

Community & Economic Development Directorate

APPENDICES

Item 12.3.1

ORDINARY COUNCIL MEETING

To Be Held

Wednesday, 17th of December 2025 Commencing at 5.00pm

Αt

Shire of Dardanup
ADMINISTRATION CENTRE EATON
1 Council Drive - EATON

(Appendix ORD: 12.3.1A)



Mr Andre Schonfeldt CEO Shire of Dardanup 1 Council Drive Eaton, 6236

Dear Andre,

Re:- In Principle Support - Regional Economic Development Grