer.
- 2. **LGA Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region or LGA and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.

- 3. **Town Entry Statements** – these are at the entrance to a town or village. They usually reflect the destination's branding but with a regional approach they might include the regional and Shire council brand.
- 4. **Visitor Information Boards (VIBs)** – provide information that helps with wayfinding and orientation (e.g. contain maps of the area), attractions and features, visitor information services and services, facilities and amenities available in the area.
- 5. **Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- 6. **Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.



Examples of existing destination signage in the Shire of Waroona

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 SHIRE OF WAROONA PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

Billboards placed strategically along highways and major roads can help raise awareness about lesser-known regional destinations. This increased visibility can pique the interest of travellers who may not have considered visiting these areas otherwise. Billboards can capture the attention of travellers passing through an area. They serve as a quick and visually appealing way to showcase the unique attractions, natural beauty, or cultural experiences that a region has to offer. This can encourage tourists to make impromptu stops and explore the region.

Billboards are effective tools for promoting seasonal events, festivals, and activities unique to a region. They can inform tourists about upcoming events, encouraging them to plan trips around these attractions. Consistent use of billboards can help build a region's brand as a tourist destination over time. Travellers may begin to associate the region with specific experiences or qualities, encouraging repeat visits and word-of-mouth recommendations.

In summary, promotional billboards play a valuable role in boosting regional tourism in Australia by increasing awareness, attracting passing tourists, extending stays, and stimulating economic growth. When strategically designed and placed, billboards can have a lasting impact on the tourism industry and the overall prosperity of regional communities.

SHIRE OF WAROONA PROMOTIONAL BILLBOARDS

The Shire of Waroona has a noticeable lack of tourism promotional billboards, both on key approach routes and within the town itself. These billboards play a vital role in the tourism mix by highlighting major attractions, events, and visitor experiences. Strategically placed signage can capture the attention of passing travellers, encourage longer stays, and promote lesser-known destinations or seasonal highlights. Without them, valuable opportunities to engage and inform potential visitors are missed.

Recommendation -

- Explore the installation of vinyl track billboards north and south of Waroona



SUGGESTED - Billboard Concept for southbound South Western Hwy, north of Waroona



SUGGESTED - Billboard Concept for northbound South Western Hwy, south of Waroona

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 SHIRE OF WAROONA PROMOTIONAL BILLBOARDS

Principles & Guidelines

Placement of these billboards should be based on the following criteria;

- 1. Purpose - These billboards would be used only for the purpose of promoting the Shire of Waroona and its tourism experiences. They should not be used to promote specific businesses.
- 2. Location - Billboards should be placed where they don't deter from the enjoyment of the natural environment, they should be placed where they do not project above the horizon and ideally where the ground or the tree line is rising above the top of the billboard. The billboards should be positioned a safe distance from the roadway. These billboards can only be used on private, Shire of Waroona owned land or in agreement with MRWA. See [MRWA Policy and AsSOEsment Guidelines for Static Advertising Signs](#).
- 3. Line of Sight - Look for locations that have a clear line of sight from approximately 250 meters. This is the maximum distance that the casual observer will notice your billboard when travelling at the standard highway speed limit of 110kmh.
- 4. Messaging - Keep it very simple. The best way for the Shire of Waroona to promote a destination/attraction is through large professionally shot images with simple messages which aligns with Shire of Waroona 's tourist branding. It is important that the billboard does not distract drivers.
- 5. Materials/Size - Promotional billboards should follow standard Australian sizes, this will allow the Shire to access a pool of outdoor advertising contractors to service and maintain these billboards. The billboards should be fitted with aluminium tracking to allow them to be changed out regularly with new images or event related images.
- 6. The smallest size billboard that can be used to fulfil the purpose and site should always be chosen to minimise impacts to vegetation, scenic landscapes and amenity.

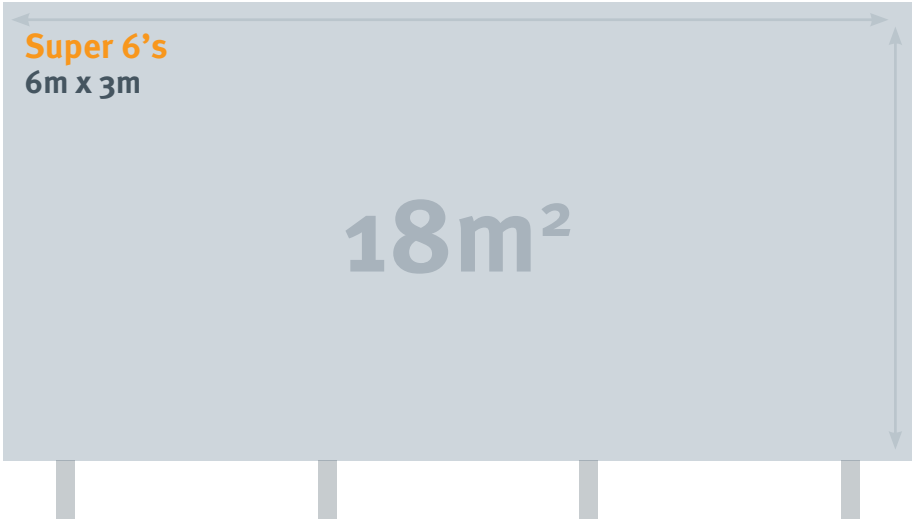
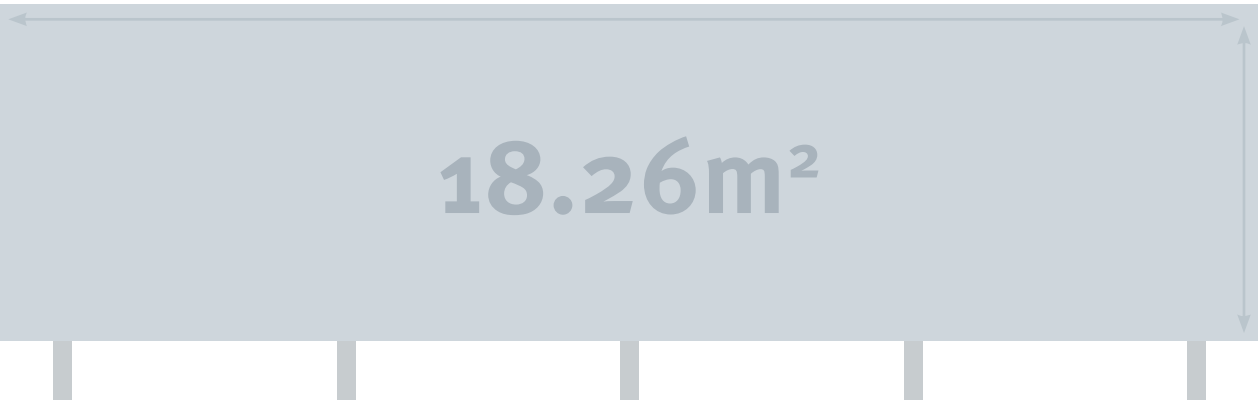


EXAMPLE - City of Mandurah Super 8 billboard on the Forest Hwy.

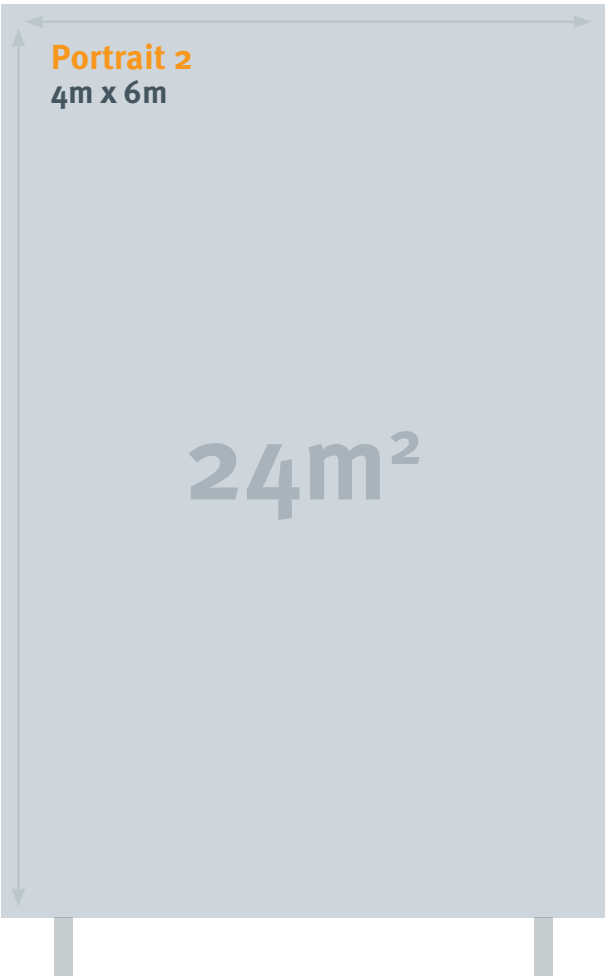
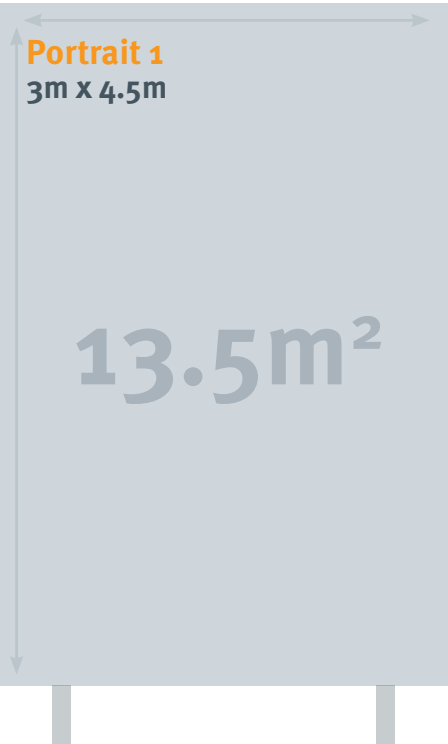


EXAMPLE - Gateway digital billboard on the Forest Hwy, Bunbury

Super 8's
8.3m x 2.2m



Australian Standard Billboard sizes.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 SHIRE OF WAROONA MAJOR EVENT PROMOTIONS

WAROONA MAJOR EVENT PROMOTIONS
STREET BANNERS

Banner flags are highly effective for event promotion due to their visibility and versatility. They capture attention easily, making them ideal for attracting both locals and visitors to events. Banner flags can be placed in strategic locations, such as town centres, event venues, and along main roads, helping to increase awareness and drive attendance. Additionally, they are cost-effective, easy to set up and transport, and can be reused for multiple events, providing ongoing promotional value. Changing out a set of banner flags can be accomplished quickly by one person. Overall, banner flags enhance the visibility of events, contributing to greater community engagement and economic benefits.

Shire of Waroona has installed some banner flags in front of the Town Hall on South Western Hwy which are used to promote and celebrate community events such as Christmas, ANZAC Day etc.

Other options to consider are stand alone flag poles which are particularly effective when flags are grouped in clusters

SUGGESTED BANNER/FLAG LOCATIONS

- Throssell Park median strip
- Centennial Park adjacent South Western Hwy

Recommendations

- Install banner flags at these locations, this could be done in a staged approach.



Waroona's event promotion banners



Waroona's event promotion on South Western Hwy



Waroona's northern rest area/Visitor Information Bay is an ideal location for event banner flags



EXAMPLE - City of Fremantle ANZAC Day promotional banner flags

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 SHIRE OF WAROONA LGA & TOWN ENTRY STATEMENTS

SHIRE OF WAROONA BOUNDARY ENTRY SIGNS

Local government boundary entry signs clearly mark the entry points into a specific local government area or municipality. They help residents, visitors, and travellers know when they are entering or leaving a particular jurisdiction. This geographic identification is essential for navigation and understanding the administrative boundaries of a region.

Local government boundary entry signs play a multifaceted role in governance, administration, and community identity. They provide valuable information to residents and visitors while assisting local governments in their responsibilities, from resource allocation to emergency response and beyond.

Principals and guidelines

The development of Local Government Area (LGA) boundary signs should follow key principles and guidelines to ensure consistency, visibility, and effectiveness. These include:

- 1. **Clear and Legible Design** – Signs should use simple, bold fonts and high-contrast colours to ensure readability at various speeds. Reflective materials enhance visibility, especially at night.
- 2. **Consistent Branding** – The signage should align with the LGA’s branding, incorporating logos, colours, and design elements that reflect the local identity.
- 3. **Strategic Placement** – Boundary signs should be positioned at key entry points on major roads, highways, and access routes where they are clearly visible to approaching motorists.
- 4. **Standardised Sizing and Materials** – Signs should be made from durable, weather-resistant materials and conform to state or national road authority standards regarding size and positioning.
- 5. **Informational and Welcoming** – Signs should include the LGA name and, where appropriate, a tagline or key message to reinforce local identity. Some may also highlight sister-city relationships, local attractions, or historical significance. Consider the inclusion of duel naming.
- 6. **Compliance with Regulations** – Signs must meet relevant road authority and traffic management guidelines, including setback distances, height, and road safety requirements.
- 7. **Minimal Clutter** – Avoid excessive text or unnecessary visual elements to maintain a clean and effective design that conveys the message quickly.
- 8. **Maintenance and Longevity** – Regular inspections should be conducted to ensure signs remain in good condition, free of graffiti, and not obstructed by vegetation or damage.

By adhering to these principles, LGA boundary signs effectively serve as welcoming landmarks, reinforcing a strong sense of place and identity while ensuring clarity and safety for road users.

Shire of Waroona boundary entry signs - Boundary entry signage across SWA falls into three types: large Peel Region entry signs, smaller panel signs at minor entry points, and newer QR code signs on Nanga Rd near the Lane Poole boundary.

The Peel “Natural Adventure” signs are outdated and require re-skinning or replacing to reflect SWA's corporate branding. Minor entry signage is inconsistent, with limited branding and some locations missing signs altogether. The QR code signs may provide value in selected locations, but their effectiveness is limited in areas with poor mobile coverage and should not be relied upon as a primary information source.

Recommendation

- Re-skin all large entry signs to reflect SWA's branding
- Work with local aboriginal groups to develop duel-naming protocols for boundary entry signs
- Develop an annual program of cleaning and maintenance for all LGA entry point boundary signs.

WAROONA TOWN ENTRY STATEMENTS

A town entry statement serves as a welcoming landmark that enhances a community’s identity and sense of place. It helps establish branding by showcasing the town’s character, heritage, or key attractions, creating a strong first impression. Additionally, it can boost tourism and the local economy by encouraging visitors to stop, explore, and support local businesses.

Principals and guidelines

- 9. **Community** - Community buy-in must be sought at the start of the process. It cannot be underestimated the importance of getting the community engaged and involved in these type of projects. This will help achieve a successful outcome.
- 10. **Design** - Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader Waroona experience. Local materials should be sourced whenever possible.
- 11. **Size and scale** - They should be of an appropriate scale for the size of the location and be able to be seen from a reasonable distance (about 200 meters) by people traveling in vehicles.
- 12. **Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.
- 13. **Site location** - Locations should be chosen so the entry statement can be clearly viewed but is not a distraction or safety hazard for motorists. Entry signs should not interfere with other road safety and regulatory signs and be placed in locations to convey a positive image of the location.
- 14. **Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendation

- Deep clean all town entry statements
- Work with local aboriginal groups to develop duel-naming protocols for town entry signs



Shire of Waroona boundary entry signs - all major signs are well past their use by date



Waroona and Preston Beach town entry statement - all in need of cleaning and maintenance

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SHIRE OF WAROONA VISITOR INFORMATION BOARDS

SHIRE OF WAROONA VISITOR INFORMATION BOARDS

In certain circles, visitor information boards are viewed as somewhat outdated in the age of on-line content. However, it's important to recognise that well-maintained, up-to-date visitor information boards still hold value within the tourism information tool-kit. Two critical factors contribute to the success of these boards: currency and strategic placement.

Currency of Information - Visitor information boards typically provide two types of content: attractions and tourism services. While natural and heritage attractions rarely change, service details (like accommodation, tours, and dining) quickly become outdated. To manage this, we recommend shifting tourism service details to digital platforms—accessed via QR codes or website links—integrated within the SWA's tourism website. This allows for easy and timely updates. Physical panels should still be refreshed every five years.

Strategic Placement - Not all visitors go to a Visitor Information Centre, but many stop at rest areas. These locations are ideal for installing information boards, giving travellers a chance to discover local attractions they might otherwise miss. Despite the shift to digital, well-placed and regularly maintained information boards continue to play a valuable role in enhancing the visitor experience in the Waroona region.

The Shire of Waroona has only one visitor information bay located at Throssell Park on South Western Hwy near the Visitor Information Centre. This visitor information bay is well thought out with good quality maps showing an all of LGA, Waroona Town Map and Waroona/Nanga area map. There is a minor visitor information bay located in front of the Lake Navarino Holiday Park. Most of the information on this VIB is irrelevant to the location such as the Munda Biddi Trail which at its closest point is 20 kms away from this location. There is another information board at the John Tognela Rest Area on Forrest Hwy. This information panel is more of a potted history of the Waroona region rather than a vehicle to promote SWA's attractions and services. This is a missed opportunity for a regional entry point (Tier 1) visitor information bay. Another noticeable omission is that there is no visitor information available at Preston Beach. This is an ideal location to promote SWA's other attractions.

Principals and guidelines - Visitor Information Boards should contain the following information:

Be on brand – The design and layout should reflect the tourism brand and style adopted by Shire of Waroona.



Waroona Visitor Information Bay - Throssell Park , one of the best we have sighted in recent years



John Tognela Rest Area, Forrest Hwy - Opportunity missed here to promote the Shire of Waroona attractions



Some visitor information on Invarell Rd in from of Lake Navarino Holiday Park. Most of the information (Munda Biddi Trail) is irrelevant to the location.



Yalgoorup NP visitor information

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SHIRE OF WAROONA VISITOR INFORMATION BOARDS

Develop a suite – There should be a suite of sizes and types so that information can be provided in staggered and complementary ways. For example, near the entry to the LGA, large boards with comprehensive information should be provided, medium sized boards can be used in larger towns and smaller ones can be used in small towns and villages.

Locations – Locate Visitor Information Boards in conjunction with access to facilities (eg: toilets and rest areas) as this is a good way to get people to stop and check out what’s on offer in the Waroona region.

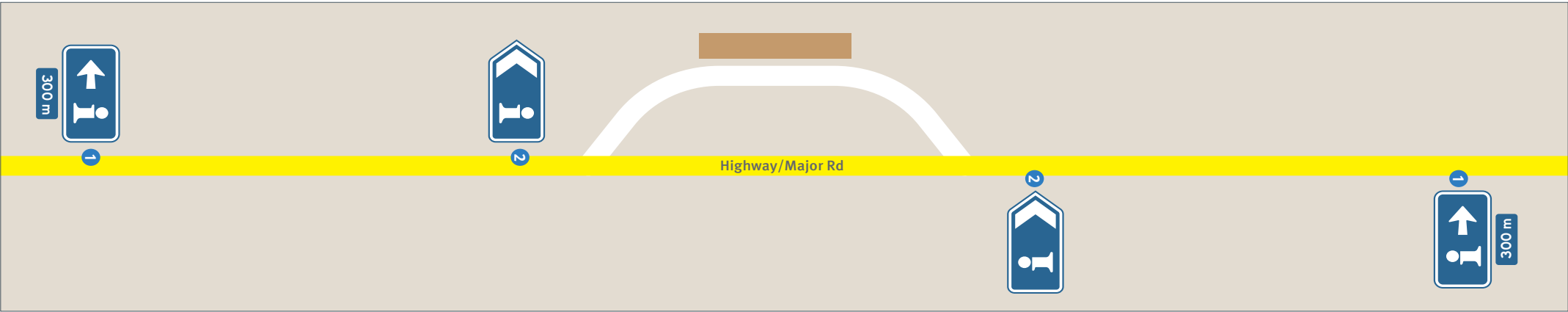
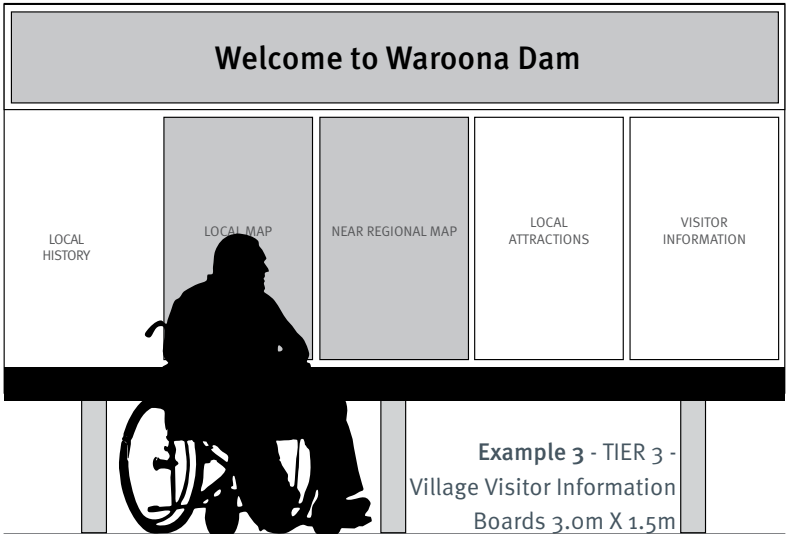
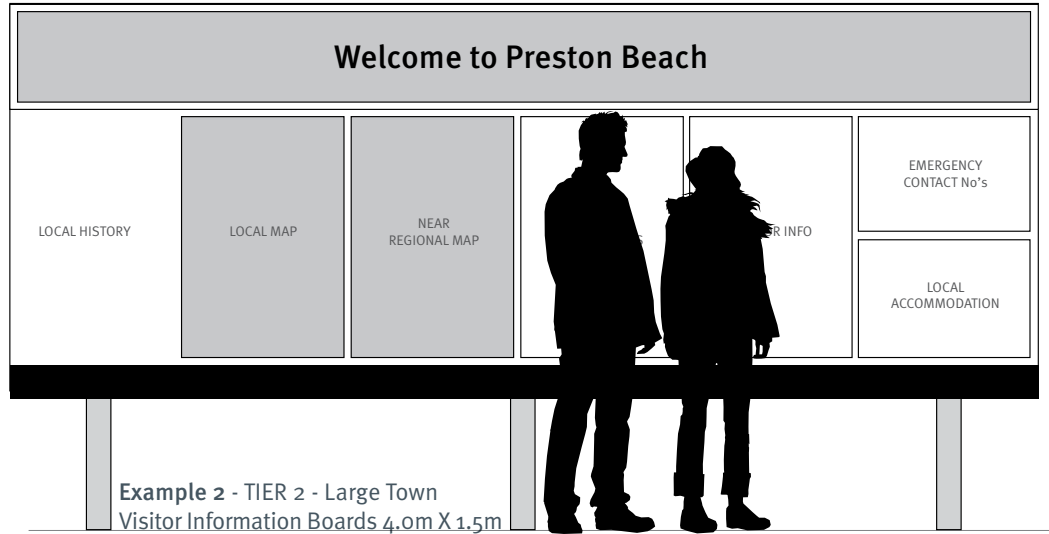
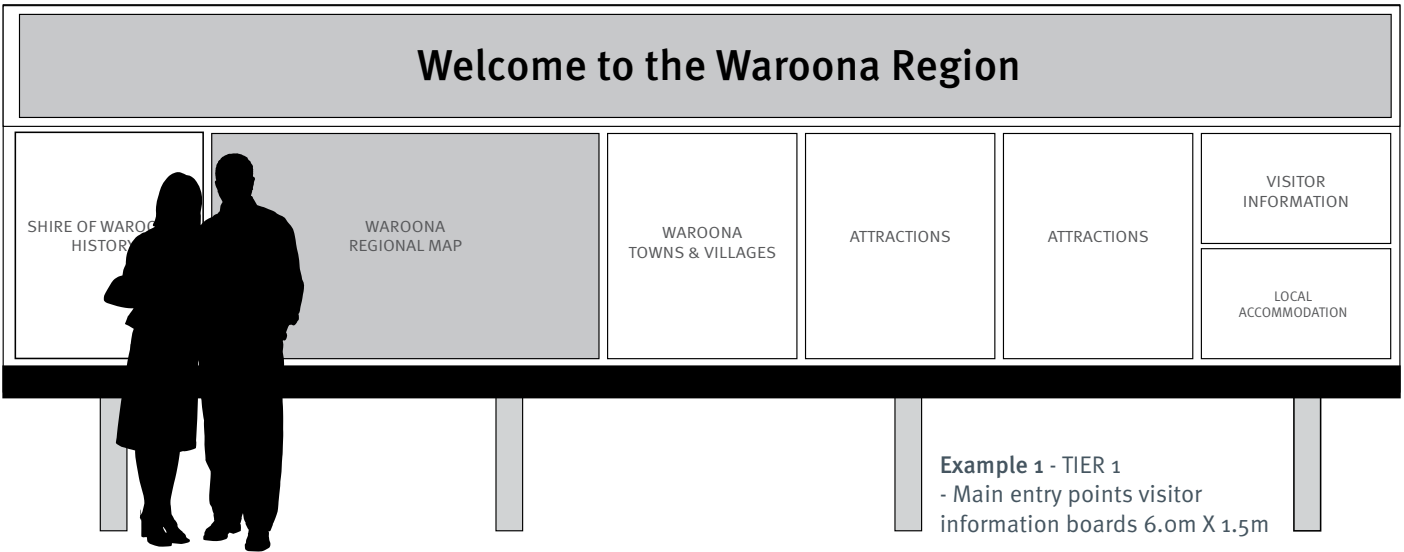
Content – The key requirements for a Visitor Information Board can be broken down into three basic categories:

- What can I see & do? (local history & attractions, activities & events, walk & drive trails).
- What services & facilities are available? (services & amenities, accommodation options, key contacts - link to Waroona's tourism website via QR Code and/or URL).
- How do I find what I’m looking for? (local area and regional maps).

The most important thing when planning the content for a Visitor Information Board is to ask yourself “is this information relevant to visitors?”

Recommendations

- Develop a large Tier 1 visitor information bay for John Tognela Rest Area on Forrest Hwy.
- Develop a Tier 2 visitor information bay for Preston Beach.
- Develop a Tier 3 visitor information bay for Waroona Dam.
- Top and Tail the Waroona Information bay to reflect the Waroona tourism brand.
- Implement an annual maintenance schedule for all Visitor Information Boards.



EXAMPLE – Correct signage plan for directions to roadside Visitor Information Bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 SHIRE OF WAROONA VISITOR INFORMATION CENTRE

WAROONA VISITOR CENTRE

Waroona has a non-accredited Visitor Information Centre (VIC) located at the southern end of Throssell Park. The centre has a large car park and public toilets. Just north of this location there are dedicated car/caravan and RV parking bays (unsigned) and picnic shelters.

The VIC is signed with advance warning and directional signs either side of the centre on South Western Hwy. This signage is faded and in need of replacement (Refer to suggested signage plan on page 39).

Recommendation

- Replace VIC advance warning and directional signage.
- Clearly identify the other facilities available at this location (VIB, picnic shelters, toilets, long vehicle parking.



Waroona Visitor Information Centre front entrance could be improved with some external information e.g. a free standing regional map for after hours visitors.



Waroona Visitor Information Centre Dempster St sign and light box sign - replace the faded panels



Current VIC directional signage is incorrect, this was noted in the 2009 Waroona Signage Audit



Clearly sign the two car/caravan and RV parking bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 SHIRE OF WAROONA INTERPRETIVE SIGNAGE

SHIRE OF WAROONA INTERPRETIVE SIGNAGE

Interpretation is the act of explaining, re-framing, or otherwise showing your own understanding of something. Good quality interpretation raises awareness of the history, culture and experiences of a place. Good interpretation is a key plank in good tourism experiences. It can lead to repeat visitation and also positive endorsements (through word of mouth and social media sharing platforms). This is particularly important with sites like Trip Advisor where photos and comments can be posted instantly and shared with friends.

Interpretation in the Shire of Waroona is very mixed. Within Waroona it is very limited with some historical interpretation outside the historic society, a panel about Hugo THrossell VC and some indigenous 6 Seasons interpretation at Railside Park. Once out of Waroona all interpretation sighted were local community led project which unfortunately missed most of the marks as listed in the below principals and guidelines.

Principals and Guidelines

There are six basic steps to follow for a high-quality interpretive experience.

- 1. **Planning** – Planning is the KEY to using limited resources effectively and to producing attractive, quality signs and creating a worthwhile experience. What is the purpose of the experience? What do you want people to learn?
- 2. **Content** – The written content and images must be interesting and engaging. A professional writer with experience in researching and writing interpretive content should be engaged.
- 3. **Design** – Engage a professional graphic designer with experience in interpretive signage design to work with you on this step. They will understand how to make the layout interesting and easy to read. Develop a template system for all interpretation projects. A template system will reinforce project ownership.

NOTE - Always ensure that the Shire of Waroona retains full ownership of all artwork and it is properly archived. This will make it much easier to produce replacement panels if/when required.

- 4. **Materials and fabrication** – Consider the final selection of the sign materials based on the environment, durability, ease of maintenance and longevity along with the fit and requirements for the type of experience at the site. For example, drive trails will have different needs, options and opportunities to say, a historic site. Consider using local materials such as stone or timber whenever possible and is cost effective.
- 5. **Installation** – This stage should be carefully planned and managed by the signage contractor and the designer to ensure the process is safe, efficient and there is minimal disruption to the public. This stage should not be left to an installer without clear instructions or direction.
- 6. **Maintenance** – The need for maintenance and cleaning is often overlooked. This will affect the life of the sign and give visitors a negative impression of the place and experience. It simply doesn't make sense to invest time, effort and money in an interpretive signage project to then neglect its maintenance. Establishing roles/agreement and resources needed for maintenance of signage should be established during planning phase.

Recommendations

Develop guidance for community groups to assist them with developing effective interpretation that could include:

- Encouraging creative alternatives to interpretive signage that do not involve panels of information.
- Criteria for when interpretive signage would be supported e.g. significant story and interesting to a wide audience.
- Text must be professionally written.
- Must be professionally designed.
- Specifications for materials that should be used.
- Installation must be compliant with relevant Australian standards.
- Clear agreement on maintenance responsibilities and ownership of interpretive signs.
- Templates for interpretive panels.
- Location principles e.g. accessible, does not deter from visual amenity.



Hugo Throssell VC - this panel should be relocated to Throssell Park



Hamel Eco Park - Vandalised Trailhead signs



Railside Park - Noongar 6 Seasons interpretation



Preston Beach - Faded interpretation signage at Preston Beach Reserve



Hamel Hall - Community interpretation project

SECTION 5 - IMPLEMENTING THE STRATEGY

SECTION 5. IMPLEMENTING THE STRATEGY

Actions will be rolled out progressively and subject to funding and resources. The Shire of Waroona will seek funding opportunities to implement the Strategy where budgets do not allow for them.

Some of the actions and recommendations require a significant commitment of resources, will require time to plan and consult with the community. But, there are some actions that could result in substantial improvements and

address the issues raised in the community consultations that the Shire of Waroona can implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 10 - 2.2 Signage Policies & Guidelines	1	SWA to expand upon the existing LPP002 – Local Planning Policy 2 – Signage through the development of a dedicated signage policy, supporting guidelines, and a clear signage application and assessment process.	High	Immediate	N/A	No	2026/27	SWA
	2	SWA to review all of their shire signage to bring them into alignment with this strategy.						
	3	Conduct regular audits of tourist, services and community signs against Council's signage Policy (to be developed) and progressively remove signage that is not compliant.						
	4	Develop a signage style guide to address all signage needs across the LGA including parks, facilities, entry statements etc.	High	Immediate	\$10,000	No	2026/27	External Consultant
Page 21- 3.3 Green Directional Signs	6	Review intersections with large sign clusters and consolidate signage structure.	Medium	Ongoing	\$15,000 pa	No	2027/28	SWA/MRWA
	7	Conduct a regular asset review of all SWA controlled road signage						SWA
	8	Replace damaged and faded signs						SWA/MRWA
Page 22 - 3.3 Brown Tourist Signs	9	Review all brown tourist signs to determine if they are lawful and meet MRWA guidelines eligibility criteria.	Medium	Ongoing	\$10,000 pa	No	2027/28	SWA
	10	Replace damaged and faded signs.						SWA/MRWA
Page 23 - 3.3 Blue Directional Signs	11	Review and re access all blue services signs within the Waroona region.	High	Ongoing	N/A	No	2026/27	SWA
	12	Develop an overall blue service sign and implementation plan for Waroona township	High	12 months	\$20,000	No	2026/27	
	13	Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.	Medium	Ongoing	\$15,000 pa	No	2027/28	SWA/MRWA
Page 24 - 3.4 Tourist Drives	14	Investigate the development of a combined Shire of Murray/Waroona Tourist drive	High	Immediate	\$5,000	No	2028/29	SWA/SMU
	15	Bibbulmun Track: Install signage within Shire of Waroona to mark local access points and crossings,	Medium	24 Months	\$15,000.00	No	2027/28	SWA
	16	Captain Fawcett 4WD Trail: Replace stolen directional sign at Nangabrook/Nanga Rd intersection.	High	12 months	\$2,500.00	Yes	2026/27	SWA/DBCA
	17	Captain Fawcett 4WD Trail: Southbound Nanga Rd install an advance warning sign for this attraction.	High	12 months	\$2,500.00	Yes	2026/27	SWA/DBCA
	18	Centennial Park: Add directional signage from South Western Hwy/De Hamel St; upgrade existing blue toilet signs to reflect full range of facilities (toilets, picnic shelters and barbecues). See Action 12.	High	12 months	\$2,500.00	Yes	2026/27	SWA
	19	Drakesbrook School Memorial Footprint: Install directional signage and interpretive information to enhance visitor understanding.	Low	36 Months	\$1,500.00	No	2028/29	SWA
	20	Drakesbrook Weir: Replace blue community signs with brown tourist attraction signage to match its significance. See Action 12.	High	12 months	\$10,000.00	No	2026/27	SWA
	21	Hamel Eco Park: Install directional signs from Cornucopia St/Burney Rd intersection and opposite park entrance; repair or replace vandalised trailhead signs.	Medium	24 Months	\$5,000	No	2027/28	SWA

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 34 - 3.5 Tourist Attractions	22	Heathlands Walk Trail: Upgrade existing directional and advance warning signs to proper brown tourist signs.	High	12 months	\$2,500	Yes	2026/27	SWA
	23	Historic Lime Kiln: Replace ineffective fingerboard signs with substantial directional signage to improve wayfinding.	Medium	24 Months	\$5,000	Yes	2027/28	SWA/MRWA
	24	Lake Preston Trail: Install prominent brown positional signs at parking area entrance to improve visibility.	High	Immediate	\$500	Yes	2026/27	SWA
	25	Lane Poole Reserve: Maintain existing signage; clarify classification in SWA and SMU (tourist attraction vs community facility) for consistency.	Medium	24 Months	N/A	No	2028/29	SWA/SMU
	26	10th Light Horse Bridle Trail: Maintain current signage at road crossings; ensure trailhead signage is clear for horse riders.	Medium	12 months	\$1,500.00	No	2027/28	SWA/DBCA
	27	Munda Biddi Trail: Explore opportunities for establishing contact points or access within the LGA for cyclists.	Low	36 Months	\$1,500.00	No	2028/29	SWA/DBCA
	28	Nangabrook & Heritage Circuit: Ensure trailhead information and maps are clearly available at Dwellingup Visitor Centre; consider additional directional signage where feasible.	Low	24 Months	\$1,500.00	No	2028/29	SWA/DBCA
	29	Install a blue advance warning sign "Preston Beach 1.5kms" AS symbols for toilets, picnic shelters and barbecues	High	Immediate	\$4,000.00	Yes	2026/27	SWA
	30	Railside Park: Install large blue directional signs on South Western Hwy on both approaches and SWA-branded facility sign on fence; add directional signage from Fouracre St. See Action 12	High	Immediate	\$5,000	Yes	2026/27	SWA
	31	Waroona Art and Mural Trail: Introduce wayfinding signage along the trail to supplement downloadable and printed maps.	Medium	24 Months	\$5,000	No	2027/28	SWA
	33	Waroona Dam / Lake Navarino: Replace blue tourist services signs with brown tourist attraction signs; clarify distinction between holiday park and dam signage.	Low	36 Months	\$25,000	Yes	2028/29	SWA/MRWA
	34	Wetlands Walk Trail (Hamel): Maintain interpretive signage and shelter; consider minor enhancements for accessibility and visibility.	Low	36 Months	\$2,500	Yes	2028/29	SWA/MRWA
	35	Yalgorup National Park: Maintain existing DBCA signage and interpretive facilities; ensure trails, picnic areas, and boardwalks remain clearly signed.	High	Immediate	\$2,500	Yes	2026/27	SWA
	36	Install locality signs 5kms either side of Waroona on the South Western Hwy	High	Immediate	\$5,000.00	Yes	2026/27	SWA/MRWA
Page 37 - 3.6 Town Visitor Services	37	Remove outdated or redundant signage to reduce clutter and improve clarity for visitors. Action 11/13	High	Immediate	\$5,000.00	Yes	2026/27	SWA
	38	Develop a consistent signage hierarchy and placement strategy to avoid the current ad-hoc approach. Refer Actions 11/13	High	Ongoing	N/A	Yes	2026/27	SWA/MRWA
	40	Review Preston Beach visitor signage and install appropriate gateway and directional signage to better identify the town and its facilities.	High	Immediate	\$3,000.00	Yes	2026/27	SWA
	41	Verify fuel availability signage on Forrest Hwy and remove or amend the sign if fuel is no longer available.	High	Immediate	N/A	Yes	2026/27	SWA
	42	Implement a regular review process to ensure all tourist service signage remains accurate and up to date.	Medium	24 Months	N/A	No	2027/28	SWA

SECTION 5. IMPLEMENTING THE STRATEGY

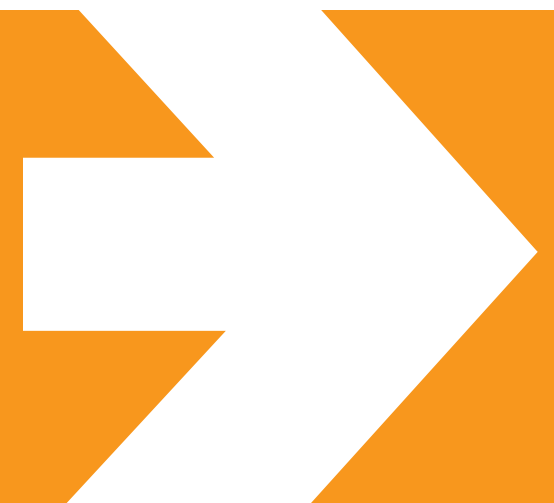
Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 43 - 3.7 Caravan & Camping	43	Waroona Caravan Village - Install advance warning signs on South Western Hwy either side of the Logue Street intersection. Refer Action 12	High	Immediate	\$5,000.00	Yes	2026/27	SWA
	44	Waroona Caravan Village - Replace and reposition the faded directional sign at the Recreation/Logue Street intersection. Refer Action 12	High	Immediate	\$1,500.00	Yes	2026/27	SWA
	45	Lake Navarino HP - Review and reduce the dominance of holiday park signage around Waroona Dam to ensure the dam itself is recognised as the primary tourist attraction	Low	36 Months	\$5,000.00	No	2028/29	SWA/MRWA
	46	Lake Clifton Caravan Park - Install a directional sign opposite the entrance to the park on Old Coast Road	Low	36 Months	\$500.00	No	2028/29	SWA/MRWA
	47	Lane Poole Reserve - Carry out vegetation maintenance by cutting back undergrowth that is obscuring existing signage	High	Immediate	N/A	Yes	2026/27	DBCA
	48	Railside RV short stay area - Install directional signage on South Western Highway at the Palmerston Street intersection. Refer Action 12	High	Immediate	\$2,500.00	Yes	2026/27	SWA
	49	Waroona Showgrounds RV short stay area - Update the Wikicamps listing for Waroona Showgrounds from 24 hours to the current 48-hour limit	High	Immediate	N/A	Yes	2026/27	SWA
	50	Preston Beach RV short stay - Address soft sand and boggy conditions at Preston Beach short stay, or provide clearer on-site warnings for drivers	High	Immediate	N/A	Yes	2026/27	SWA
Page 45 - 3.8 RV Friendly Towns/3.9 RV Dump Points	51	RV Friendly - Replace faded signs, straighten poles.	Low	36 Months	N/A	No	2028/29	SWA
	52	RV Dump Point - Improve positional signage at Showgrounds RV dump point	Medium	24 Months	\$500.00	Yes	2027/28	SWA
	53	RV Dump Point - List SWA RV dump points on the RV Living website	High	Immediate	N/A	Yes	2026/27	SWA
Page 46 - 3.10 Rest Areas	54	Conduct a regular inspection of all rest areas and eserves.	High	Immediate	N/A	Yes	2026/27	SWA/MRWA
	55	Upgrade facilities available at each rest area with basic facilities such a picnic tables.	High	12 months	N/A	Yes	2026/27	SWA
	56	Plan and install advance warning and directional signage for all rest areas with the correct AS symbols.	Low	36 Months	N/A	No	2028/29	SWA/MRWA
	57	Investigate the opportunity for installing a southbound rest area on South Western Hwy.	Low	36 Months	N/A	No	2028/29	SWA/MRWA
	58	Develop a signage style guide to standardise all SWA Parks, Reserves and Facility signage. Refer Action 4	High	12 months	\$10,000.00	No	2026/27	SWA
Page 47 - 3.11 Waroona Parks & Reserves	59	Develop an annual maintenance plan for all parks and reserve signage.	Medium	Ongoing	N/A	No	2027/28	SWA
	60	Include a second panel below the name board for attaching prohibitive and warning symbols. Refer to Action 12	High	Ongoing	N/A	No	2026/27	SWA
	61	Standardise all regulatory signage, consolidate where required. Replace faded and damaged signs.	High	Ongoing	N/A	No	2026/27	SWA
Page 48- 3.12 Waroona Trail Crossings	62	Install advance warning and improve signage at trail/roadway crossing points	Medium	24 Months	N/A	No	2027/28	SWA
Page 51 - 4.2 Promotional Billboards	63	Explore the installation of vinyl track billboards north and south of Waroona	High	12 Months	\$30,000	No	2026/27	SWA/MRWA
Page 53 - 4.3 Major Event Promotion	64	Install banner flags at Throssell Park and Centenial Park.	High	12 Months	\$15,000 p/u	No	2026/27	SWA
Page 54 - 4.4 Boundary Entry Signs	65	Re-skin all large entry signs to reflect SWA's branding	High	12 months	\$20,000.00	No	2027/28	SWA/MRWA
	66	Work with local aboriginal groups to develop duel-naming protocols for boundary entry signs	High	12 months	N/A	No	2027/28	SWA
	67	Develop an annual program of cleaning and maintenance for all LGA entry point boundary signs.	Low	36 Months	\$10,000 p/a	No	2028/29	SWA
Page 54 - 4.4 Town Entry Statements	68	Deep clean all town entry statements	High	Ongoing	N/A	N/A	2026/27	SWA
	69	Work with local aboriginal groups to develop duel-naming protocols for town entry signs	High	12 months	N/A	No	2027/28	SWA

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 56 - 4.5 Visitor Information Boards	70	Develop a large Tier 1 visitor information bay for John Tognela Rest Area on Forrest Hwy.	Medium	24 Months	\$100,000	No	2027/28	SWA/MRWA
	71	Develop a Tier 2 visitor information bay for Preston Beach.	Medium	24 Months	\$35,000	No	2027/28	SWA/MRWA
	72	Develop a Tier 3 visitor information bay for Waroona Dam.	High	12 months	\$20,000	No	2027/28	SWA
	73	Top and Tail the Waroona Information bay to reflect the Waroona tourism brand.	Medium	24 Months	\$5,000	No	2027/28	SWA
	74	Implement an annual maintenance schedule for all Visitor Information Boards.	High	12 months	N/A	No	2026/27	SWA
Page 57 - 4.6 Visitor Information Centre	75	Replace VIC advance warning and directional signage. Clearly identify the other facilities available at this location - VIB, picnic shelters, toilets, long vehicle parking.	High	Immediate	\$5,000	No	2026/27	SWA
Page 58 - 4.7 Interpretive Signage	76	Encouraging creative alternatives to interpretive signage that do not involve panels of information.	N/A	N/A	N/A			External Consultant

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Signage Style Guide

V2.0 August 2026

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1. Introduction

1.1 Purpose of this Style Guide

The Shire of Waroona Signage Style Guide establishes a consistent framework for the planning, design, specification, manufacture and installation of signage throughout the Shire. It provides the design principles, technical standards and construction requirements necessary to create a coordinated signage network that is functional, durable, accessible and reflective of the Shire’s identity.

The Style Guide applies to all Shire-managed signage, including directional and wayfinding signs, facility identification, parks and reserves, tourism, community, regulatory, hazard, interpretive, project and internal building signage. It is intended for use by Shire officers, consultants, designers, fabricators, contractors and other parties involved in the planning, approval, design, manufacture and installation of signage on behalf of the Shire.

A consistent approach to signage improves information clarity, supports effective wayfinding, enhances the presentation of public spaces and facilities, and reinforces a recognisable visual identity across the Shire. By standardising sign types, layouts, colours, typography, symbols, materials and construction methods, the Style Guide ensures signage is practical, easy to maintain and adaptable to future requirements.

All signage shall comply with relevant Australian Standards, the National Construction Code, applicable Western Australian legislation and Shire policies. Accessibility principles shall be incorporated into signage design, including appropriate typography, colour contrast, symbols, tactile information and Braille where required.

Signage Assessment and Approval

The Shire of Waroona Signage Style Guide provides the framework for assessing, designing and implementing new, replacement and upgraded signage throughout the Shire. It ensures signage is appropriately located, consistent with the approved sign family and aligned with the design, construction and installation standards contained within this guide.

This section provides guidance for Shire officers, consultants, designers and contractors when reviewing existing signage, identifying opportunities for rationalisation, and assessing proposals for new signage. All signage

applications should demonstrate a clear purpose, complement the surrounding environment and contribute to a coordinated signage network that supports residents, visitors and the broader community.

Signage should be functional, durable, accessible and sympathetic to its setting. The consistent application of approved sign types, colours, typography, symbols, materials and construction methods will improve legibility, reduce visual clutter and ensure signage remains effective and easily understood. All signage applications must comply with relevant Australian Standards, Main Roads Western Australia requirements where applicable, accessibility legislation and Shire policies.

Objectives

The objectives of the Shire of Waroona Signage Style Guide are to:

- Establish a consistent and recognisable signage system across all Shire-managed assets;
- Provide clear, intuitive and accessible information for residents, visitors and the community;
- Improve the quality, legibility, durability and effectiveness of the Shire’s signage network;
- Ensure the consistent application of approved colours, typography, symbols, materials and construction standards;
- Support considered signage planning and rationalisation to minimise unnecessary signage and visual clutter; and
- Ensure all signage complies with relevant Australian Standards, accessibility requirements and statutory obligations.

1.2 Signage Decision Framework

Signage Philosophy

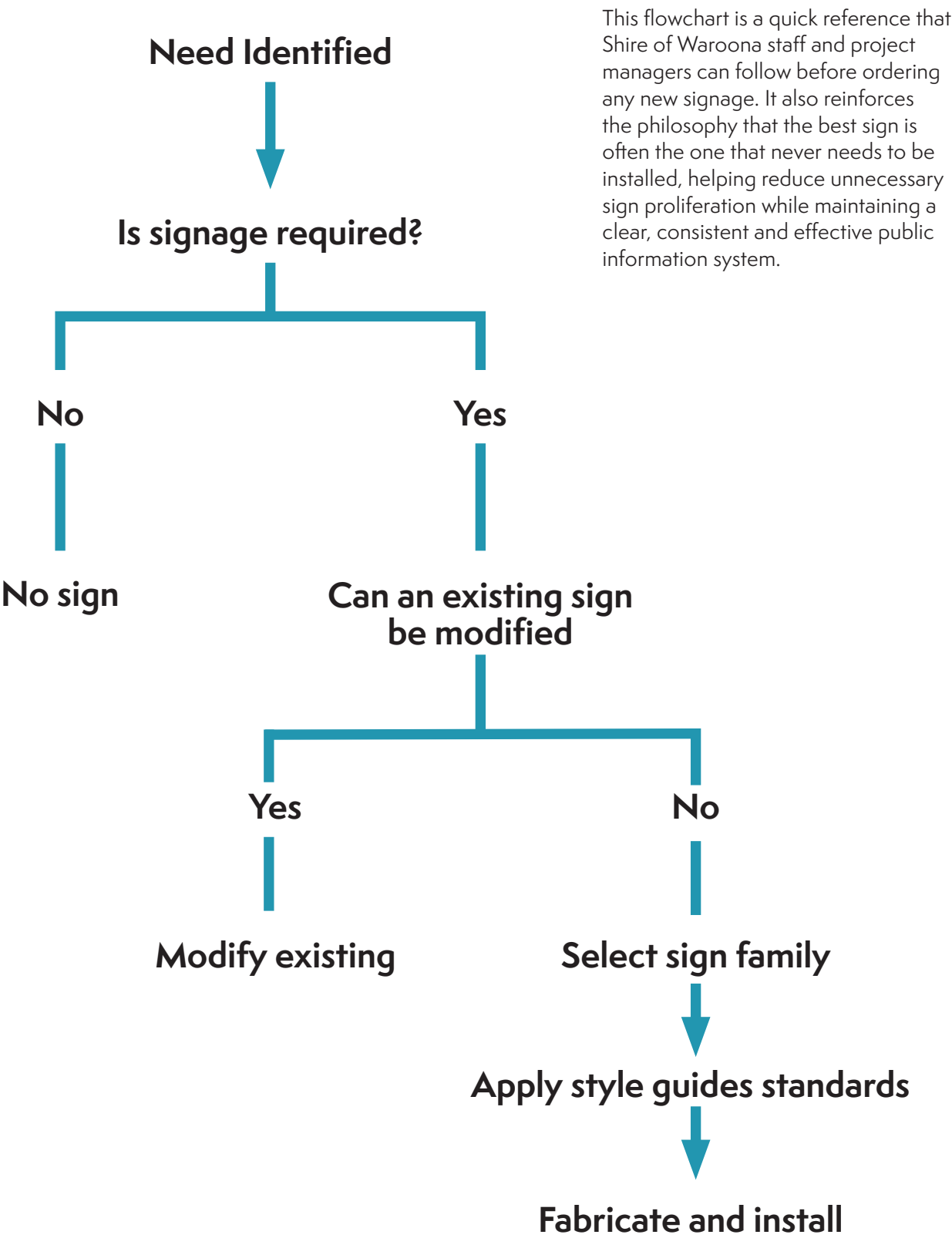
Effective signage is achieved not by installing more signs, but by providing the right information, in the right place, at the right time.

The Shire of Waroona seeks to deliver a coordinated signage system that enhances community identity, improves visitor navigation, supports road safety and protects the visual character of the municipality. Every sign should perform a clear purpose, integrate with the surrounding environment and contribute to a consistent, easily understood wayfinding network.

This Style Guide adopts the principle that signage is a last resort rather than a first response. Before any new sign is considered, alternative solutions such as improving the visibility of existing facilities, modifying existing signage or simplifying the information presented should be assessed. Where signage is required, it should be limited to the minimum number of signs necessary to effectively communicate the required information.

Guiding Principles

- **Necessary** – install signage only where there is a demonstrated need.
- **Simple** – communicate the minimum amount of information.
- **Consistent** – apply the approved visual language throughout the municipality.
- **Legible** – ensure information can be read quickly and safely.
- **Accessible** – provide information that is usable by all members of the community.
- **Durable** – utilise materials appropriate to the local environment and minimise whole-of-life maintenance costs.
- **Integrated** – complement the surrounding landscape and built environment while avoiding unnecessary visual clutter.



1.3 Signage Hierarchy

Step 1 – Is signage actually required?

Signage should only be installed where there is a demonstrated need. Consider whether:

- visitors are likely to become confused without signage;
- the destination cannot be easily found using obvious visual cues;
- the location is difficult to identify;
- there is a safety requirement;
- the information cannot be provided more effectively by digital media, printed material or staff.

If the answer is No, additional signage should not be installed.

Step 2 – Can an existing sign be modified?

Before installing a new sign, determine whether the required information can be incorporated into an existing sign.

Consider:

- replacing outdated information;
- adding an additional destination;
- updating graphics or symbols;
- replacing damaged panels rather than installing another sign.

Where practical, existing sign infrastructure should be utilised to minimise visual clutter and reduce maintenance costs.

Step 3 – Is the proposed sign consistent with the Signage Strategy?

Confirm that the proposed sign aligns with the objectives of the Shire’s Signage Strategy and does not duplicate existing information.

The proposed sign should:

- improve visitor navigation;
- support road safety;
- enhance the visitor experience;
- be consistent with Council policy;
- comply with relevant Australian Standards and Main Roads Western Australia requirements where applicable.

Step 4 – Select the appropriate sign family

Once the need for signage has been established, select the most appropriate sign category.

Purpose	Appropriate Sign Family
Identify a town or locality	Town Entry Sign
Welcome visitors to a park, reserve or facility	Entry Sign
Direct visitors to destinations	Directional Sign
Confirm visitors are travelling the correct route	Reassurance Sign
Explain history, culture or natural values	Interpretive Sign
Display regulations or prohibited activities	Regulatory Sign
Warn of hazards	Warning Sign
Identify facilities within parks or reserves	Internal Directional Sign
Identify individual buildings or assets	Facility Identification Sign

Step 5 – Determine the minimum information required

Every sign should communicate only the information necessary for users to make a decision.

As a general principle:

- include only essential destinations;
- use recognised symbols wherever possible;
- minimise text;
- avoid duplication;
- prioritise legibility over quantity of information.

If information cannot be comfortably read within the available viewing time, it should be reduced or relocated to another sign.

Step 6 – Apply the Style Guide

Once the appropriate sign family has been selected, apply the relevant specifications contained within this Style Guide, including:

• Dimensions	• Materials
• Typography	• Mounting details
• Colours	• Clearances
• Symbols	• Accessibility Requirements

No new signage should be developed outside these standards unless specifically approved by the Shire.

1.4 Governance and Approval Requirements

Purpose

The purpose of this governance framework is to ensure that all signage installed within the Shire of Waroona is planned, designed, approved and maintained in a consistent manner, regardless of the department or project responsible for its delivery.

A coordinated approval process assists the Shire to maintain a cohesive visual identity, reduce unnecessary signage, minimise long-term maintenance costs and ensure compliance with relevant legislation, Australian Standards and Council policies.

Corporate Responsibility

Signage is a corporate asset and should not be regarded as an individual project or departmental responsibility.

All permanent and temporary public signage should be developed in accordance with this Style Guide unless specific legislative or operational requirements dictate otherwise.

Departments should not develop or procure signage independently using alternative colours, typography, layouts, materials or sign types without formal approval.

Approval Framework

Before any new signage is designed, fabricated or installed, the following questions should be addressed:

1. Is signage required?

- Has the need been assessed using the Signage Hierarchy and Decision Framework?
- Can the issue be addressed without installing new signage?

2. Does existing signage already provide the information?

- Can an existing sign be modified or updated?
- Would additional signage create unnecessary duplication?

3. Does the proposal comply with this Style Guide?

- Has the correct sign family been selected?
- Does the proposed design comply with the approved specifications?

4. Have the relevant approvals been obtained?

- Has the proposal been reviewed by the responsible Council officer?
- Are approvals from external authorities required (for example, Main Roads Western Australia or other land management agencies)?

Only after these questions have been satisfactorily addressed should fabrication proceed.

Roles and Responsibilities

The successful management of the Shire’s signage network requires collaboration across all business units.

Council Officers

Responsible for:

- identifying operational needs;
- preparing requests for new signage;
- ensuring proposals comply with the Signage Hierarchy;
- consulting with relevant internal stakeholders.

Asset or Project Managers

Responsible for:

- coordinating signage projects;
- confirming compliance with this Style Guide;
- obtaining internal approvals;
- managing fabrication and installation.

Executive Approval

Significant signage projects, new sign families or departures from this Style Guide should be approved in accordance with the Shire’s delegated authority framework.

Design Consistency

To maintain a recognisable municipal identity, all signage should utilise the approved:

- | | |
|------------------|------------------------------|
| • Sign family | • Materials and finishes |
| • Colour palette | • Mounting systems |
| • Typography | • Branding elements |
| • Symbols | • Accessibility requirements |

Variations should only occur where legislative, safety or site-specific operational requirements make them necessary.

Signage Register

The Shire should maintain a central register of all permanent public signage.

The register should include, where practical:

- | | |
|------------------------------|--|
| • Sign identification number | • Asset condition |
| • Location | • Maintenance history |
| • Sign family | • Ownership and responsible business unit. |
| • installation date | |

Maintaining a central asset register supports lifecycle planning, budgeting and future replacement programmes.

Review and Continuous Improvement

This Style Guide should be reviewed periodically to ensure it remains aligned with changing legislation, Australian Standards, Council policies and community expectations.

Feedback from Council officers, contractors and the community should be considered when evaluating opportunities to improve the effectiveness, accessibility and consistency of the Shire’s signage network.

Any amendments to approved sign families or design standards should be incorporated into future revisions of this document to ensure a single, authoritative reference for all signage undertaken by the Shire of Waroona.

2. Visual System

2.1 The Logo (Shire of Waroona)

The Shire of Waroona logo is a specially designed mark and must not be typeset, traced, respaced, redrawn or modified in any form by either manual or electronic methods.

The proportions, spacing, relative positioning and colour of the Shire of Waroona logo must remain consistent, as set out in the Shire of Waroona Corporate Style Guide.

The Shire of Waroona logo must never be used in any other relationship other than the one in these guidelines and the Shire of Waroona Corporate Style Guide.

.....
Note: To reproduce the logo, use only the digital files that are part of the attachments to this manual.

Shire of Waroona Logo Suite



Landscape Logo Version



Portrait Logo Version



Landscape Logo (Mono)



Portrait Logo (Mono)



Landscape Logo Reversed (Colour)



Vertical Logo Reversed (Colour)



Landscape Logo Reversed (Mono)



Vertical Logo Reversed (Mono)

2.2 Typography

The Semplicita family, it is our brand font and comes in varying weights.

For legibility and clarity, Semplicita is the recommended typeface to be used on all signage.

All type should be left aligned, unless indicated for specific signage within this document. Never use a justified setting for type.

Wording on signs should all be applied in either sentence or Title Case for legibility (as appropriate).

Headings / titles

For all headings and titles of Shire of Waroona signage Semplicita Bold is used.

Sub heading

For all sub heading of Shire of Waroona signage Semplicita Semi-Bold is used.

Body copy

For all body copy of Shire of Waroona signage Semplicita Regular is used.

Semplicita Pro Light
Semplicita Pro Regular
Semplicita Pro Medium
Semplicita Pro Semi-Bold
Semplicita Pro Bold

2.3 Colour Palette

The Shire of Waroona’s visual identity is supported by a carefully selected colour palette that reflects the character of the region, drawing inspiration from its natural landscapes, environment, heritage and community. Consistent application of these colours across the Shire’s signage network helps create a cohesive, recognisable and professional identity.

The primary colour palette is to be used on all Shire signage wherever appropriate, ensuring a consistent appearance across public spaces, parks, reserves, streetscapes, buildings and community facilities. In addition to reinforcing the Shire’s brand, the consistent use of colour assists residents and visitors in readily identifying official Shire signage.

The nominated Pantone Matching System (PMS) colours and approved paint references contained within this guide are to be used to achieve accurate colour reproduction across a range of substrates and manufacturing processes. Equivalent CMYK, RGB and HEX values may be used for printed and digital applications where appropriate, provided they closely match the approved brand colours.

Where a particular signage application or fabrication method requires an alternative specification, or where there is uncertainty regarding colour selection or reproduction, designers and signage contractors should consult the Shire of Waroona prior to manufacture to ensure consistency with the approved branding standards.



Pantone 7711

C80 M25 Y25 K0
Avery 900 #####



Pantone 7488

C50 M0 Y100 K0
Avery 900 #####



Pantone 7482

C85 M10 Y100 K0
Avery 900 #####



Pantone 1375

C0 M40 Y100 K0
Avery 900 #####



Pantone 3248

C55 M0 Y30 K0
Avery 900 #####



Pantone 446

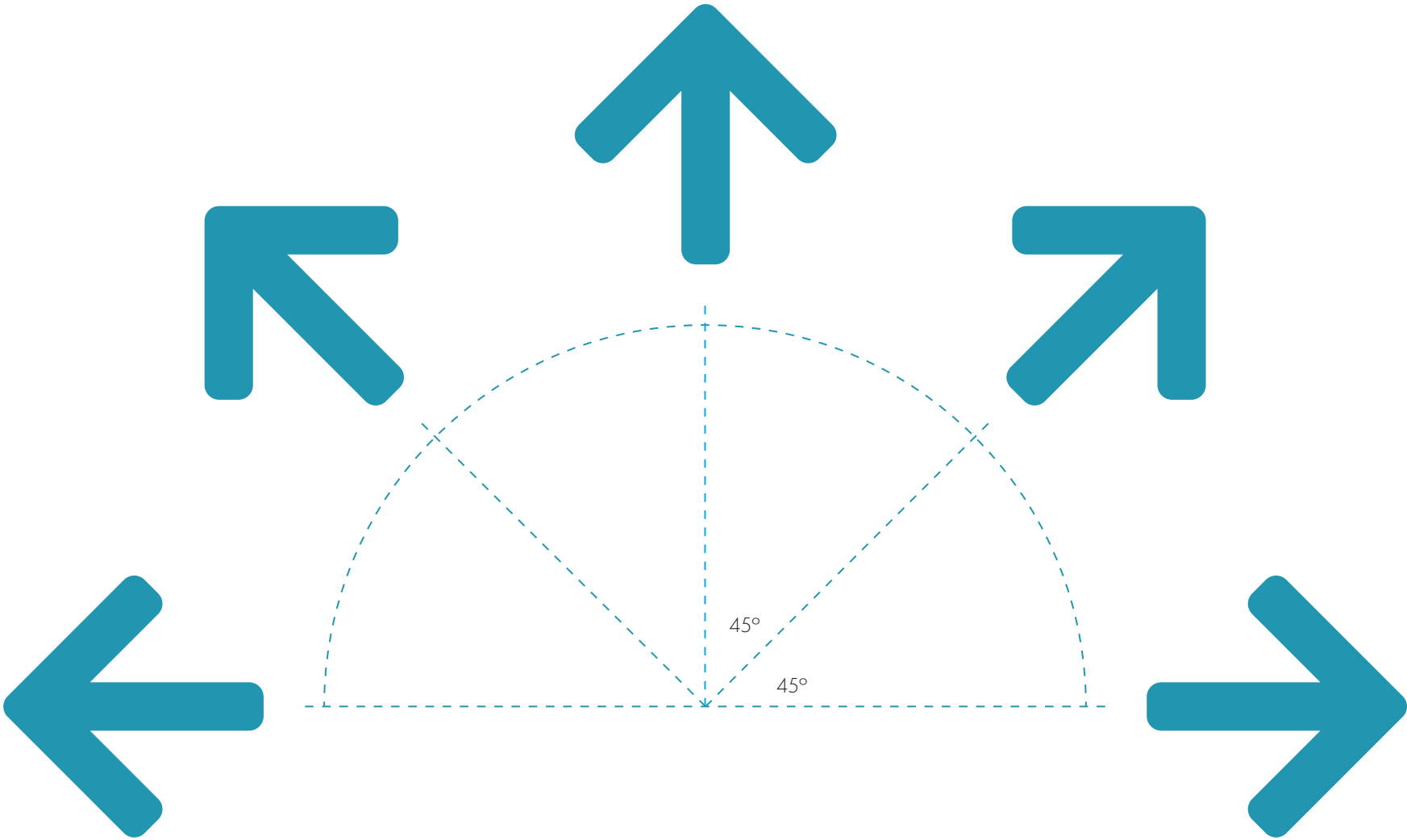
C68 M62 Y58 K45
Avery 900 #####

2.4 Directional Arrows

Directional arrows are a fundamental element of the Shire of Waroona’s wayfinding system and shall be applied consistently across all directional signage to provide clear, intuitive navigation for residents and visitors. To maintain a coordinated signage network, only the approved directional arrows contained within this Style Guide shall be used.

The approved arrow may be rotated to indicate the permitted directions illustrated in this guide. Backward-pointing arrows are not permitted, as the wayfinding system is designed to direct users towards destinations ahead of their current location rather than to locations already passed.

Master artwork for all approved directional arrows is included within this Style Guide and shall be used without alteration. The arrows are not to be redrawn, stretched, distorted or substituted with alternative designs, ensuring consistency and recognition throughout the Shire’s signage network.



1.5 Supporting Graphic - The Waroona Wave

The Shire of Waroona’s supporting graphic is the wave motif, a distinctive design element that reinforces the Shire’s visual identity across its signage network. Inspired by the region’s natural landscapes and waterways, the wave graphic provides a recognisable visual feature that complements the Shire’s logo while creating a cohesive and contemporary signage system.

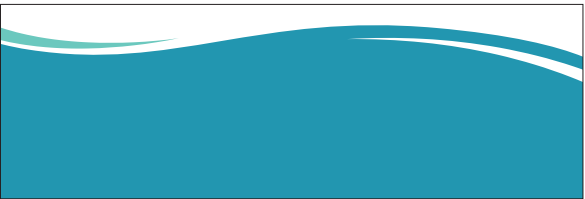
The diagram accompanying this section illustrates the proportions, construction and approved application of the wave graphic. These proportions are to be maintained at all times to preserve the integrity and consistency of the design.

The wave graphic may be used to separate information, define sign panels, create visual hierarchy or provide a dedicated area for the Shire logo and other graphic elements. It should enhance the overall sign design without compromising the legibility of text, symbols or directional information.

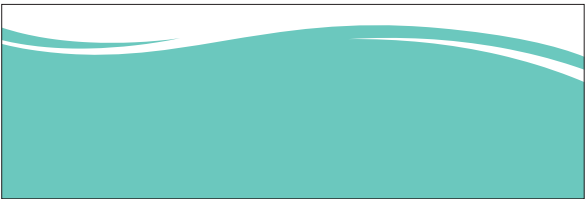
Where required by the sign format, the wave graphic may be rotated for vertical applications, provided its proportions and orientation remain consistent with the approved artwork. The graphic may be reproduced in any of the approved Shire corporate colours contained within this Style Guide, allowing flexibility across different sign types while maintaining a unified visual identity.

The approved master artwork supplied with this Style Guide must be used for all applications. The supporting graphic is not to be altered, redrawn, stretched or otherwise modified beyond proportional scaling and approved colour variations.

Landscape application



Pantone 7711



Pantone 3248



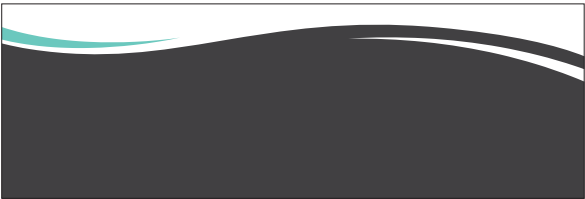
Pantone 7482



Pantone 7488

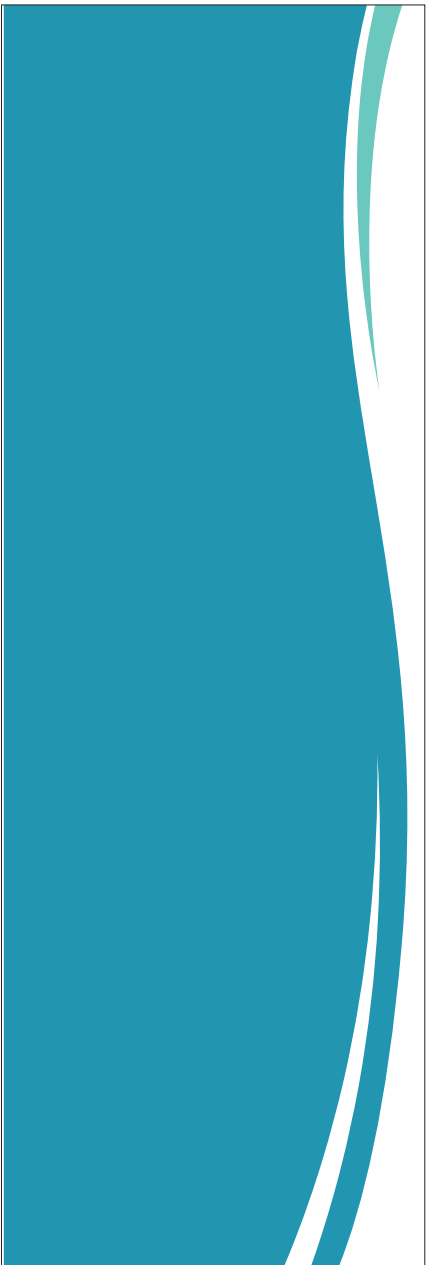


Pantone 1375



Pantone 446

Portrait Application



3. Entry & Welcome Signs

3.1 Shire Boundary Entry Statements

Boundary Entry Statements provide visitors with a clear sense of arrival into the Shire of Waroona, reinforcing community identity and creating a positive first impression. Positioned on major approach roads, these signs serve as gateway markers, welcoming travellers and strengthening the Shire’s regional brand.

The Shire’s existing boundary entry signs were originally installed as part of the former Peel Region branding initiative. While the supporting structures remain in sound structural condition and have existing Main Roads Western Australia location approvals, the sign faces have deteriorated through weathering and prolonged exposure. Fading graphics, outdated branding and general wear have diminished their visual impact and no longer reflect the contemporary identity of the Shire.

Rather than replacing the complete structures, it is recommended that the existing sign faces be reskinned using the new Shire of Waroona design. This approach provides a cost-effective and sustainable solution by retaining the existing infrastructure while delivering a contemporary, consistent and recognisable gateway statement.

- Reskinning the existing structures offers a number of benefits, including:
- retaining existing Main Roads Western Australia approved locations, avoiding the need for relocation or additional approval processes;
- significantly reducing capital costs compared with constructing entirely new gateway signs;
- minimising installation time and disruption to road users;
- reducing waste by reusing structurally sound infrastructure;
- presenting a consistent visual identity that aligns with the Shire’s current branding and this Signage Style Guide; and
- creating a stronger and more welcoming sense of arrival for residents and visitors.

The proposed design incorporates the Shire’s contemporary branding, utilising a clean, uncluttered layout, bold typography and the distinctive ‘Sea to Scarp’ identity. The simple, high-contrast design improves legibility for motorists travelling at highway speeds while providing a recognisable gateway feature that reinforces the Shire’s unique identity.



3.2 Town Entry Statements concept development



4. Wayfinding Signs

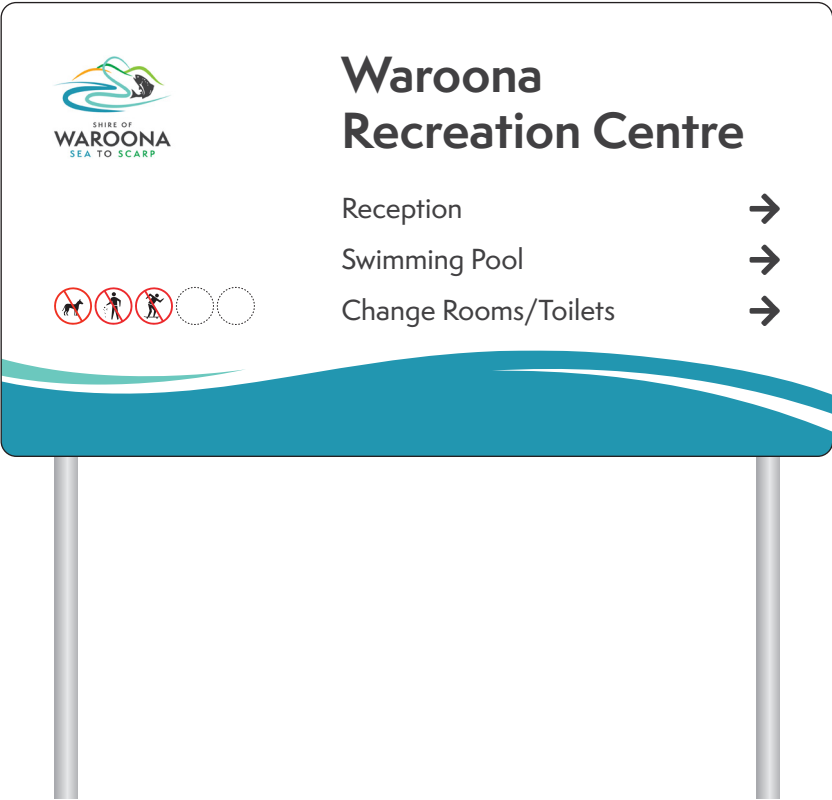
4.1 Signage Overview

Wayfinding Signs

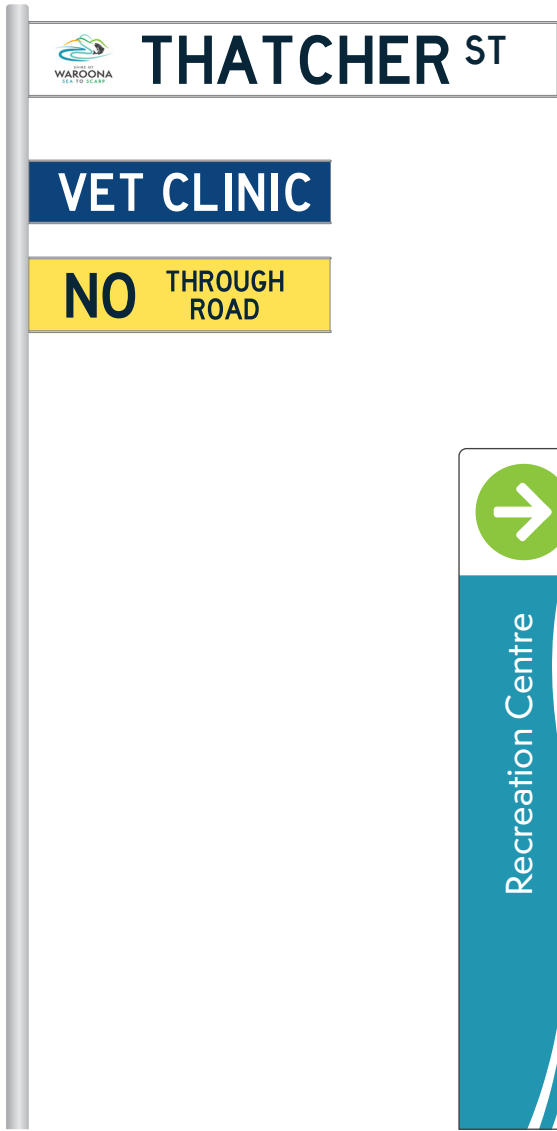
Below is are examples of Shire of Waroona wayfinding signs.



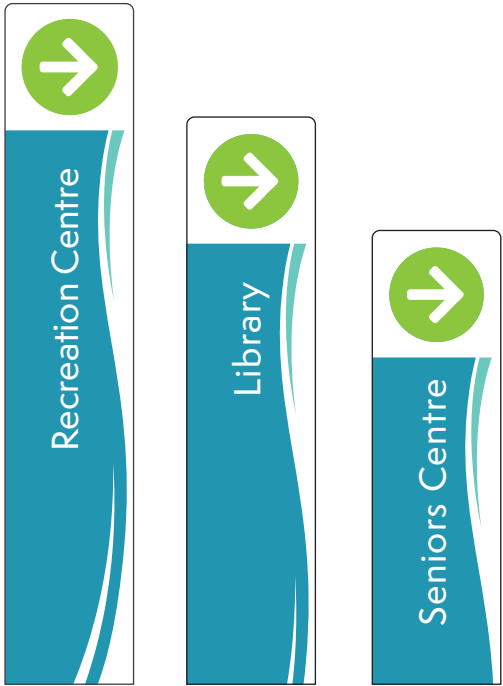
Facility Directional Sign – Type B
SWA_FS-002 / FS-L-002



Facility Directional Sign – Type A
SWA_FS-001 / FS-L-001



Fingerboard Street Name Sign
SWA_FIS-001/003



Facility Pedestrian Wayfinding Sign
SWA_PS-001/3

4.2 Facility Directional Sign

These signs are used at entrances of facilities and buildings to assist pedestrians to find their destination or location.

These Shire of Waroona standard panel signs use the Shire’s standard typeface for all Shire signage. This typeface will vary in size dependant on the size of the sign. Refer to the two standard sign sizes when choosing the correct sized typeface for your sign.

Sign Code: SWA_FS-001/2
Dimensions: Type A: 2400x1200 mm
Type B: 1500x800 mm

Type A Panel Sign

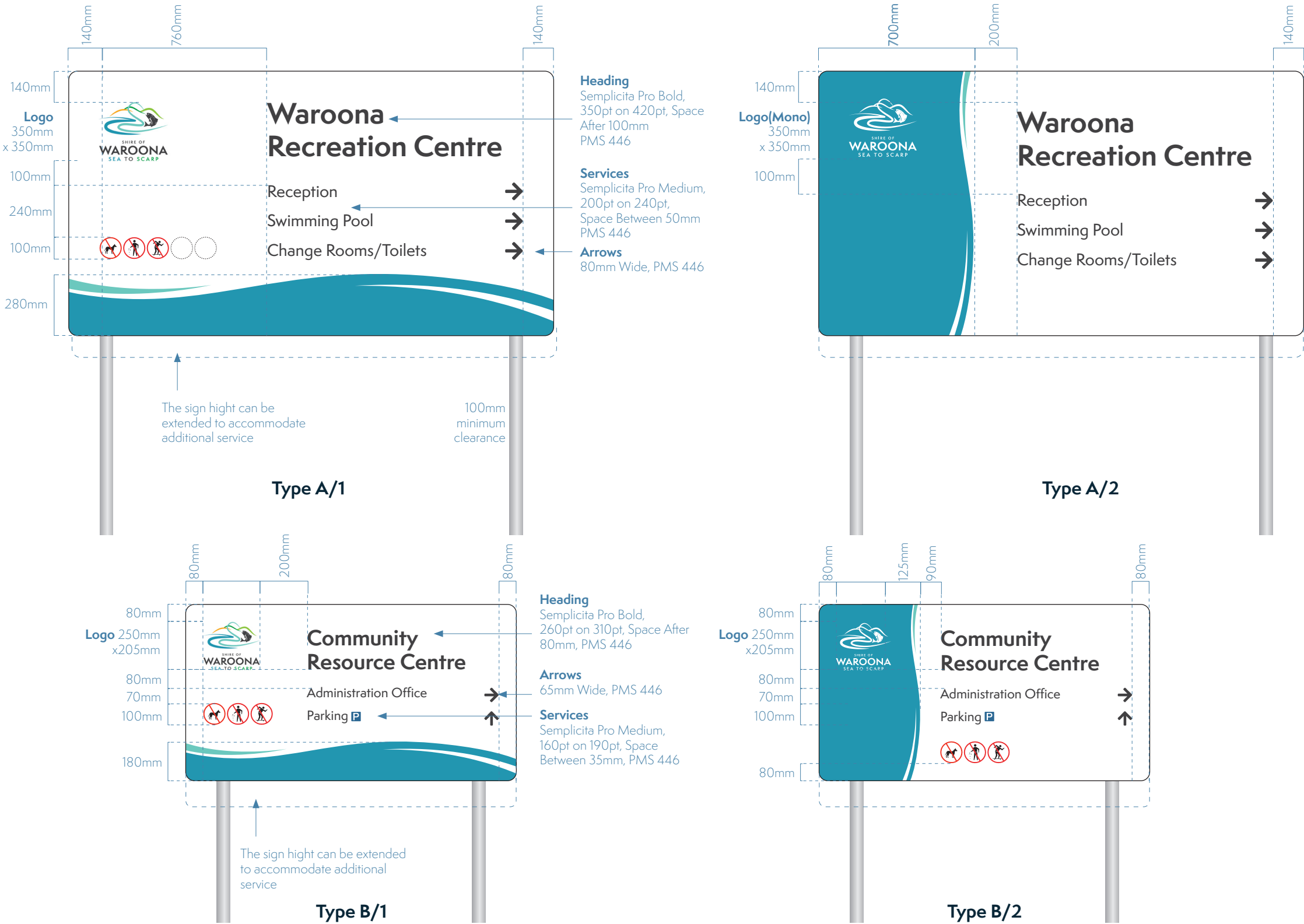
Type A Panel Signs are used at primary entrances to Shire of Waroona facilities where multiple services, buildings or destinations are located within a single precinct. They provide facility identification and directional information to assist visitors in navigating the site.

Typical applications include major community facilities such as the Waroona Recreation Centre, as well as vehicle wayfinding at car park entrances or locations requiring a comprehensive facility directory.

Type B Panel Sign

Type B Panel Signs are used at pedestrian and secondary entrances to Shire of Waroona facilities where multiple services or destinations are located within the same precinct. They provide facility identification and directional information to assist visitors with navigation.

Typical applications include community facilities such as the Community Resource Centre, as well as pedestrian wayfinding or smaller-scale facility identification where a reduced sign format is appropriate.



4.2 Facility Directional Sign

Panel Construction

Panel: 3 mm marine-grade aluminium sheet.

Graphics: Avery Dennison 700 Series cut vinyl or digitally printed Avery media (as appropriate), with UV-stable anti-graffiti overlamine.

Rear Stiffening: 3 × 41 × 21 mm aluminium Unistrut channels fixed horizontally to the rear of the panel using stainless steel rivets.

Top rail: approx 150 mm below top edge.

Centre rail: centred vertically.

Bottom rail: approx 150 mm above bottom edge.

Support Structure

Posts: 2 × 100 × 100 × 4 mm hot-dip galvanised steel pole with end caps. Position posts approximately 250–300 mm from each end of the panel.

Panel fixed to posts using vandal-resistant security fixings through the Unistrut rails.

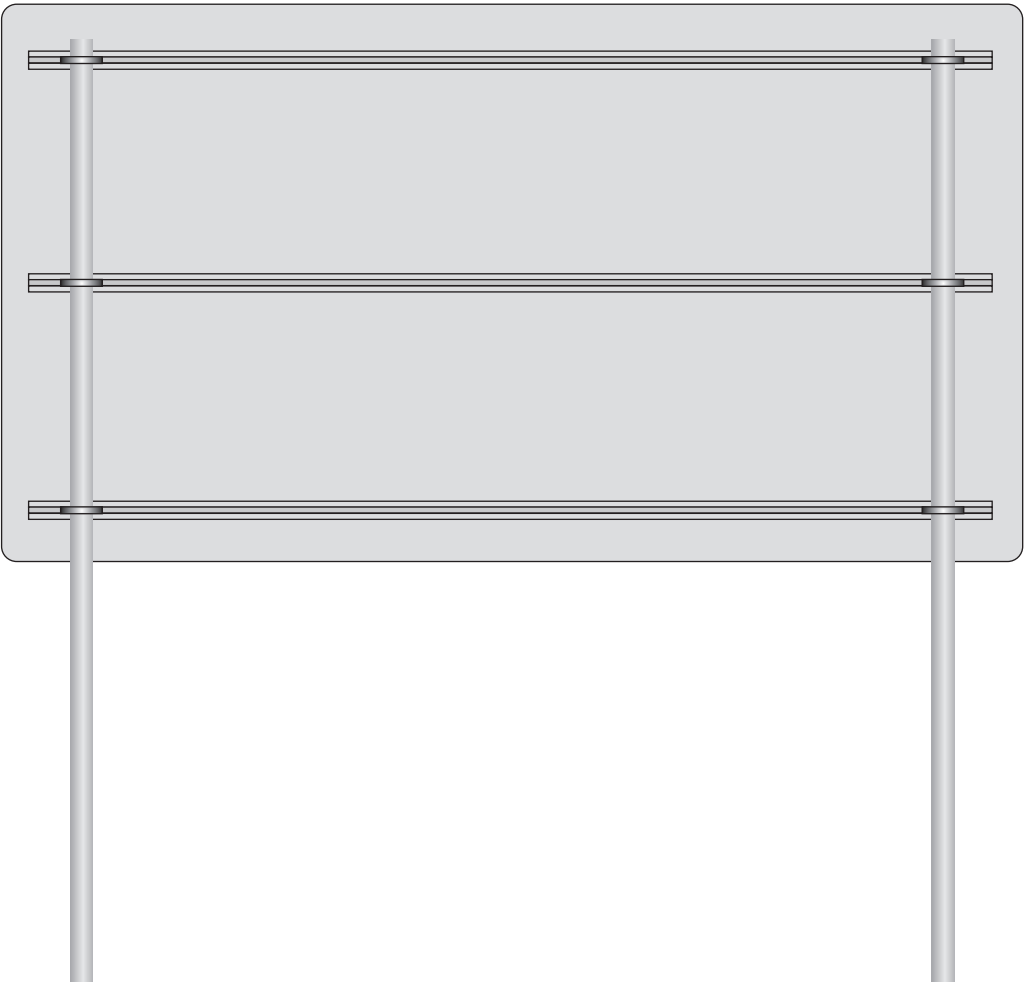
Foundations

Concrete: 25 MPa reinforced concrete.

Footings: 450 mm diameter × 900 mm deep (minimum). Posts embedded a minimum of 800 mm into the footing.

Finish

- Aluminium edges deburred and smooth.
- Steelwork hot-dip galvanised to AS/NZS 4680.
- Powder coat posts where specified by the Shire.
- All fixings to be stainless steel Grade 316 in coastal environments (Grade 304 is generally suitable inland).



4.3 Facility Pedestrian Wayfinding Sign

These signs are used at decision points at facilities and buildings to assist pedestrians to find their way to their destination or a particular location.

Sign Code: SWA_PS-001/3
Dimensions: Type A: 340x1800 mm
Type B: 340x1500 mm
Type C: 340x1200 mm

Fabrication

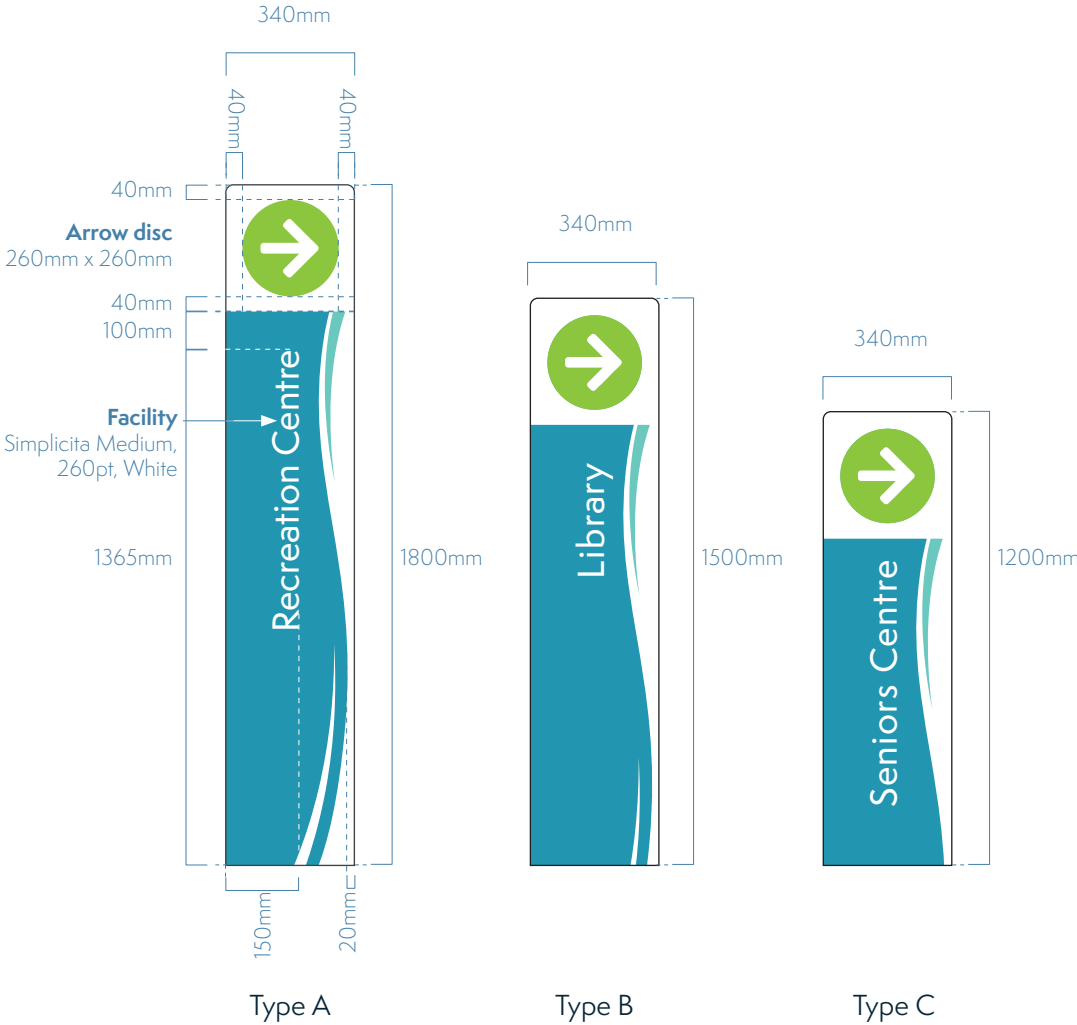
Overall height: 1800 mm Width: 340 mm
Internal frame: 80 × 80 mm galvanised RHS (box steel)
Faces: 3 mm aluminium composite material (ACM)
Non-illuminated

Installation

Foundation: 450 mm diameter × 900 mm deep reinforced concrete footing (minimum).
Concrete: 25 MPa minimum.
Post embedment: Approximately 800–900 mm into the footing. Or N12 cage or equivalent, designed by the fabricator if required.

Foundations:

Install on a minimum 450 mm diameter × 900 mm deep 25 MPa reinforced concrete footing. The signage contractor shall verify footing dimensions to suit the sign construction, wind loading, soil conditions and site-specific engineering requirements. All structural components and footings shall comply with the relevant Australian Standards.



4.4 Fingerboard Street Name Sign

The following apply to all fingerboard signs:

Each individual sign is to incorporate the service and/or tourist feature/s, represented by a standard symbol where available, or standard text if necessary, and the directions to proceed.

The use of Australian Standard service and tourist symbols is limited to five symbols per sign.

In any one sign stack the maximum number of fingerboards is four, inclusive of the road name sign.

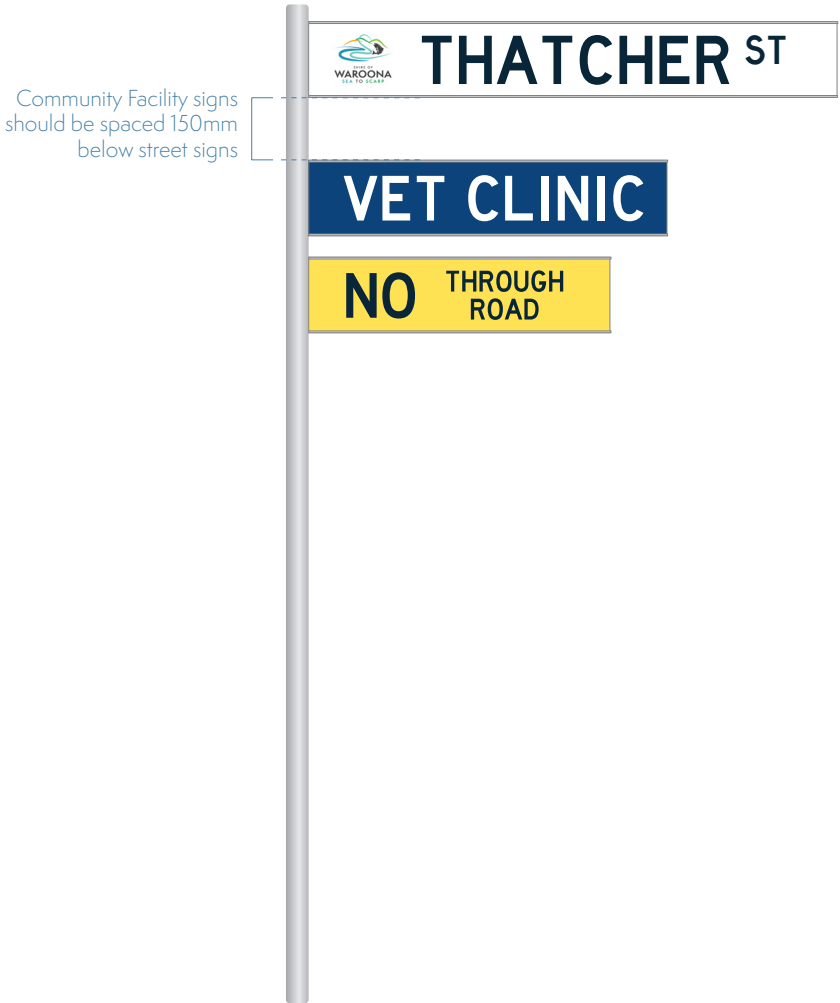
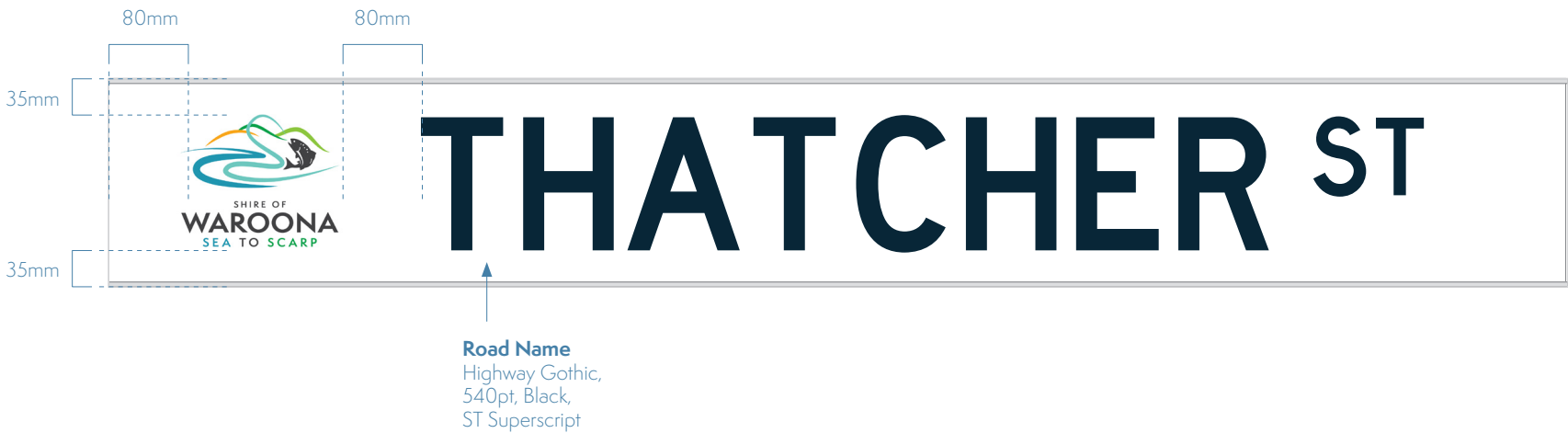
Tourist and service signs shall have upper case lettering only using the Australian Standard (AS) 1744 Series standard font.

For more information refer to Australian Standards.

Sign Code: FIS-001/003
Dimensions: Vary x 200 mm
Max. Length: 1400 mm (w)

Text: Refer to Australian Standard Alphabets for Road Signage AS 1744-1975 for details.

Sign Face: Maximum length of 1400mm and height of 200mm.



5. Facility & Building Signs

5.1 Signage Overview

Facility & Building Signs

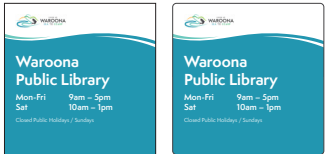
Below are examples of Shire of Waroona Facility & Building signs.



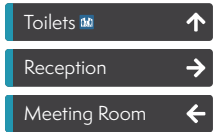
SWA_Facility Building Sign
FBS-001
FBS-L-001



SWA Secondary Facility Entry Sign
SFS-001
SFS-L-001



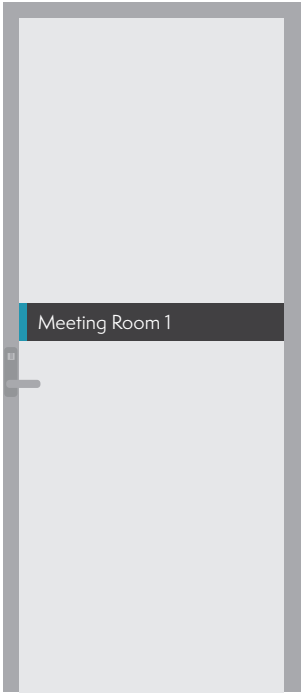
Information Entry Sign
IES-001
IES-L-001



Internal Directional Signs
IDS-001
IDS-L-001



Internal Directional Signs
IDS-002
IDS-L-002



Glass Door Decals
GDD-001

5.2 Facility Building Sign

Sign Code: SWA_FBS-001
SWA_FBS-L-001
Dimensions: 3800x600 mm



Large Facility Panel Signs

Large facility panel signs provide prominent identification for Shire-owned buildings and community facilities. Typically mounted directly to building façades, these signs are designed to clearly identify major facilities while reinforcing the Shire of Waroona’s visual identity. Typical applications include community centres, recreation facilities, libraries, administration buildings and other significant public buildings.

Dimensions

Length: 3000–5000 mm (site specific) Height: 600 mm

Overall dimensions may be varied to suit the architectural features of the building and the scale of the façade.

Panel Construction

3 mm Aluminium Composite Material (ACM) panel. Panel to be reinforced with an aluminium subframe where required to prevent deflection and ensure a flat finish.

Exposed edges to be neatly finished with folded returns or proprietary aluminium edge sections.

Graphics

Digitally printed or cut premium-grade Avery Dennison vinyl, as appropriate.

Graphics protected with a UV-resistant anti-graffiti overlamine where digitally printed. Typography, colours and symbols to comply with this Style Guide.

Fixings

Concealed aluminium mounting system or concealed stainless steel mechanical fixings. Panels to be securely fixed to the building structure in accordance with the manufacturer’s recommendations. Fixing methods are to allow for thermal expansion and contraction while maintaining a flush, level appearance. All fixings to be corrosion-resistant and suitable for the installation environment.

Finish

ACM finish and colours to comply with the approved Shire of Waroona colour palette. All exposed metal components to be powder coated or anodised where required to match the sign design.

Stainless steel Grade 316 fixings to be used in coastal or corrosive environments.

Installation

Signs shall be installed level, plumb and aligned with the building architecture.

Final sign location shall consider visibility, pedestrian circulation, existing services, lighting and architectural features. Installation shall not damage or compromise the building envelope or waterproofing systems.

All signs shall comply with the relevant Australian Standards, National Construction Code and manufacturer installation requirements.

5.3 Secondary Facility Entry Sign

Secondary Facility Entry Signs provide clear identification of individual buildings, entrances and facilities within the Shire of Waroona. Typically mounted adjacent to, or directly above, pedestrian entrances, these signs assist visitors in confirming their destination and improve navigation within larger community, recreational and civic precincts.

These signs are generally installed at eye level and are intended to complement primary facility identification signage by providing clear and legible building or entry identification. Typical applications include community centres, administration buildings, sporting facilities, public amenities, meeting rooms and other Shire-managed facilities.

Sign Codes:

SWA_SFS-001

SWA_SFS-L-001

Dimensions:

650 × 350 mm (standard)

Sign width may be increased where required to accommodate longer facility names or site-specific design requirements while maintaining the approved sign proportions and layout.

Construction:

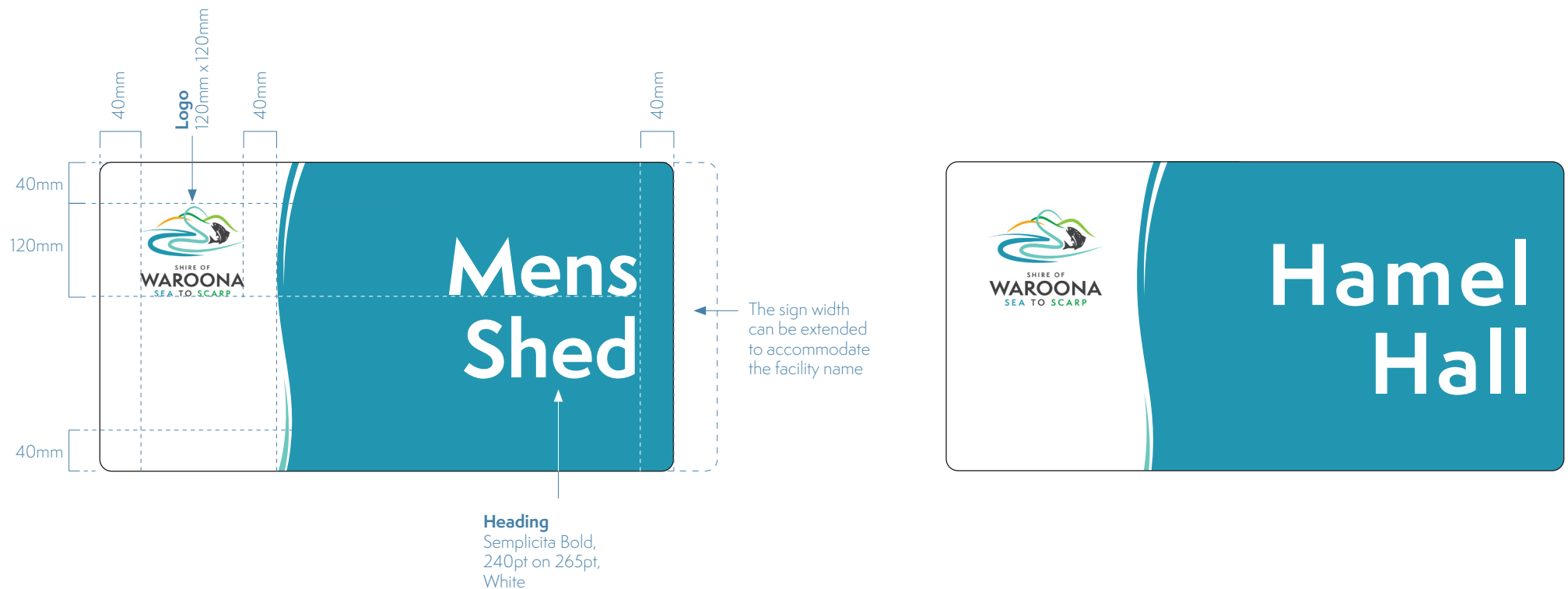
3 mm Aluminium Composite Material (ACM) panel with concealed fixings suitable for wall-mounted applications.

Graphics:

Premium-grade vinyl graphics or digitally printed graphics with UV-resistant anti-graffiti laminate, in accordance with the Shire of Waroona colour palette and typography standards.

Installation:

Signs shall be securely mounted to external building walls and positioned to maximise visibility from pedestrian approaches while complementing the architectural character of the facility.



5.4 Information Entry Sign

Information Entry Signs are installed at the principal pedestrian entrance to Shire of Waroona facilities to provide visitors with essential information upon arrival. They clearly identify the facility and communicate key operational details, including the facility name, street address, opening hours, contact information and any other site-specific information required by the Shire.

These signs provide a consistent and welcoming point of reference for visitors, enabling them to quickly confirm they have arrived at the correct destination and access important information before entering the building.

Information Entry Signs are typically manufactured using the same materials, finishes and fixing methods as the Secondary Facility Entry Signs to ensure a coordinated appearance across all Shire facilities.

Sign Code: SWA_IFS-001 (or as applicable)

Typical Dimensions: 650 × 350 mm (or as required to accommodate the information to be displayed)



5.5 Internal Directional Signs

Internal Directional Signs provide clear and consistent wayfinding within Shire of Waroona buildings and facilities. They assist visitors in locating key destinations such as offices, meeting rooms, amenities, community spaces and other public facilities, improving navigation and enhancing the overall visitor experience.

These signs should be positioned at key decision points, including entrances, corridors, intersections and lift or stair locations, to provide intuitive guidance throughout the building. Information should be clear, concise and presented using the approved typography, symbols, colours and directional arrows contained within this Style Guide.

Sign Code: SWA_IDS-001

Alternative Size: SWA_IDS-L-001

Dimensions: 650 × 100 mm (or extended where additional destinations are required)

Construction

3 mm Aluminium Composite Material (ACM). Digitally printed or cut premium-grade Avery Dennison vinyl graphics.

Colours, typography and symbols to comply with this Style Guide.

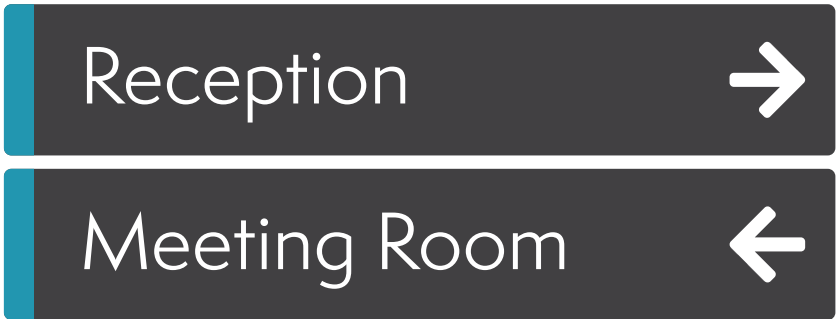
Fixings

Concealed mechanical fixings or high-strength double-sided mounting tape suitable for the wall substrate.

Signs to be installed level and securely fixed with concealed fixings wherever practicable.

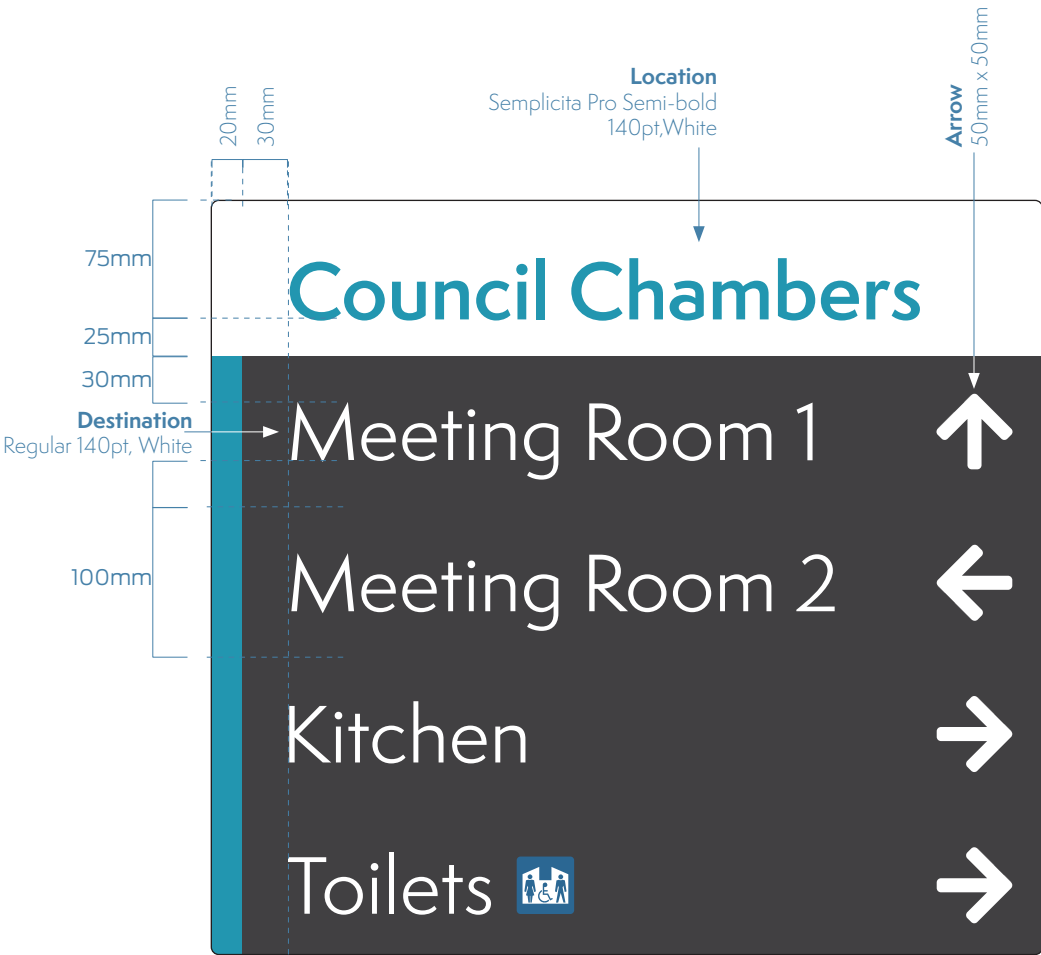


These signs panels can installed singularly or grouped. Panels can be shortened or lengthened to suit the application



Destination Semplicita Pro Regular 140pt, White

Destination Semplicita Pro Regular 140pt White



Destination Semplicita Pro Regular 140pt, White

Location Semplicita Pro Semi-bold 140pt, White

Arrow 50mm x 50mm

5.6 Glass Door Decals

Glass Door Decals provide clear identification of entrances, facility names and other essential information while improving the visibility of glazed doors and reducing the risk of accidental collision. They may also incorporate directional or operational information where required.

These decals should be applied consistently across all Shire of Waroona facilities using the approved typography, colours and graphic elements contained within this Style Guide.

Sign Code: GDD-001

Dimensions: 100 mm (h), Width to suit door or glazing panel.

Construction

Material: Premium polymeric or cast self-adhesive vinyl suitable for long-term exterior application to glass.

Graphics: Computer-cut or digitally printed Avery Dennison premium-grade vinyl (or approved equivalent).

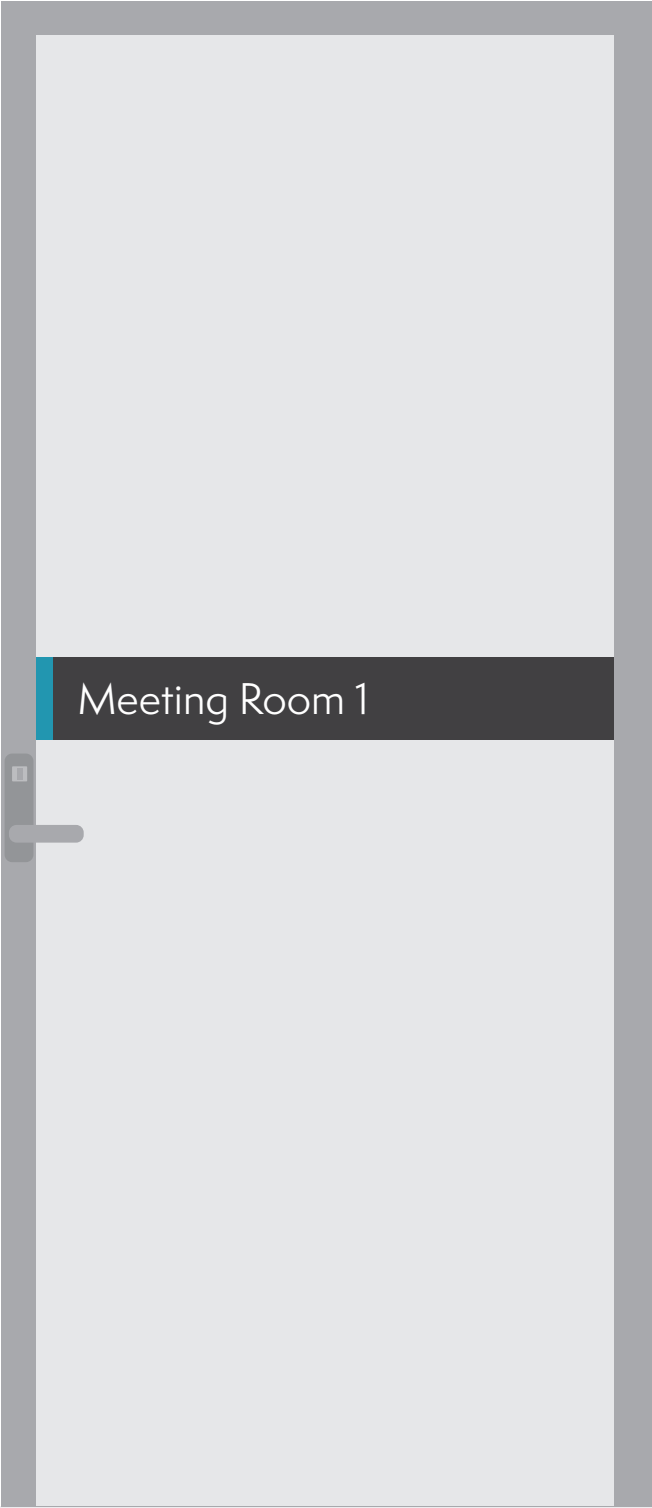
Finish: UV-resistant clear overlamine for digitally printed graphics. Cut vinyl graphics do not require lamination.

Application: Applied to the internal surface of glazing wherever practical to protect the graphics from weathering and vandalism. Where external application is required, vinyl shall be suitable for external exposure.

Manifestation: Glass entry doors and full-height glazed panels shall incorporate contrasting decals or bands to improve visibility and comply with accessibility requirements.

Installation: Surfaces shall be clean, dry and free from contaminants prior to application. Decals shall be applied free of bubbles, wrinkles and lifting.

NOTE: Glass manifestation bands are to be installed at approximately 900–1000 mm and 1400–1600 mm above finished floor level, in accordance with accessibility best practice and the National Construction Code. This ensures large glazed doors and panels are readily visible to pedestrians.



Glass Door

5.7 Facility Sub-brands and Secondary Colour Palette

While the primary Shire of Waroona brand should be used for the majority of Council signage, there are occasions where individual facilities, precincts or programmes benefit from a distinct visual identity.

To provide flexibility while maintaining a consistent corporate identity, approved facility sub-brands may utilise the secondary colour palette through the application of the Waroona Wave graphic element.

The Waroona Wave remains the unifying visual element across all signage, ensuring that individual facilities continue to be immediately recognisable as part of the Shire of Waroona family of assets. The use of alternative colours allows each facility or destination to develop its own character while maintaining a strong visual relationship with the primary corporate brand.

The secondary colour palette may be used to:

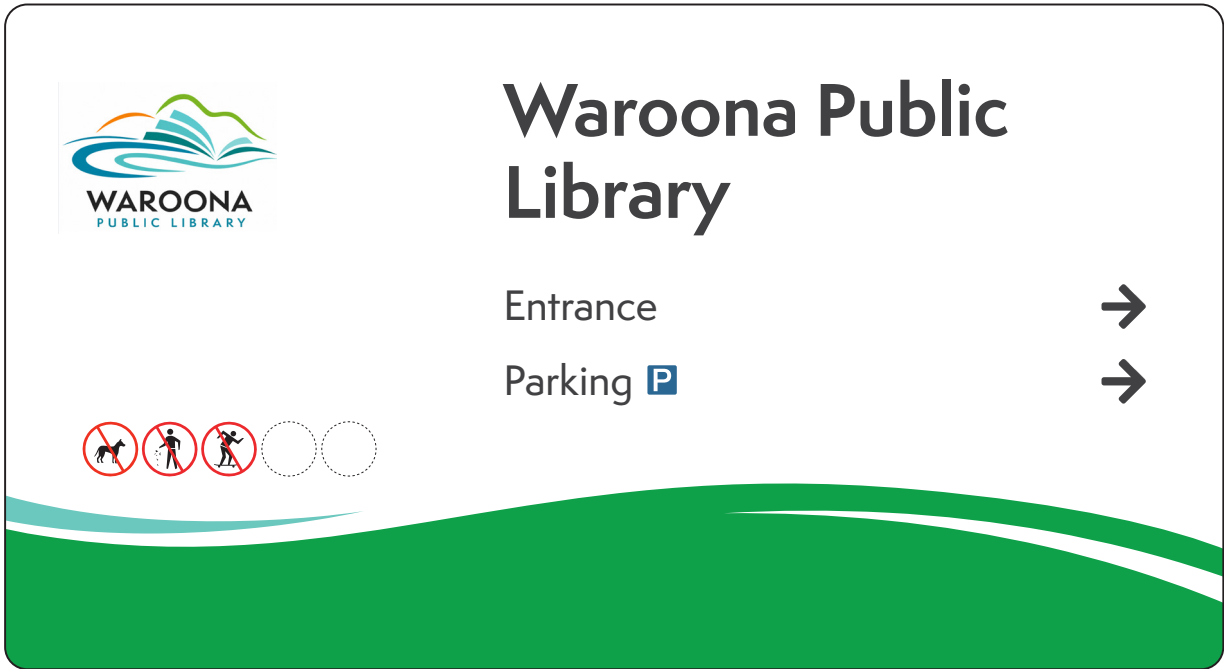
- Differentiate major Council-owned facilities and precincts;
- Assist visitors in recognising individual destinations;
- Support place-making initiatives and destination branding;
- Improve visual recognition across large or multi-site facilities; and
- Reinforce the unique identity of individual venues without compromising the integrity of the Shire’s corporate identity.

The approved secondary colours are to be applied only to the Waroona Wave graphic or other nominated design elements identified within this Style Guide. All other branding components, including typography, layout, logos, materials and signage formats, should remain consistent with the approved corporate design standards.

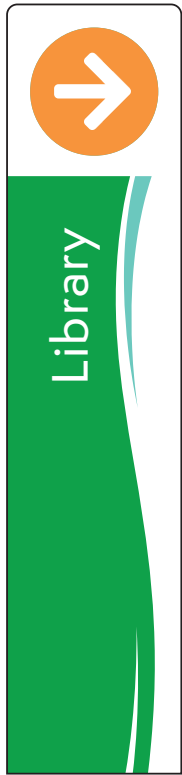
NOTE - The introduction of additional colours or alternative graphic treatments outside the approved palette is not permitted unless specifically approved by the Shire.



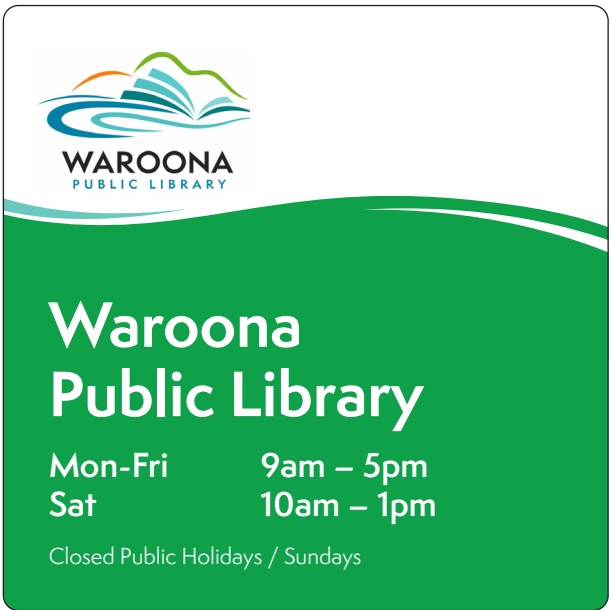
Facility sign



Facility directional sign



Pedestrian wayfinding sign



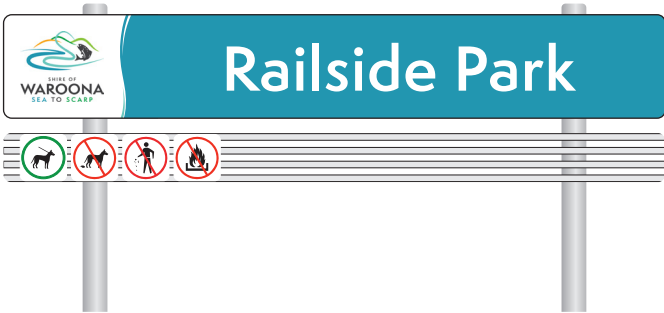
Information entry sign

6. Parks & Amenity Signs

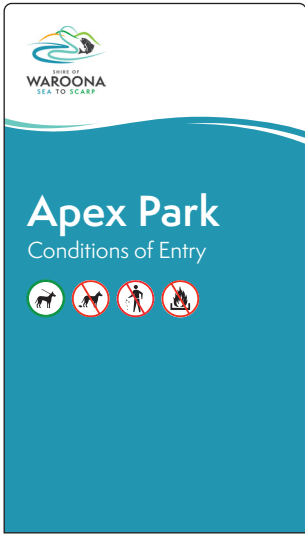
6.1 Parks & Amentity Signs



SWA_Primary Park Entry Sign
PPE-001



SWA_Secondary Park Entry Sign
SPE-001



SWA_Park Regulatory Sign
PRS-001

6.2 Primary Park Entry Sign

Park Entry Signs provide prominent identification for the Shire of Waroona’s principal parks, reserves and recreation areas. Positioned at the main pedestrian and vehicle entrances, these signs welcome visitors, reinforce the Shire’s identity and clearly identify the park or reserve. Depending on the site requirements, the signs may be installed as either single-sided or double-sided units.

Sign Code: SWA_PPE-001

Typical Dimensions: 1100 × 2400 × 180 mm

Construction

3 mm Aluminium Composite Material (ACM) sign faces mounted to a fully welded hot-dip galvanised steel internal frame.

Internal frame constructed from 80 × 80 × 3 mm galvanised RHS steel with intermediate bracing as required. Overall sign depth: 180 mm.

Exposed edges neatly finished with folded or proprietary aluminium edge sections.

Sign faces to be removable where practicable to facilitate maintenance or replacement.

Graphics

Digitally printed or cut premium-grade Avery Dennison vinyl. UV-resistant anti-graffiti overlamine applied to all digitally printed graphics.

Colours, typography, symbols and supporting graphics to comply with this Style Guide.

Finish

All structural steelwork hot-dip galvanised to AS/ NZS 4680. Powder-coated components to match the approved Shire of Waroona colour palette where specified. All external fixings to be stainless steel Grade 316.

Installation

Signs may be installed as either single-sided or double-sided units mounted on reinforced concrete footings designed to suit site conditions, wind loading and engineering requirements.

Typical footing: 450 mm diameter × 900 mm deep, minimum 25 MPa reinforced concrete (subject to engineering verification).

Installed plumb, level and aligned with adjacent paths, roads or entry features.

Design Requirements

The park name shall be the dominant element.

Provision may be made for the Shire of Waroona logo, supporting wave graphic, regulatory information or interpretive elements where appropriate.

Sign placement should maximise visibility while avoiding conflicts with vehicle sightlines, pedestrian movement and existing vegetation.



6.3 Secondary Park Entry Sign

Secondary Park Entry Signs identify local parks, reserves and recreation areas where a smaller, more understated entry statement is appropriate. Installed at secondary entrances and neighbourhood parks, these signs provide clear facility identification while accommodating site-specific regulatory information such as dog controls, fire restrictions and other park rules.

Sign Code: SWA_SPE-001

Dimensions: 1600 × 200 mm (length may be increased to accommodate longer park names)

Construction

3 mm marine-grade aluminium sign panel.

Rear reinforced with 2 × 41 × 21 mm aluminium Unistrut channels fixed horizontally to provide rigidity and mounting points.

Sign panel mounted to 2 × 100 × 100 × 4 mm hot-dip galvanised RHS steel posts using concealed stainless steel or tamper-resistant fixings.

A further 4 × 41 × 21 mm galvanised Unistrut channels mounted below the primary sign panel to accommodate interchangeable regulatory symbol panels and supplementary information.

Graphics

Park name and graphics produced using premium-grade Avery Dennison cut or digitally printed vinyl.

Digitally printed graphics to be protected with a UV-resistant anti-graffiti overlamine.

Typography, colours, symbols and supporting graphics shall comply with this Style Guide.

Finish

Aluminium panel finished with radiused corners and smooth edges.

Steel posts hot-dip galvanised to AS/NZS 4680.

Powder-coated components where specified by the Shire.

All external fixings to be stainless steel Grade 316.

Regulatory Symbol Panels

Regulatory symbols shall comprise approved Australian Standard or ISO symbols where applicable.

Symbol panels shall be mounted to the lower Unistrut channels to allow individual symbols to be added, removed or replaced as site requirements change.

Typical symbols include dogs on lead, no dogs, no littering, no fires, no camping, no vehicles and other site-specific regulations.

Foundations

Posts: 2 × 100 × 100 × 4 mm galvanised RHS.

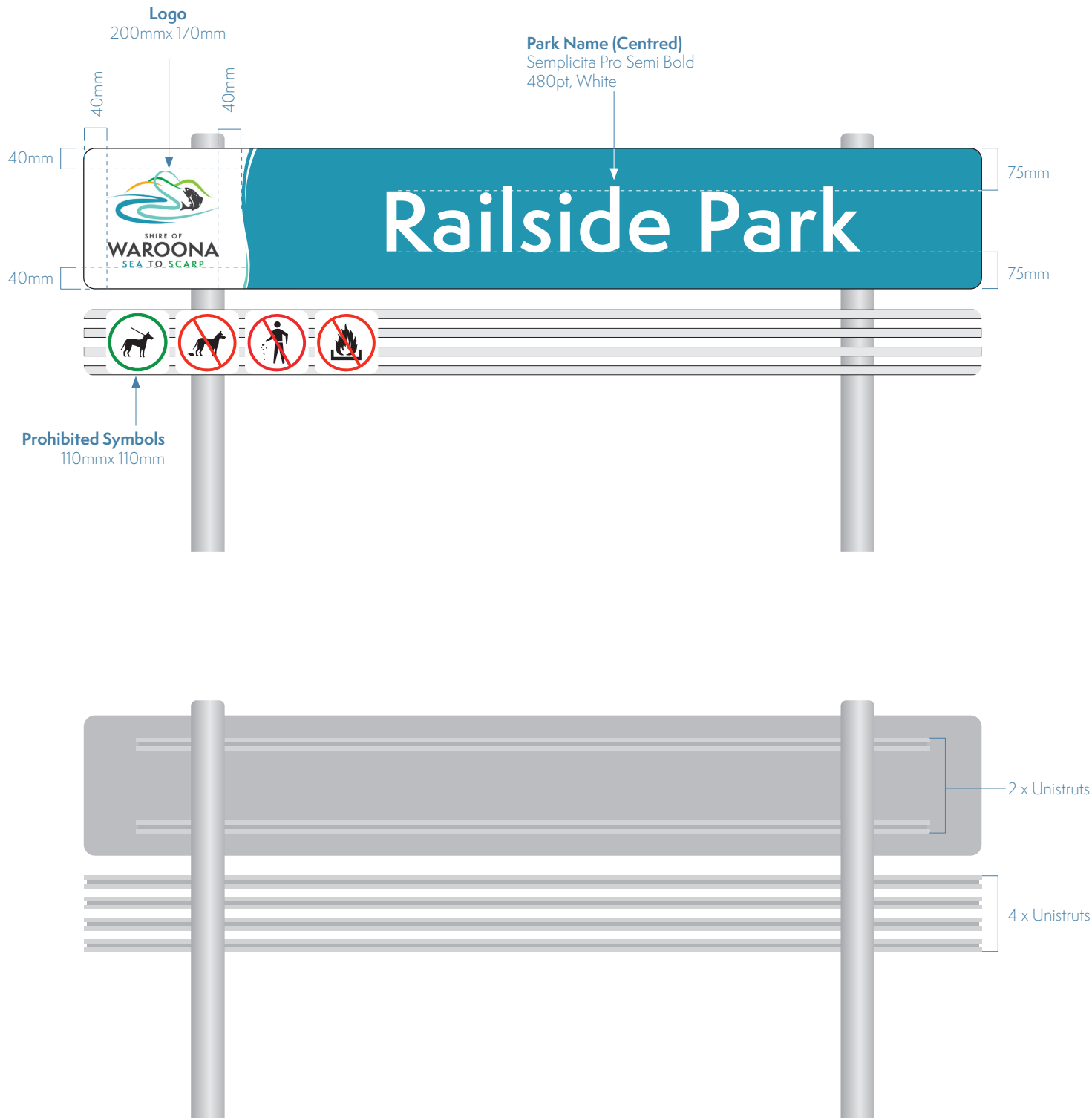
Concrete Footings: 450 mm diameter × 900 mm deep, minimum 25 MPa reinforced concrete.

Footing dimensions shall be verified by the signage contractor to suit site conditions, wind loading and engineering requirements.

Installation

Signs shall be installed level and plumb with the bottom of the sign panel positioned to maximise visibility while maintaining appropriate pedestrian and maintenance clearances.

Sign locations should be selected to provide clear visibility from approaching pedestrian paths and park entrances without obstructing sightlines or existing vegetation.



6.4 Park Regulatory Sign

Park Regulatory Signs communicate the conditions of use, local laws and behavioural requirements applicable to Shire of Waroona parks, reserves and recreation areas. Typically installed adjacent to vehicle parking areas and principal park entrances, these signs provide visitors with clear information on permitted and prohibited activities, helping to protect public safety, preserve the natural environment and promote responsible use of Shire facilities.

Park Regulatory Signs should present information in a clear and logical format, using approved Australian Standard and ISO symbols wherever possible to minimise the reliance on text and improve comprehension for all users.

Sign Code: SWA_PRS-001

Dimensions: 800 × 1400 × 100 mm

Construction

3 mm Aluminium Composite Material (ACM) sign faces mounted to a fully welded hot-dip galvanised steel internal frame.

Internal frame constructed from 80 × 80 × 3 mm galvanised RHS steel with intermediate bracing as required. Overall sign depth approximately 100 mm.

Single-sided construction unless otherwise specified.

Sign face to be removable where practicable to facilitate maintenance or future graphic updates.

Graphics

Digitally printed premium-grade Avery Dennison vinyl with UV-resistant anti-graffiti overlamine.

Colours, typography, symbols and supporting graphics shall comply with this Style Guide.

Regulatory information shall be presented using a combination of approved symbols and concise text.

Symbol hierarchy should give priority to Australian Standard symbols, with ISO symbols used where no Australian Standard equivalent exists.

Finish

All structural steelwork hot-dip galvanised to AS/ NZS 4680. Powder-coated components to match the approved Shire of Waroona colour palette where specified.

All external fixings to be stainless steel Grade 316.

Foundations

Mounted on 2 × 100 × 100 × 4 mm hot-dip galvanised RHS steel posts.

Concrete footings: 450 mm diameter × 900 mm deep, minimum 25 MPa reinforced concrete.

Footing dimensions shall be verified by the signage contractor to suit wind loading, soil conditions and site-specific engineering requirements.

Installation

Install adjacent to car parks, principal pedestrian access points or other high-use locations where the information is clearly visible to arriving visitors.

Signs shall be positioned to avoid obstructing vehicle sightlines, pedestrian circulation or maintenance access.

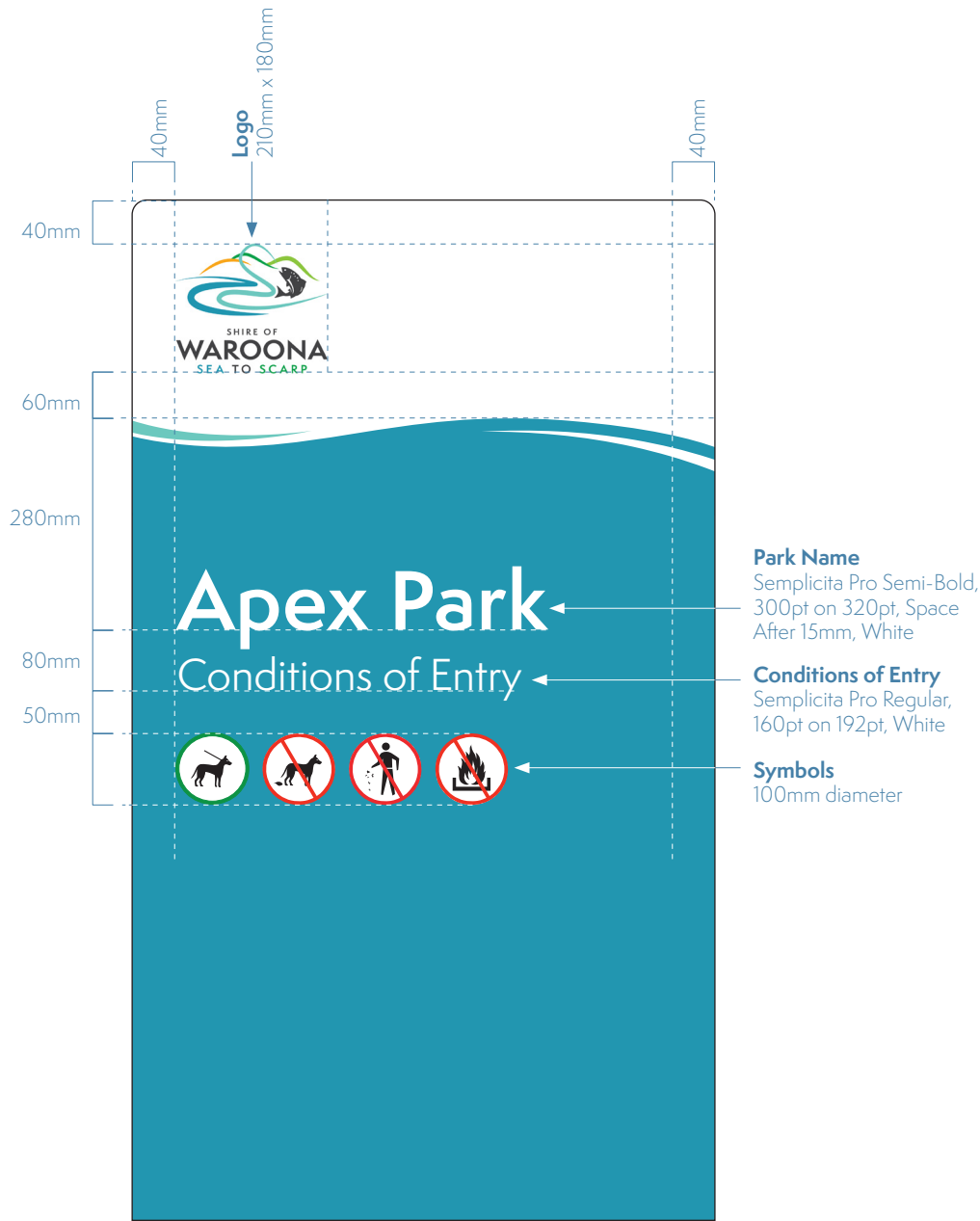
Install plumb and level, with sufficient clearance to allow ongoing landscape maintenance.

Design Requirements

The sign layout should provide a clear visual hierarchy, with the park name (where applicable), regulatory information and emergency or contact details presented in a logical sequence.

Typical information may include opening hours, dog control requirements, fire restrictions, camping restrictions, vehicle access, waste disposal, emergency contact information and other site-specific regulations.

The number of regulatory messages should be limited to those essential for the management of the site to maintain readability and avoid visual clutter.



7. Project Signs

7.1 Project Signs

Project Signs are installed to identify and promote Shire of Waroona infrastructure, capital works and community development projects. They provide the public with information about the project, including its purpose, funding partners, contractor details, project timelines and acknowledgements where required. These signs present a consistent and professional image while ensuring the community is informed about works being undertaken on behalf of the Shire.

Project Signs are typically installed at the commencement of construction and remain in place for the duration of the project. Two standard sizes are provided to suit projects of varying scale.

Sign Code: SWA_PS-001 (Large)
Sign Code: SWA_PS-002 (Standard)

Dimensions

Large Projects: 3000 × 1500 mm
Standard Projects: 1200 × 600 mm

Construction

3 mm Aluminium Composite Material (ACM) sign faces.
Single-sided construction unless otherwise specified.
Sign face to be removable where practicable to facilitate updating or replacement.

Graphics

Digitally printed premium-grade Avery Dennison vinyl with UV-resistant anti-graffiti overlaminates.
Typography, colours, logos and supporting graphics to comply with the Shire of Waroona Signage Style Guide.
Provision shall be made for project title, project description, Shire branding, funding agency logos, contractor details and project information as required.

Finish

All structural steelwork hot-dip galvanised to AS/NZS 4680. Powder-coated components where specified. All external fixings to be stainless steel Grade 316.

Foundations

Mounted on 2 × 85mm galvanised steel poles.
Large Project Sign (3000 × 1500 mm):
Concrete footings: 600 mm diameter × 1200 mm deep, minimum 25 MPa reinforced concrete.
Standard Project Sign (1200 × 600 mm):
Concrete footings: 450 mm diameter × 900 mm deep, minimum 25 MPa reinforced concrete.

Footing dimensions shall be verified by the signage contractor to suit wind loading, soil conditions and site-specific engineering requirements.

Installation

Signs shall be located in a prominent position where they are clearly visible from adjoining roads or public access areas while maintaining safe sightlines for pedestrians and vehicles.
Installation shall not obstruct pedestrian access, traffic movements or maintenance activities.
Signs shall be installed plumb, level and securely fixed in accordance with relevant Australian Standards.

Design Requirements

Project information should be presented in a clear and logical hierarchy, with the project title as the dominant element.
The number of logos and graphic elements should be kept to the minimum necessary to maintain legibility and visual impact.
All project signs shall reflect the Shire of Waroona’s approved branding, typography and colour palette to ensure a consistent and professional appearance across all capital works projects.



8. Interpretive signs

8.1 Interpretive Signs

INT-001 — Interpretive Signage Panel Specification

Panel Construction

- **Panel size:** 600 mm (W) × 400 mm (H), landscape orientation.
- **Substrate:** 3 mm Aluminium Composite Material (ACM).
- **Graphic finish:** High UV-resistant digitally printed vinyl applied directly to ACM.
- **Edge treatment:** Vinyl to be wrapped around all edges to prevent lifting, moisture ingress and substrate exposure.
- **Protective coating:** Apply high UV-resistant anti-graffiti laminate over the completed graphic surface for additional protection against weathering, abrasion and vandalism.

Panel Layout

All interpretive panels shall incorporate the approved Waroona Wave graphic as the header element.

Header: Size: 600 mm × 50 mm.

Position: Full width across the top of the panel.

Information Area: Content area to be contained within defined margins:

Top & Bottom: 60 mm

Left and right: 40 mm

Available content area: 520 mm (W) × 230 mm (H)

Content Layout Options

Interpretive panels shall utilise either a two-column or three-column format depending on content requirements.

Two Column Layout

- Suitable for longer narratives and larger imagery.
- Approximate column width: 250 mm.
- Central gutter: 20 mm.



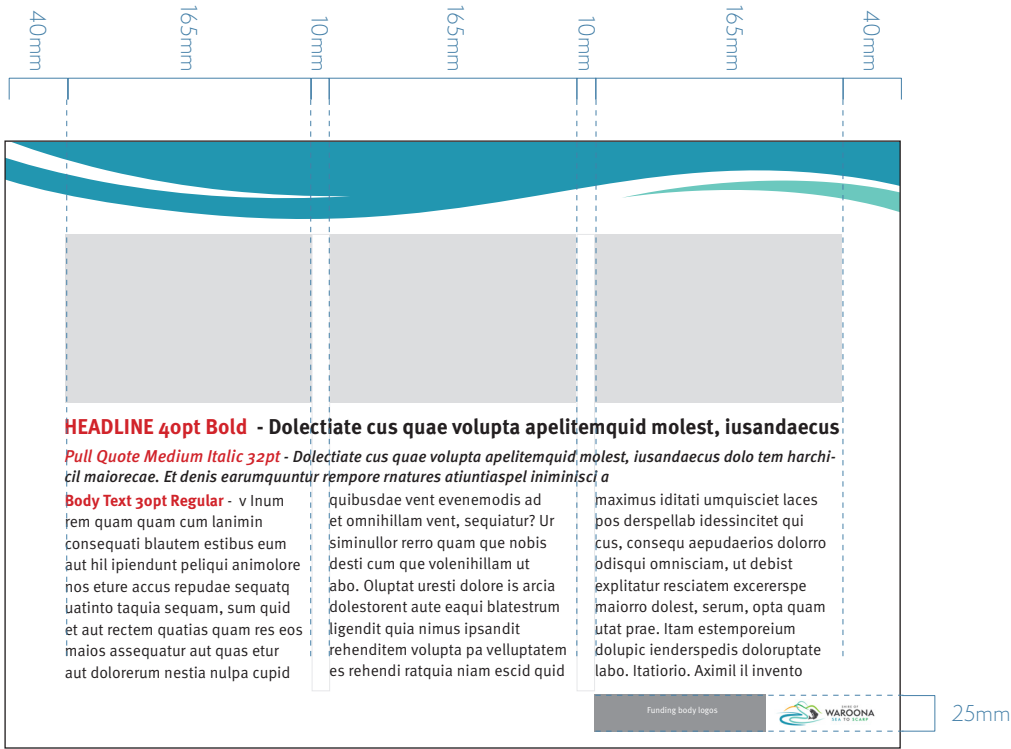
INT-001A - 3 column, portrait image

Three Column Layout

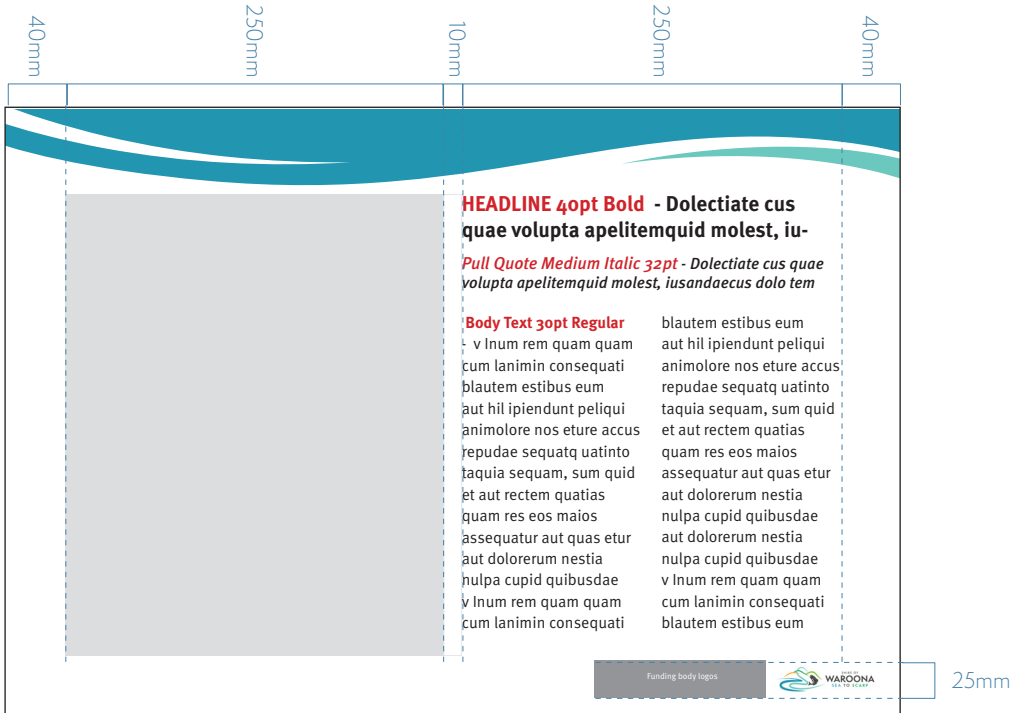
- Suitable for shorter text blocks, multiple themes or supporting information.
- Approximate column width: 160 mm.
- Column gutters: 20 mm.

Design Requirements

- Maintain consistent application of Shire of Waroona branding elements.
- Ensure clear hierarchy of headings, text and imagery.
- Use accessible typography, high contrast and concise interpretive content.
- Apply approved symbols, imagery and graphic elements in accordance with the Signage Style Guide.



INT-001B - 3 column, landscape images



INT-001C - 2 column, portrait images

9. Regulatory Signs

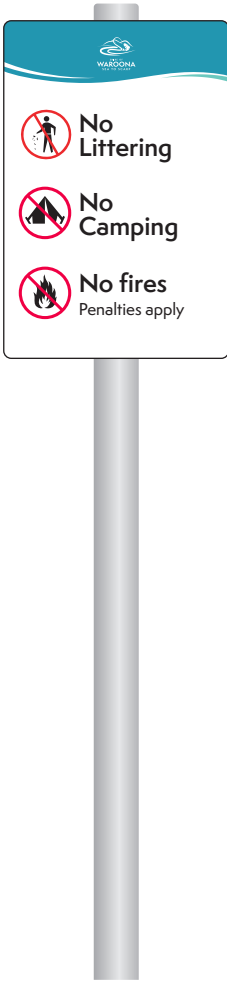
9.1 Signage Overview

Regulatory Signs

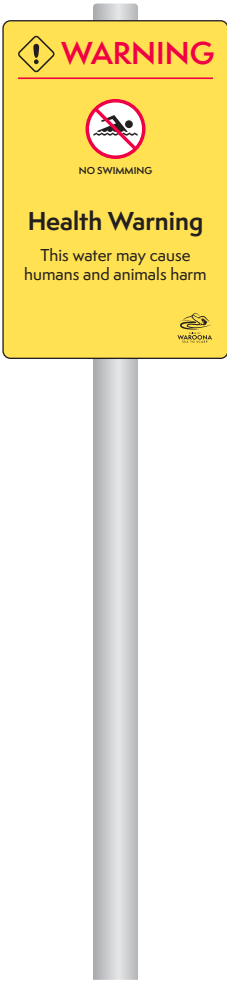
Below is a list of all Regulatory sign types



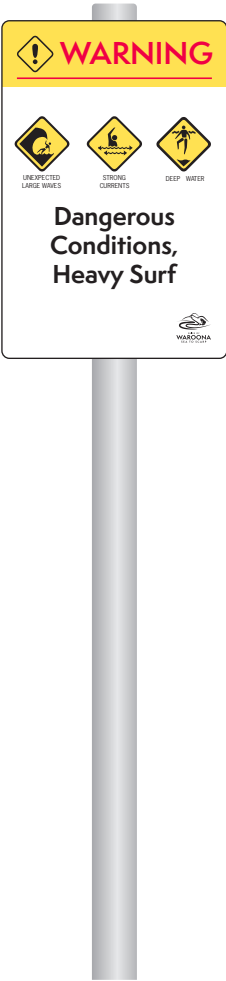
Dog Related Signs
SWA_RDS-001



Activities Not Permitted Signs
SWA_RDS-001



CCTV Signs
SWA_RDS-001



Health Warning Signs
SWA_HWS-001

9.2 Regulatory Signs

Regulatory Signs communicate the Shire of Waroona’s local laws, policies and conditions of use for parks, reserves, public spaces and community facilities. They promote community safety, protect public amenity and the natural environment, and encourage responsible use of Shire assets. Common applications include dog control, littering, camping restrictions, fire prohibitions, vehicle access, reserve use and other site-specific regulations. These signs should present information in a clear and consistent manner using approved symbols, concise wording and standardised layouts to maximise understanding and compliance. Where applicable, signage shall comply with relevant Australian Standards, applicable legislation, Shire local laws and policies.

Sign Code: SWA_RDS-001

Dimensions: 300 × 450 mm

Construction

3 mm marine-grade aluminium sign panel with radiused corners and smooth, deburred edges. Graphics produced using premium-grade Avery Dennison cut or digitally printed vinyl. Digitally printed graphics to be protected with a UV-resistant anti-graffiti overlamine.

Colours, typography and symbols shall comply with this Style Guide.

Support Posts

Mounted to 85 mm diameter hot-dip galvanised steel posts with end caps. Sign panels to be fixed using standard aluminium sign mounting brackets and stainless steel anti-vandal fixings. All fixings shall be corrosion-resistant and suitable for the installation environment.

Foundations

Posts to be installed in 300 mm diameter × 600 mm deep minimum 25 MPa concrete footings, unless larger footings are required to suit site conditions.

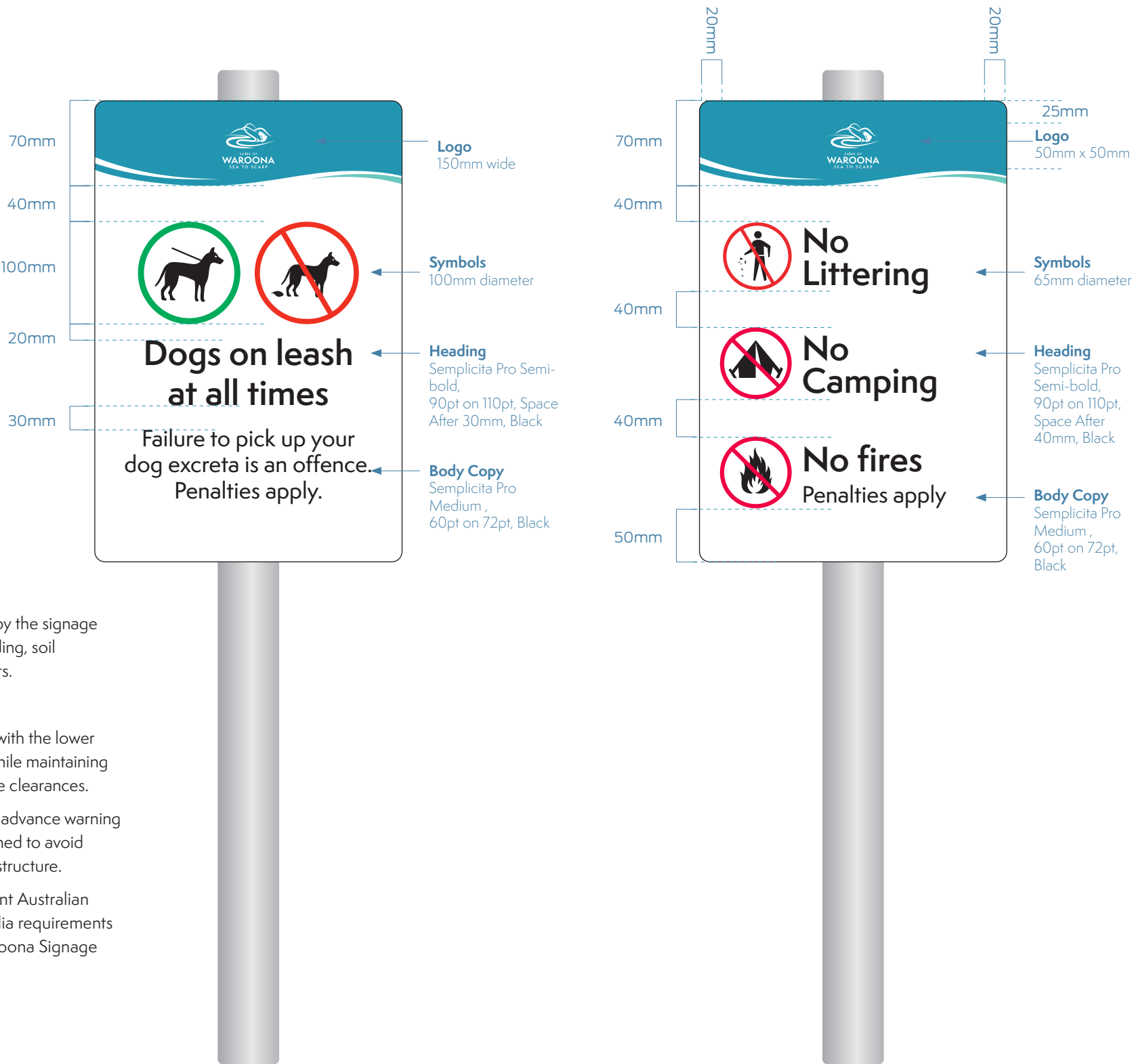
Footing dimensions shall be confirmed by the signage contractor in accordance with wind loading, soil conditions and engineering requirements.

Installation

Signs shall be installed plumb and level with the lower edge positioned to maximise visibility while maintaining appropriate pedestrian and maintenance clearances.

Sign locations should provide adequate advance warning of the prohibited activity and be positioned to avoid obstruction by vegetation or other infrastructure.

Installation shall comply with the relevant Australian Standards, Main Roads Western Australia requirements where applicable, and the Shire of Waroona Signage Style Guide.



9.3 Hazard Warning Signs

Hazard Warning Signs alert visitors and the community to natural and built hazards that may present a risk to personal safety. These signs provide advance warning of conditions such as snakes, sharks, unstable terrain, strong currents, deep water, drop-offs and dangerous surf, as well as hazards associated with infrastructure and recreational areas, including boat ramps, pedestrian crossings, playgrounds and skate parks.

Hazard Warning Signs should communicate risks clearly and consistently using recognised symbols, concise wording and appropriate colour palettes to promote awareness and encourage safe behaviour. Where applicable, signage should comply with relevant Australian Standards, applicable legislation and Shire policies.

Sign Code: SWA_RHS-001

Dimensions: 300 × 450 mm

Construction

3 mm marine-grade aluminium sign panel with radiused corners and smooth, deburred edges. Graphics produced using premium-grade Avery Dennison cut or digitally printed vinyl. Digitally printed graphics to be protected with a UV-resistant anti-graffiti overlamine.

Colours, typography and symbols shall comply with this Style Guide.

Support Posts

Mounted to 85 mm diameter hot-dip galvanised steel posts with end caps. Sign panels to be fixed using standard aluminium sign mounting brackets and stainless steel anti-vandal fixings. All fixings shall be corrosion-resistant and suitable for the installation environment.

Foundations

Posts to be installed in 300 mm diameter × 600 mm deep minimum 25 MPa concrete footings, unless larger footings are required to suit site conditions.

Footing dimensions shall be confirmed by the signage contractor in accordance with wind loading, soil conditions and engineering requirements.

Installation

Signs shall be installed plumb and level with the lower edge positioned to maximise visibility while maintaining appropriate pedestrian and maintenance clearances.

Sign locations should provide adequate advance warning of the hazard and be positioned to avoid obstruction by vegetation or other infrastructure.

Installation shall comply with the relevant Australian Standards, Main Roads Western Australia requirements where applicable, and the Shire of Waroona Signage Style Guide.



10. Symbols

10.1 Internal wayfinding and facility symbols

To ensure internal wayfinding signage is clear, consistent and universally understood, the Shire of Waroona will use Australian Standard (AS) symbols wherever available. Where an Australian Standard symbol is not available, the equivalent internationally recognised ISO symbol shall be used.

These symbols apply to all internal directional, positional and facility identification signage within Shire buildings and community facilities, including amenities, reception areas, meeting rooms, lifts, stairs, accessible facilities and other public spaces. The approved symbol set contained within this Style Guide shall be used for all new and replacement signage to ensure a consistent wayfinding system throughout Shire facilities. Where a required symbol is not included in this guide, approval shall be obtained from the Shire before an alternative symbol is adopted.

All symbols shall comply with the relevant Australian Standards and ISO requirements and be applied consistently with the approved typography, colours and layouts contained within this Style Guide. Braille and tactile elements shall be incorporated where required by Australian Standards, the National Construction Code and applicable accessibility legislation to ensure signage is accessible to all users.

Sign Code: SWA_ARR-001 - 1/7
Dimensions: 180x180 mm
Height: 1200mm from ground level

Construction and installation

Sign face: 2mm aluminium panel.
Graphics: Premium grade vinyl applied to face and to wrap edges.

*These symbols are sourced from International Standard ISO 7001 (Third edition 2007-11-01).



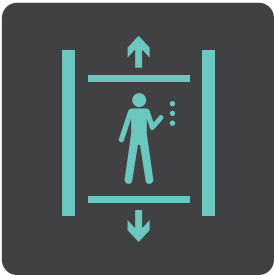
Direction Arrow
Indicates direction or movement of people. Only used in conjunction with



Full Accessibility Or Toilets Accessible
To indicate routes and facilities with full accessibility.*



Toilets - Female
To indicate the location of a public toilet for females.*



Lift
To indicate the location of a public lift.*



Toilets - Male
To indicate the location of a public toilet for males.*



Stairs
To indicate the location of



Toilets - Unisex
To indicate the location of a public toilet for males and females.*

10.1 Internal wayfinding and facility symbols

These signs differ from the standard size format (shown on the previous page) due to the inclusion of the directional arrow and a larger family symbol.

All of these signs include an area for braille text, indicated by the white dotted line.

Sign Code: SWA_TLS-001- 1/8
Dimensions: 250x200 mm
Height: 1200mm from ground level

Construction and installation

Sign face: 2mm aluminium panel.
Graphics: Premium grade printed vinyl applied to face with UV anti-graffiti laminate over. Braille characters overlaid in section below symbol.



Female Toilet / Change Room
TLS-001



Female Toilet / Change Room Right
WFS-002



Female Toilet / Change Room Left
WFS-003



Male Toilet / Change Room
TLS-004



Male Toilet / Change Room Right
WFS-005



Male Toilet / Change Room Left
WFS-006



Disable Toilet / Change Room
TLS-007



Family Toilet / Change Room Right
WFS-008

10.2 Australian Standard Service & Tourism Symbols

Blue Service Signs

Blue service symbols are nationally recognised pictograms used to identify essential traveller and community services on road signs. They provide clear, consistent and easily understood information regardless of language, assisting motorists and visitors to locate facilities such as public toilets, parking, picnic areas, camping, fuel, hospitals and visitor information.

The design and application of service symbols are governed by **Australian Standard AS 1742.6 – Manual of Uniform Traffic Control Devices, Part 6: Tourist and Service Signs**, which sets out the approved symbols, colours, layouts and use of service signs on Australian roads. The Shire of Waroona will use only approved Australian Standard service symbols, or the equivalent ISO symbol where an Australian Standard symbol is not available, to ensure consistency and compliance across its signage network.

							
Medical	Fuel	Meals	Police Station	Barbecues	Public Telephone	Accommodation	EV Charging
							
Tourist Information	Truck Parking	Camping	RV Park	Accredited VIC	Parking	Airport	Picnic Shelter
							
Accessible Toilets	RV Dump Point	Golf Course	Rest Area	Toilets	Caravan Park	Boat Ramp	Handicap Access
							
				Cafe	Potable Water	Railway Station	Picnic Table
							
Museum	Historic Site	Whale Watching	Cellar Door	Lookout	Trails	Aboriginal Attraction	
							
			Tourist Attraction	Historical	Wildflowers	Heritage Trail	

Tourist Attraction Signs

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols. While there are national standards for Australian Tourist Symbols, some states have additional symbols.

WA Supplemental Signs

Besides the Australian Standard Tourism symbols Western Australian has four supplemental symbols for Tourist Attractions, historical, Wildflower trails and State Heritage Drive Trails

10.3 Australian Standard - Prohibitive Icons

							
NO BIKE RIDING	NO BICYCLES	NO VEHICLES	NO TRAILBIKES	NO SKATEBOARDS	NO JUMPING	NO RUNNING	SHOOTING PROHIBITED
							
NO DOGS ALLOWED	NO LITTERING	NO ENTRY	NO GOLF	NO MODEL PLANES	NO PARKING	NO SPEAR FISHING	NO FISHING
							
DOG LITTER MUST BE PICKED UP	NO DIVING	NO CATS AND DOGS	NO GLASS	NO FOOD	DO NOT DRINK THE WATER	NO SMOKING	PICKING PLANTS PROHIBITED
							
BODYBOARDS PROHIBITED	BOMBING PROHIBITED	SURFBOARD RIDING BETWEEN FLAGS PROHIBITED	PUSHING PROHIBITED	NO SNORKELING	FIRES PROHIBITED	NO NAKED FLAMES	CAMPING PROHIBITED
							
NO ALCOHOL	WATER SKIING PROHIBITED	SAILBOARDS PROHIBITED	SURFCRAFT PROHIBITED	VESSELS PROHIBITED	SCUBA DIVING PROHIBITED	SNORKELLING AND SCUBA DIVING PROHIBITED	NO SWIMMING

10.4 Australian Standard - warning icons



SKATEBOARD
RAMP



PLAYGROUND



BOAT RAMP



PEDESTRIANS



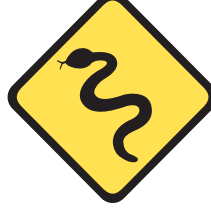
STEEP WALKING
TRACK



UNEVEN GROUND



SHAFT



SNAKES



SKATEBOARD



UNEXPECTED
LARGE WAVES



LIMBS MAY FALL
KEEP CLEAR



TREES MAY FALL
TAKE CARE



WARNING



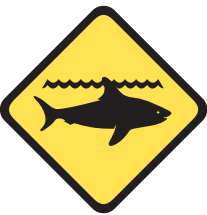
STEEP DESCENT



KANGAROOS



DANGEROUS TIDES



SHARKS



WATER



STRONG
CURRENTS



SHALLOW WATER



DEEP WATER



DROP OFF



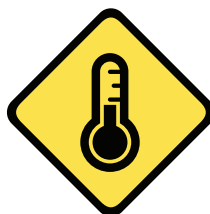
SLIPPERY STAIRS



STEEP STAIR



SHORE DUMP



HOT SURFACES



CLEAR AREA DURING
THUNDER/ LIGHTNING
STORMS



CHILDREN MUST BE
SUPERVISED BY AN ADULT



MUST WEAR
AQUA NAPPIES



www.wayfound.com.au



Request for Tender

SHIRE OF
WAROONA
 SEA TO SCARP

Request for Tender:	Lake Clifton Design and Construction redevelopment
Deadline:	Thursday 13 th August 2026 at 2.00pm Western Australian Standard Time
Address for Delivery:	sptenders@successfulprojects.com.au
RFT Number:	RFT 25/26-03

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1. Conditions of Tendering

1. Contract Requirements in Brief

The Principal is seeking a guaranteed capped price for the design and development of the Lake Clifton Master plan.

Full details of the scope of works required under the proposed Contract appears in the Statement of Requirements section.

Submitters are to ensure that ALL relevant forms in the Tender document have been completed and duly signed.

2. Definitions and Interpretations

Below is a summary of some of the important defined terms used in this Request:

Attachments: The documents you attach as part of your Tender.

Contractor: Means the person or persons, corporation or corporations who's Response is accepted by the Principal, and includes the executors or administrators, successors and assignments of such person or persons, corporation or corporations.

Deadline: The Deadline shown on the front cover of this Request for lodgement of your Tender.

General Conditions of Contract: Means the General Conditions of Contract in Part 3.

Offer: Your Offer to supply the Requirements.

Principal: Shire of Waroona

Request or RFQ or Request for Quotation: This document.

Selection Criteria: The Criteria used by the Principal in evaluating your Tender.

Special Conditions: The additional contractual terms.

Specification: The Statement of Requirements that the Principal requests you to provide if selected.

Tender: Completed Offer form, Response to the Selection Criteria and Attachments.

Tenderer: Someone who has or intends to submit an Offer to the Principal.

Tender Open Period: The time between advertising the Request and the Deadline.

3. Tender Documents

This Request for Tender is comprised of the following parts:

- Part 1 - Conditions of Tendering (*read and keep this part*).
- Part 2 - Statement of Requirements (*read and keep this part*).
- Part 3 - General Conditions of Contract (*read and keep this part*).
- Part 4 - Special Conditions of Contract (*read and keep this part*).
- Part 5 - Tenderer's Offer (*complete and return this part*).
- Part 6 - Contractor's Work Health and Safety Management System Questionnaire (*complete and return this part*).
- Part 7 - Tenderer's Safety Record (*complete and return this part*).
- Part 8 - Project Reference Sheet (*complete and return this part*).
- Part 9 - Tenderer's Resources Schedule (*complete and return this part*).
- Part 10 – Appendices (*read and keep this part*).
- Appendix A AS4902 -2000 (Amended)
- Appendix B Lake Clifton Master Plan

Separate Documents

- (a) Addenda and any other special correspondence issued to Tenderers by the Principal.
- (b) Any other policy or document referred to but not attached to the Request.

4. How to Prepare Your Tender

- (a) Carefully read all parts of this document;
- (b) Ensure you understand the Requirements;
- (c) Complete and return the Offer (Part 3) in all respects and include all Attachments;
- (d) Make sure you have signed the Offer form and responded to all of the Selection Criteria; and
- (e) Lodge your Tender before the Deadline.

5. Contact Persons

Tenderers should not rely on any information provided by any person other than the person(s) listed below:

Name:	Scott Bennett, Project Manager
Telephone:	0405 347 792
Email:	Scott.bennett@successfulprojects.com.au

6. Value for Money

In accordance with the Shire of Waroona's Purchasing and Procurement Policy FP001 the procurement process shall ensure that a best value for money outcome is attained. The Shires policy can be found at:

<https://www.waroona.wa.gov.au/documents/11955/fp001-purchasing-and-procurement>

Value for money is determined when the consideration of price, risk and qualitative factors that are assessed, results in the most advantageous outcome being achieved. The qualitative criteria used for assessment purposes is provided in Part 5 Tenderers Offer.

The assessment of the best value for money outcome shall, as applicable, consider:

- All relevant total costs
- The technical merits
- Financial viability and capacity to supply without risk of default
- Competition
- Safety requirements
- Sustainable benefits
- Providing opportunities for businesses within the Shire's boundaries

7. Deposits for Requests

Not applicable.

8. Site Inspection

Tenderers are invited to attend a Site Inspection at LOT 1812 TUART GROVE TERRACE, LAKE CLIFTON at their own leisure, should there be any questions, please contact the person noted in section 5.

The tenderer, by submission of his tender, acknowledges that he has and shall be deemed to have, inspected the site and determined and allowed for all conditions on and surrounding the site including, but not limited to, access, location and condition of all above ground services, and materials requiring demolition and removal all as found at the time of tender and as may affect the carrying out of the contract.

9. Site Allowances

This contract is not subject to adjustment for Site allowances.

10. Lodgment of Tenders and Delivery Method

The tender must be lodged before the Deadline. The Deadline for this request is Thursday 13th August 2026.

The Tender shall be sent as an email to the Principal at spenders@successfulpoejects.com.au

Tenders will be accepted provided that no individual email with attachments is more than 10Mb in total. For email Tenders greater than 10Mb they must be sent in separate emails less than 10Mb each.

11. Rejection of Tenders

A Tender may be rejected at the sole discretion of the Principal without consideration of its merits in the event that:

- (a) it is not submitted before the Deadline; or
- (b) it is not submitted at the place specified in the Request; or
- (c) it may be rejected if it fails to comply with any other requirements of the Request.

No web links or hyperlinks will be considered as part of any submission.

13. Acceptance of Tenders

Unless otherwise stated in this Request, Tenders may be for all or part of the Requirements and may be accepted by the Principal either wholly or in part. The Principal is not bound to accept the lowest Tender and may reject any or all Tenders submitted.

14. Disclosure of Contract Information

Documents and other information relevant to the contract may be disclosed when required by law under the *Freedom of Information Act 1992* or under a Court order.

All Tenderers will be given particulars of the successful Tenderer and be advised if no Tender was accepted.

15. Tender Validity Period

All Tenders will remain valid and open for acceptance for a minimum period of one hundred and twenty (120) calendar days from the Deadline or forty-five (45) calendar days from the Principal's resolution for determining the Tender, whichever is the later unless extended on mutual agreement between the Principal and the Tenderer in writing.

16. Precedence of documents

In the event of there being any conflict or inconsistency between the Terms and Conditions herein and those in the General Conditions of Contract, the Terms and Conditions appearing in this Request will have precedence.

17. Alternative Tenders

All Alternative Tenders must be accompanied by a conforming Tender.

Tenders submitted as Alternative Tenders or made subject to conditions other than the General and Special Conditions of Contract must in all cases be clearly marked “**Alternative Tender**”.

The Principal may in its absolute discretion reject any Alternative Tender.

Any printed “General Conditions of Contract” contained within a Tender will not be binding on the Principal in the event of a Contract being awarded unless the Tender is marked as an Alternative Tender.

18. Tenderers to Inform Themselves

Tenderers will be deemed to have:

- (a) examined the Request and any other information available in writing to Tenderers for the purpose of tendering;
- (b) examined all further information relevant to the risks, contingencies, and other circumstances having an effect on their Tender which is obtainable by the making of reasonable enquires;
- (c) satisfied themselves as to the correctness and sufficiency of their Tenders including tendered prices which will be deemed to cover the cost of complying with all the Conditions of Tendering and of all matters and things necessary for the due and proper performance and completion of the work described therein;
- (d) acknowledged that the Principal may enter into negotiations with a chosen Tenderer and that negotiations are to be carried out in good faith;
- (e) satisfied themselves they have a full set of the Request documents and all relevant attachments; and
- (f) undertaken a site inspection to familiarise themselves with the project requirements and the site.

19. Alterations

The Tenderer must not alter or add to the Request documents unless required by these General Conditions of Tendering.

The Principal will issue an addendum to all registered Tenderers where matters of significance make it necessary to amend the issued Request documents before the Deadline.

20. Risk Assessment

The Principal may have access to and give consideration to:

- (a) any risk assessment undertaken by any credit rating agency;
- (b) any financial analytical assessment undertaken by any agency; and
- (c) any information produced by the Bank, financial institution, or accountant of a Tenderer;

so as to assess that Tender and may consider such materials as tools in the Tender assessment process.

Tenderers may be required to undertake or provide to the Principal (or its nominated agent) upon request all such information as the Principal reasonably requires to satisfy itself that Tenderers are financially viable and have the financial capability to provide the Services for which they are submitting and meet their obligations under any proposed Contract. The Principal reserves the right to engage (at its own cost) an independent financial assessor as a nominated agent to conduct financial assessments under conditions of strict confidentiality. For this assessment to be completed, a representative from the nominated agent may contact Tenderers concerning the financial information that they are required to provide.

The financial assessment is specifically for use by the Principal for the purpose of assessing Tenderers and will be treated as strictly confidential.

21. Evaluation Process

Tenders will be evaluated using information provided in the Tender.

The following evaluation methodology will be used in respect of this Request:

- (a) Tenders are checked for completeness and compliance. Tenders that do not contain all information requested (eg completed Offer form and Attachments) may be excluded from evaluation.
- (b) Tenders are assessed against the Selection Criteria. Contract costs are evaluated (eg tendered prices) and other relevant whole of life costs are considered.
- (c) The most suitable Tenderers may be short listed and may also be required to clarify their Tender, make a presentation, demonstrate the product/solution offered and/or open premises for inspection. Referees may also be contacted prior to the selection of the successful Tenderer.

A Contract may then be awarded to the Tenderer whose Tender is considered the most advantageous Tender to the Principal.

22. Selection Criteria

The Contract may be awarded to a sole Tenderer who best demonstrates the ability to provide quality products and or services at a competitive price. The tendered prices will be assessed together with the qualitative and compliance criteria to determine the most advantageous outcome to the Principal.

The Principal has adopted the best value for money approach to this Request. This means that, although price is considered, the Tender containing the lowest price will not necessarily be accepted, nor will the Tender ranked the highest on the Qualitative Criteria.

A scoring system will be usual as part of the assessment of the Qualitative Criteria. Unless otherwise stated, a Tender which provides all the information requested will be assessed as satisfactory.

The extent to which a Tender demonstrates greater satisfaction of each of these criteria will result in a greater score. The aggregate score of each Tender will be used as one of the factors

in the final assessment of the Qualitative Criteria and in the overall assessment of value for money.

23. Compliance Criteria

These criteria are detailed within 5.3.1 of this document and will not be point scored. Each Tender will be assessed on a Yes/No basis as to whether the criterion is satisfactorily met. An assessment of “No” against any criterion may eliminate the Tender from consideration.

24. Qualitative Criteria

In determining the most advantageous Tender, the Evaluation Panel will score each Tenderer against the Qualitative Criteria as detailed within 5.3.2 of this document. Each criterion will be weighted to indicate the relative degree of importance that the Principal places on the technical aspects of the goods or services being purchased.

Note: It is essential that Respondents address each Qualitative Criterion.

Information that you provide addressing each Qualitative Criterion will be point scored by the Evaluation Panel.

Failure to provide the specified information may result in elimination from the tender evaluation process or a low score.

25. Value Considerations

The Weighted Price method is used where price is considered to be crucial to the outcome of the contract. The price is then assessed with quality. Include any items that may affect any pricing outcomes (e.g. Regional Price Preference Policy).

Criteria	Weighting
Most competitive pricing structure.	70%
Council's assessment of the most advantageous service arrangement based upon Qualitative Criteria	30%

26. Regional Price Preference

Tenderers for the contract may be afforded a preference in accordance with Regulation 24(A-G) of the *Local Government (Functions and General) Regulations* and the Shire of Waroona Regional Price Preference Policy FP002 - adopted on 25 June 2021.

The Policy stipulates that:

A price preference will apply to tenders invited for procurement over \$75,000 by the Shire of Waroona unless Council resolves that this policy not apply to a particular tender invited.

The following levels of preference for the purposes of assessment will be applied under this policy:

1. Shire of Waroona Businesses

- 10% where the contract is for goods and services up to a maximum price assessment reduction of \$50,000; and
- 5% where the contract is for construction (building services) up to a maximum price assessment reduction of \$50,000.

2. Peel Region Businesses

- 5% where the contract is for goods and services up to a maximum price assessment reduction of \$50,000; and
- 2.5% where the contract is for construction (building services) up to a maximum price assessment reduction of \$50,000.

The levels of preference will only apply to businesses that are located within the Shire of Waroona or the Peel Region for at least six (6) months prior to the closing date of tender invited.

The level of preference outlined is to be applied as either a local (Shire of Waroona Business or Peel Region Business), not both.

The Peel Region Businesses preference can only be applied if it does not affect the overall evaluation outcomes for a business from the Shire of Waroona, on the condition that the Shire of Waroona Business has submitted an equally competitive bid in terms of evaluated quality i.e.: overall qualitative scores are in the same range/s.

Only the cost of those goods and services clearly identified in the tender submission as being supplied locally or from the Peel Region regionally (regardless of their origin) will be included in the calculation that forms a part of the assessment of a tender. Travel or accommodation costs are excluded.

It should be noted that price is only one factor to be considered when the Shire assesses tender submissions. Value for money principles will be used to achieve the best possible outcome for every dollar spent. This is achieved by assessing all costs and benefits rather than simply selecting the lowest purchase price.

The Peel Region includes the Shire's of Murray, Boddington, and Serpentine Jarrahdale, and City of Mandurah.

27. Nature of Contract

27.1.1. Schedule of Rates

Payment for works shall be determined based on the actual quantity of work completed, as per cl 3.3 option B of the General Conditions of Contract.

All prices for Works offered under this Request are to be fixed for the term of the Contract. Tendered prices must include Goods and Services Tax (GST).

Unless otherwise indicated prices tendered must include delivery, unloading, packing, marking and all applicable levies, duties, taxes and charges. Any charge not stated in the Tender, as being additional will not be allowed as a charge for any transaction under any resultant Contract.

28. Ownership of Tenders

All documents, materials, articles and information submitted by the Tenderer as part of or in support of the Tender will become upon submission the absolute property of the Principal and will not be returned to the Tenderer at the conclusion of the Tender process PROVIDED that the Tenderer be entitled to retain copyright and other intellectual property rights therein, unless otherwise provided by the Contract.

29. Canvassing of Officials

If the Tenderer, whether personally or by an agent, canvasses any of the Principal's Commissioners or Councillors Officers (as the case may be) with a view to influencing the acceptance of any Tender made by it or any other Tenderer, then regardless of such canvassing having any influence on the acceptance of such Tender, the Principal may at its absolute discretion omit the Tenderer from consideration.

30. Identity of the Tenderer

The identity of the Tenderer and the Contractor is fundamental to the Principal. The Tenderer will be the person, persons, corporation or corporations named as the Tenderer in Part 4 and whose execution appears on the Offer Form in Part 4 of this Request. Upon acceptance of the Tender, the Tenderer will become the Contractor.

31. Costs of Tendering

The Principal will not be liable for payment to the Tenderer for any costs, losses or expenses incurred by the Tenderer in preparing their Offer.

32. Tender Opening

Tenders will be opened in the Principal's offices, following the advertised Deadline. All Tenderers and members of the public may attend or be represented at the opening of Tenders.

The names of the persons who submitted the Tender by the due Deadline will be read out at the Tender Opening. No discussions will be entered into between Tenderers and the Principal's officers present or otherwise, concerning the Tenders submitted.

The Tender Opening will be held on or as soon as practicable after the Deadline at Shire of Waroona Administration Office, 52 Hesse Street, Waroona, Western Australia.

33. In-house Tenders

The Principal does not intend to submit an In House Tender.

2. Statement of Requirements

2.1. Introduction

The Principal invites Expressions of Interest and associated fee proposals from suitably qualified and experienced contractors to provide Early Contractor Involvement (ECI) services for the delivery of selected works identified within an adopted Master Plan.

The purpose of this ECI engagement is to define, validate, and cost a clearly scoped package of works capable of being delivered within a strict and non negotiable construction budget of \$400,000 (inclusive of all construction costs).

The ECI phase will be used to establish a deliverable scope, confirm buildability, manage risk, and determine whether the Principal elects to proceed to a construction contract. The Contractor should be advised that the ECI process should not exceed 6 weeks which will be referred to as Separable Portion 1 of the Contract.

Separable Portion 2 will be the finalised scope of works.

2.2. Definitions and Interpretations

Below is a summary of some of the important defined terms used in this Part:

Contractor's Representative:	Means any Officer or person duly authorised by the Contractor, in writing, to act on their behalf for the purpose of the Contract;
Principal's Representative	Means any Officer of person duly authorised by the Principal, in writing, to act on their behalf for the purpose of the Contract. The Chief Executive Officer of the Shire of Waroona
Works or Services:	Means the Services, which the Contractor is required to provide to the Principal and the Contractor under the Contract.
Superintendent:	Shire of Waroona
Superintendent's Representative:	Scott Bennett

2.4. Scope of Work

2.4.1 Project Context

The Project site is governed by an endorsed Master Plan that identifies a range of potential upgrades and improvements to existing facilities. The Master Plan represents an aspirational long term vision and is not fully deliverable within the available budget. Accordingly, this ECI engagement is focused on:

- Identifying elements of the Master Plan deliverable within the \$400,000 budget
- Prioritising critical, non negotiable scope items
- Rationalising or deferring non essential works
- Reducing cost, programme, and delivery risk prior to any construction commitment

2.4.2 Budget Constraint (Critical Requirement)

The total construction budget for this Project is capped at \$400,000. This budget is:

- Fixed
- Non negotiable
- Not subject to increase

Respondents must structure all advice, cost planning, and proposed solutions on the basis that the \$400,000 cap must not be exceeded under any circumstances.

Any scope, design solution, or construction methodology that cannot be demonstrably delivered within this budget will not be considered acceptable.

2.4.3 Non Negotiable Scope Elements

The following elements are mandatory inclusions and must be fully accommodated within the \$400,000 budget. These elements take precedence over all other Master Plan items.

2.4.4.1 Fitness Equipment Installation

- Supply and installation of fitness equipment as identified or reasonably inferred from the Master Plan
- Integration with surrounding surfaces and provision of safe access

2.4.4.2 Tennis Court Resurfacing

- Resurfacing of existing tennis courts to a safe, compliant, and fit for purpose standard

2.4.4.3 Multipurpose Courts Upgrade (Two Courts)

- Upgrade to support netball, basketball, badminton, and tennis use
- Courts to be oriented north–south
- Courts to be located with a minimum 4 metre setback from boundaries
- Works to include surfaces, line marking, and associated court infrastructure

2.4.4.4 Pedestrian Walkway

- Provision of a compliant, durable, and accessible pedestrian walkway
- Designed to safely connect relevant facilities and activity areas

2.4.4 Scope of ECI Services

2.4.5.1 Master Plan and Site Review

Review the Master Plan documentation and identify key constraints, assumptions, and risks affecting delivery, including site access, staging, and constructability considerations.

2.4.5.2 Scope Definition and Rationalisation

Translate the non negotiable elements into a clear, buildable scope; identify optional or deferrable items; and propose scope reductions or staging strategies where required to ensure compliance with the budget cap.

2.4.5.3 Cost Planning and Budget Validation

Prepare a high level but robust construction cost plan clearly identifying inclusions, exclusions, assumptions, allowances, and risks, and demonstrating how the proposed scope will be delivered within the \$400,000 budget.

2.4.5.4 Buildability, Risk, and Programme Advice

Provide buildability advice, identify key risks, propose mitigation measures, and prepare an indicative construction programme.

2.4.5 ECI Deliverables

At completion of the ECI phase, the Contractor shall provide:

- A clearly defined and prioritised scope of works
- A construction cost estimate aligned with the \$400,000 budget
- A project risk register with mitigation strategies
- An indicative construction programme

2.4.6 Transition to Construction

At the conclusion of the ECI phase, the Principal may, at its sole discretion:

- Enter into a Design and Construct or Construct Only contract with the ECI Contractor
- Proceed to an alternative procurement process utilising the developed scope and documentation
- Elect not to proceed with construction

Participation in the ECI process does not guarantee progression to the construction phase.

2.4.7 No Variations for Budget Overrun (Mandatory Condition)

If the Principal elects to proceed to a construction phase (whether Design and Construct or Construct Only):

- The maximum contract sum shall be capped at \$400,000

- No variations, claims, or adjustments will be permitted for cost overruns arising from design development, assumptions, escalation, construction methodology, or coordination issues
- Any failure to deliver the agreed scope within the \$400,000 cap shall be deemed a Contractor risk.

2.4.8 Respondent Submission Requirements

Respondents shall submit the following information:

- Company profile and relevant corporate experience
- Demonstrated experience delivering projects within constrained budgets
- Proposed ECI methodology and approach to cost control
- Details of key personnel
- Lump sum fee or schedule of rates for ECI services

2.5. Drawings and Specifications

Refer to attached master plan in Appendix B

2.6. Implementation Timetable

It is envisaged that this Contract, for the construction of the works will be awarded in late September 2026.

The Tenderer's project programme is to be scheduled from the award date accordingly. If the award date is earlier or delayed, the project programme shall be adjusted and agreed upon accordingly.

The successful Tenderer shall submit for approval by the Principal's Representative an updated and final programme within seven (7) days of the date of the letter of Award of Contract and, following approval shall become the Contract programme. The Tenderer's performance shall be monitored and measured against the Contract programme. The programme may only be modified by the Principal's Representative in writing following receipt and consideration of a request in writing by the Tenderer setting out the reasons for modification. If the programme is modified in accordance with the aforementioned process, the modified programme shall become the Contract programme and replace all preceding programmes.

The contractor should consider areas of the site that are subject to impacts from weather and schedule those sections of the work accordingly.

2.7. Contract Documents

The following items shall form the Contract Documents and shall be read in conjunction with each other:

- (a) Conditions of Tendering,
- (b) The Tenderer's Offer,
- (c) Correspondence between the parties agreed to be included in the contract prior to the signing of the Formal Instrument of Agreement,

- (d) The Letter of Acceptance,
- (e) Formal Instrument of Agreement,
- (f) Contract Sum Schedules,
- (g) Australian Standard General Conditions of Contract AS 4000-2000 (as amended),
- (h) Drawings, and the
- (i) Superintendent's instructions and other documents which may be issued by the Superintendent to the Contractor in accordance with the Conditions of Contract.

and the whole shall constitute one document.

2.8. Reporting and Records

Reporting and records keeping requirements are dealt as per (add details).

2.9. Goods and Services Tax (GST)

For the purposes of this clause:

- (a) "GST" means goods and services tax applicable to any taxable supplies as determined under the GST Act.
- (b) "GST Act" means *A New Tax System (Goods and Services Tax) Act 1999* and (where the context permits) includes the Regulations and the Commissioner of Taxation's Goods and Services Tax Rulings and Determinations made thereunder and any other written law dealing with GST applying for the time being in the State of Western Australia.
- (c) "Supply" and "taxable supply" have the same meanings as in the GST Act.

Where the Requirement's, the subject of this Request, or any part thereof is a taxable supply under the GST Act, the price, fee or rates tendered by the Tenderer shall be inclusive of all applicable GST at the rate in force for the time being.

In evaluating the Tenders, the Principal shall be entitled (though not obliged) to take into account the effect of the GST upon each Tender.

3. Conditions of Contract

1. Terms and Conditions of Contract

The Terms and Conditions of Contract shall be Australian Standard AS 4902 – 2000 (Amended) as per Appendix A.

4. Special Conditions of Contract

4.1. Advertisements and Promotions on Site

The Contractor may erect on the Site or permit to be erected on Site only those signs:

- (a) required by law;
- (b) specified in the Contract documents; and
- (c) required to identify the Contractor's premises

The Contractor shall not erect on Site, or permit to be erected on site, any other sign, advertisement, promotion or other display without the written approval of the Superintendent.

4.2. Description of the Works

The works comprise design and construction and such other work as shown on any drawings or included in the Scope of Work.

Premises may be occupied during the currency of the contract. Ensure minimal inconvenience and disturbance to the occupants.

4.3. Publicity

The Contractor shall not issue any information, publication, document or article for publication in any media which includes details of the work under the Contract without the written approval of the Principal.

4.4. Documents Generally, Drawings and Specifications

4.4.1 Copies of Documents

Where the Contractor requires copies of the documents in addition to its entitlements to one (1) such additional copies of the documents will be available to the Contractor at the charge current at the time of request.

4.4.2 Drawings

The Contractor is to provide the Principal with a copy of all relevant approved drawings.

4.5. Environmental Protection

4.5.1 Noise Control

The Contractor shall, at all times, take adequate measures to control noise on the Site.

The contractor shall comply with all statutory requirements relating to control of noise levels on the Site and take all necessary precautions to minimise nuisance from noise and vibration and ensure that all sub-contractors observe similar care.

The Contractor shall arrange the operations and shall provide silencing equipment to the plant, at its own expense, to whatever extent it necessary to satisfy the requirements of the relevant authority in relation to the sound level arising from the Contractor's operations near the boundaries of existing occupied properties.

4.5.2 Site Control

The Contractor shall, at all times:

- (a) Comply with the regulations and restrictions imposed by the Superintendent relating to the storage of materials, the routing of construction traffic, the interruption of existing services and facilities and any other regulations in force on the Site;
- (b) Comply with all statutes, regulations and bylaws relating to the protection of the environment;
- (c) Obtain written approval from the Superintendent for the formation of any temporary roads, the erection of temporary structures or any Site clearing not specifically documented;
- (d) Ensure that no trees or shrubs shall be removed or destroyed without the written approval of the Superintendent;
- (e) Ensure that no fire shall be lit without the written approval of the Superintendent; and
- (f) Store flammable or explosive products in accordance with the relevant statutes and to the approval of the Superintendent.

4.5.3 Soil Erosion

The contractor shall take all proper precautions to prevent soil erosion from any land used or occupied by the Contractor in the execution of the work under the Contract.

4.5.4 Dust, Dirt, Water and Fumes

The contractor shall prevent any nuisance occurring through the discharge of dust, dirt, water, fumes and the like onto persons or property.

4.5.5 Vehicles

All debris, spoil, rubbish or materials shall be suitably contained and covered in vehicles during transportation to or from the Site to prevent spillage or contamination of adjoining and other areas or property.

The Contractor shall maintain vehicles, wheels and tracks in a suitable clean condition to prevent transfer of mud onto adjacent streets or other areas.

4.5.6 Refuse Disposal

All Site refuse (including foodstuffs) shall be handled and disposed of in accordance with the requirements of relevant statutes and to the approval of the Superintendent.

4.5.7 Smoking on Construction Sites

The Contractor shall at all times ensure that all workmen and visitors on the construction Site comply with the following Smoking Policy;

In respect of construction Sites, smoking is prohibited:

- a) in Site Offices, lunchrooms or enclosed toilet facilities; and
- b) inside existing premises that are designated as “no smoking” areas.

6. Contractor’s Representative

The Contractor’s Representative shall have sufficient command of the English language and of Australian construction and technical terminology, to be able to read, converse and receive instructions in English.

7. Materials, Labour and Constructional Plan

7.1 Workers Amenities

Use of the existing public amenities at Drakesbrook Weir by workers shall be permitted.

8. Materials and Work

8.1 Regulations

The Contractor shall comply with the Work Health and Safety Act 2020 (the “Act”) and the Work Health and Safety (General) Regulations 2022 (the “Regulations”) and with any amendments that may be made to the Act and Regulations from time to time.

The Contractor shall be solely responsible for ensuring that wherever practicable, its employees and those of the Sub-contractors and employees of Separate Contractors, the Principal, Superintendents, and visitors to the Site, are not exposed to hazards.

Attention is drawn to the requirement to supply manufacturers/suppliers “Material Safety Data Sheets”. These sheets should be consistent with the “Work Safe” information and format.

A copy of all “Material Safety Data Sheets” shall be supplied to the Superintendent with another copy kept on Site by the Contractor.

9. Chemical Information

The use of chemicals specified or required during the currency of this Contract shall comply with the requirements of the Act and associated Regulations concerning information on chemical substances.

The Contractor shall ensure manufacturers, importers and suppliers of chemical substances for use on the works, are responsible for providing information on those substances to be used, refer to Section 23(3) of the Act.

Copies of all information supplied shall be kept on the Site.

The Contractor is responsible for passing on information supplied by manufacturers; importers and suppliers of chemical substances to workers on Site refer to Section 19(1)(B) of the Act.

10. Trade Names

Where a trade name, brand or catalogue number is referred to in the Contract, the Contractor may substitute equivalent material or equipment provided that in the opinion of the Superintendent the characteristics of type, quality, finish, appearance, method of construction and performance are not less than that specified, and are approved by the Superintendent.

Such approval shall not be anticipated because of similar approval having been given in a previous contract.

11. Safety Management Plan

The Contractor shall, throughout the Works, implement and maintain a “Safety Management Plan”.

The Contractor shall prepare the Safety Management Plan in conjunction with a person suitably experience and qualified in safety matters.

Prior to the commencement of the Works, the Contractor shall supply to the Superintendent in writing, its Safety Management Plan.

12. Induction Training

12.1 Shire specific induction

All workers (including the Contractor’s employees, subcontractors, and any other workers) must complete the Shire of Waroona’s required site safety induction before entering the Site and before commencing any work. No person is permitted to start work or carry out any activity on Site until the Shire of Waroona (or its nominated representative) has confirmed that the induction has been completed and all induction requirements have been met.

Employees of the Contractor and its Subcontractors and Employees of Separate Contractors shall not commence work on the Site until they have been inducted.

Upon commencement of work on the Site, the Contractor shall further induct each employee with regard to all significant hazards associated with their particular activity and area of employment on the Site and where relevant shall include the use of powered plant, tools and equipment.

13. Pre-Job Planning

Where legislation or codes of practice identify particularly hazardous activities including but not limited to work in confined spaces, asbestos removal, demolition work, excavation work, working near power lines and live conductors and working at heights, the Contractor shall supply to the Superintendent a Safe Work Procedure prior to the commencing such activity or type of work on the Site.

The Contractor shall induct its employees and its Subcontractors and Separate Contractors with regard to Safe Work Procedures and shall prepare "Training Session Attendance" sheets signed by each attendee verifying that such induction has occurred.

14. Working Hours

The Work to be performed under the contract shall be determined by the Contractor in conjunction with the Principal.

The Contractor shall be liable for any additional costs the Principal may incur as a result of work outside the normal hours programming of the works.

No noise or hours of work restrictions apply to this site.

15. Schedule of Warranties

The Contractor shall obtain and ensure that the Principal will have the benefit of all warranties specified in the Contract including the following items of work, materials or equipment.

16. Goods and Services Tax (GST)

For the purposes of this clause:

- (a) "GST" means goods and services tax applicable to any taxable supplies as determined under the GST Act.
- (b) "GST Act" means A New Tax System (Goods and Services Tax) Act 1999 and (where the context permits) includes the Regulations and the Commissioner of Taxation's Goods and Services Tax Rulings and Determinations made thereunder and any other written law dealing with GST applying for the time being in the State of Western Australia.

(c) “Supply” and “taxable supply” have the same meanings as in the GST Act.

Where the Requirement’s, the subject of this Request, or any part thereof is a taxable supply under the GST Act, the price, fee or rates tendered by the Tenderer shall be inclusive of all applicable GST at the rate in force for the time being.

In evaluating the Tenders, the Principal shall be entitled (though not obliged) to take into account the effect of the GST upon each Tender.

17. BCITF Levy

Where a building and or Civil Engineering Contract exceeds the value of \$20,000, the Contractor will pay the training levy fee in accordance with the Building and Construction Industry Training Levy Collection Act 1990.

The Contractor shall lodge a certificate of proof with the Principal prior to commencement of construction.

5. Tenderer's Offer

1. Form of Tender

TO: The Chief Executive Officer
Shire of Waroona
PO Box 20
WAROONA WA 6215

I/We (Registered Entity Name): _____
(BLOCK LETTERS)

of: _____
(REGISTERED STREET ADDRESS)

ABN _____ (if any)

Telephone No: _____ Facsimile No: _____

E-mail: _____

In response to Request for Tender (RFT) 2425-06 Lake Clifton design and redevelopment Waroona I/We hereby tender to perform the construction and associated works, in accordance with the Conditions of Contract, The scope, RFT, for the (GST inclusive) lump sum price of:

\$

We confirm receipt of and allowance for addenda numbers: _____

I/We agree that I am/We are bound by and will comply with this Request and its associated schedules, attachments, all in accordance with the Conditions of Tendering contained in this Request signed and completed.

The tendered price is valid up to ninety (90) calendar days from the date of the tender closing or forty-five (45) days from the Council's resolution for determining the Tender, whichever is the later unless extended on mutual agreement between the Principal and the Tenderer in writing.

I/We agree that there will be no cost payable by the Principal towards the preparation or submission of this Tender irrespective of its outcome.

The tendered consideration is as provided under the schedule of rates of prices in the prescribed format and submitted with this Tender.

Dated this _____ day of _____ 20____

Signature of authorised signatory of Tenderer: _____

Name of authorised signatory (BLOCK LETTERS): _____

Position: _____

Telephone Number: _____

Authorised signatory Postal address: _____

Email Address: _____

3. General and Corporate Information

The Tenderer shall complete and submit all sections of Part 5. Where an item is Not Applicable is should be marked "N/A" and an explanation provided, where appropriate, of why it is not applicable.

3.1. Organisational Profile and Referees

Attach the profile of the person, entity or corporation that is making the Tender and label it " Attachment 1 – Organisation Profile ". The profile <u>MUST BE OF</u> 'the Tenderer'. The Tenderer must be a legal entity capable of entering into a contractual arrangement in the Tenderer's name.	Attachment 1 Tick if attached
If the Tenderer is comprised of companies, attach their current ASIC company extracts search including latest annual return and label it " Attachment 2 – ASIC documentation ".	Attachment 2 Tick if attached
Attach details of your referees and label it " Attachment 3 – Referees ". You should give examples of work provided for referees listed.	Attachment 3 Tick if attached

3.2. Agents

Are you acting as an agent for another party?	Yes / No
If Yes, attach details (including name, address, telephone, background information) of your principal and label it " Attachment 4 – Acting as Agent ".	Attachment 4 Tick if attached

3.3. Trusts

Are you acting as a trustee of a trust?	Yes / No
If Yes, in an attachment labelled " Attachment 5 – Acting as Trustee ": (a) give the name of the trust; and (b) provide the names and addresses of beneficiaries.	Attachment 5 Tick if attached

3.4. Sub-Contractors

Do you intend to subcontract any of the Requirements?	Yes / No
If Yes, attach details of the Sub-contractor(s) including the name, address, location of premise and the number of people employed with details of works provided and label it " Attachment 6 – Sub-contractors ".	Attachment 6 Tick if attached

3.5. Conflicts of Interest

Will any actual or potential conflict of interest in the performance of your obligations under the Contract exist if you are awarded the Contract and are any such conflicts of interest likely to arise during the Contract?	Yes / No
If Yes, please supply in an attachment details of any actual or potential conflict of interest and the way in which any conflict will be dealt with and label it “ Attachment 7 – Conflict(s) of Interest ”.	Attachment 7 Tick if attached

3.6. Work Health and Safety

The Contractor will: - Provide all Occupation Work Health and Safety documentation - Complete pre-qualification WH&S induction if successful - Complete site induction with principal representative if successful A full statement of the goods and/or services required appears in the Specification.	Yes / No
If Yes, please supply in an attachment details of any and label it “ Attachment 8 – Work Health and Safety ”.	Attachment 8 Tick if attached

3.7. Financial Position

Are you presently able to pay all your debts in full as and when they fall due?	Yes / No
Are you currently engaged in litigation as a result of which you may be liable for \$50,000 or more?	Yes / No
If you are awarded the Contract, will you be able to fulfil the Requirements from your own resources or from resources readily available to you and remain able to pay all of your debts in full as and when they fall due?	Yes / No
Attach a financial profile for you and your Sub-contractors (if any), that demonstrates your (and their) financial capacity, together with a list of financial referees. This may include Annual Financial Statements (Profit & Loss, Balance Sheet), Bank Guarantee and/or Accountant's Statement(s). Attach and label it “Attachment 9 – Financial Profile and Referees”.	Attachment 9 Tick if attached

3.8. Quality Assurance System

Does your organisation have any quality assurance or quality assurance systems? Or substantially working towards?	Yes / No
If you propose to subcontract, does your Sub-contractor have a “third party” quality management system in place?	Yes / No

Supply evidence or details of your quality assurance position and where relevant your supplier's or Sub-contractor's position, in an attachment labelled " Attachment 10 – Quality Assurance ".	Attachment 10 Tick if attached
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3.9. Insurance Coverage

The insurance requirements for this Request are stipulated in the Special Conditions. Tenderers are to supply evidence of their insurance coverage in a format as outlined below in " Attachment 11 - Insurance Coverage ". A copy of the Certificate of Currency is to be provided to the Principal before acceptance of Offer.	Attachment 11 Tick if attached
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Type	Insurer – Broker	Policy Number	Value (\$)	Expiry Date

The insurance requirements for this Request are stipulated in Part 3 of this Request. Tenderers are to supply evidence of their insurance coverage including, insurer, expiry date, value and type of insurance. If the Tenderer holds "umbrella Insurance" please ensure a breakdown of the required insurances are provided. A copy of the Certificate of Currency is to be provided to the Principal within 2 days upon request.

Failure to provide details of insurance coverage in accordance with the specified insurance levels stated in this Request document may eliminate the Tender from consideration at the Principals' discretion.

The required insurances must remain current for the duration of the Contract.

3. Selection Criteria

1. Compliance Criteria

Please select with a "Yes" or "No" whether you have complied with the following compliance criteria:

Description of Compliance Criteria	
Respondents are to provide acknowledgment that your organisation has submitted in accordance with the Conditions of this RFQ including completion of the Offer Form and provision of your pricing submitted in the format required by the Principal.	Yes / No
Compliance with the Specification contained in the Request.	Yes / No
Compliance with the Quality Assurance requirement for this Request.	Yes / No
Compliance with the Delivery Date.	Yes / No

2. Qualitative Criteria

Before responding to the following Qualitative Criteria, Tenderers must note the following:

- (a) All information relevant to your answers to each criterion are to be contained within your Tender;
- (b) Tenderers are to assume that the Evaluation Panel has no previous knowledge of your organisation, its activities or experience;
- (c) Tenderers are to provide full details for any claims, statements or examples used to address the Qualitative Criteria; and
- (d) Tenderers are to address each issue outlined within a Qualitative Criterion.

A) Relevant Experience Describe your experience in supplying similar Requirements. Tenderers must, as a minimum, address the following information in an attachment and label it “ Attachment 13 - Relevant Experience ”: (a) Provide details of similar work; (b) Provide scope of the Tenderer’s involvement including details of outcomes. (c) Provide details of issues that arose during the project and how these were managed; (d) Demonstrate competency and proven track record of achieving outcomes;	Weighting 10% Attachment Tick if attached
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B) Tenderer’s Resources Tenderers should demonstrate their ability to supply and sustain the necessary: (a) Plant, equipment and materials; (b) Any contingency measures or back up of resources including personnel (where applicable); (c) OSH Survey; (d) Safety Record; and (e) Resources Schedule. Tenderers should provide a current commitment schedule and plant/equipment schedule in an attachment and label it “ Attachment 15 - Tenderer’s Resources ”.	Weighting 10% Attachment Tick if attached
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c) Demonstrated Understanding Tenderers should detail the process they intend to use to achieve the Requirements of the Specification. Areas that you may wish to cover include: (a) A project schedule/timeline (where applicable); (b) The process for the delivery of the works; and (c) A demonstrated understanding of the scope of work. Supply details and provide an outline of your proposed methodology in an attachment labelled “ Attachment 16 - Demonstrated Understanding ”.	Weighting 10% Attachment Tick if attached
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E) Cost Tenderers are to complete the Price Schedule Refer: 5.4 Price Information	Weighting 70%
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4. Price Information

Tenderers must complete the “Price Schedule” in Clause 4.3 Before completing the Price Schedule, Tenderers should ensure they have read this entire Request.

Tendered total prices must include Goods and Services Tax (GST).

Unless otherwise indicated prices tendered must include delivery, unloading, packing, marking and all applicable levies, duties, taxes and charges.

4.1. Discounts

Are you prepared to allow discount for prompt settlement of accounts?	Yes / No ☐ ☐
If you are offering discounts for different periods, or other discounts such as volume discounts, detail them in an attachment labelled “ Discounts ”.	“Discounts”

4.2. Regional Price Preference

Do you wish to claim regional price preference for Shire of Waroona	Yes / No
Do you wish to claim regional price preference for Peel Region	☐ ☐
What proportion of your lump sum price will be completed by contractors, subcontractors and material suppliers in the Waroona Shire	Yes / No ☐ ☐ _____ %
What proportion of your lump sum price will be completed by contractors, subcontractors and material suppliers in the Peel Region	 _____ %

4.3 Price Schedule

The prices entered shall fully cover all the obligations of the Contractor under the Contract. Please add or remove tasks as applicable.

Task	Price (ex GST)
Separable Portion A	
Preliminaries for design component (6 weeks allowance)	
Estimated Pricing of non-negotiable items including necessary certification, permits and engineering	

Schedule of Rates

Where the tenderer may be required to undertake additional works such as surveying, engineering or labour provisions, Tenderers shall complete the following Schedule of Rates, in the exact format shown, and submit it together with the Tender Offer Form. Non-compliance with this requirement may render the tender submission invalid.

Task	Rate per hour (ex GST)
Surveyor	
Structural engineer	
Civil engineer	
Building Certifier	
Project Manager	
Site supervisor	
Labourer	
Electrician	

6. Contractor's Work Health and Safety Management System Questionnaire

This questionnaire forms part of the Principal's Tender evaluation process and is to be completed by tenderers and submitted with their Tenders and labelled as "**Contractor's Safety & Health Questionnaire**". The objective of the questionnaire is to provide an overview of the status of Contractor's safety management system. Contractors may be required to verify their responses noted in their questionnaire by providing evidence of their ability and capacity in relevant matters.

OSH Policy and Management	Yes	No
Is there a written company Health and Safety Policy? If Yes, provide a copy of the policy.	☐	☐
Does the company have an OSH Management System? If Yes, provide details: _____ _____ _____	☐	☐

Safe Workplace Practices and Procedures	Yes	No
Has the company prepared Safe Operating Procedures or specific safety instructions relevant to its operations? If Yes, provide a summary listing of procedures or instructions. _____ _____ _____	☐	☐

Are safe operating procedures or specific safety instructions issued to employees? If Yes, explain how this is done. _____ _____ _____	☐	☐
Does the company have an incident reporting system? If Yes, provide a copy of a standard Incident Report form.	☐	☐
Are there procedures for storing and handling hazardous substances? If Yes, provide details. _____ _____ _____	☐	☐
Occupational Safety and Health		
Provide details of any company safety induction programmes for company employees and or subcontractors. _____ _____ _____		

Safety and Health Workplace Inspection	Yes	No
Are regular Health and Safety Inspections at work Sites undertaken? If Yes, provide details. _____ _____ _____	☐	☐

Is there a procedure by which employees can report hazards at workplaces? If Yes, provide details _____ _____ _____	☐	☐
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Safety and Health Consultation	Yes	No
Is there a workplace Safety Committee? If Yes, provide details. _____ _____ _____	☐	☐

Safety and Health Performance Monitoring	Yes	No
Is there a system for recording and analysing Safety Performance Statistics? If Yes, provide details. _____ _____ _____	☐	☐
Has the company ever been convicted of a Work Health and Safety offence? If Yes, provide details. _____ _____ _____	☐	☐

7. Tenderer's Resource Schedule

1. Tenderer's Current Commitment Schedule

Project	Description	Value as Let	Date Started	Referees Name Telephone Number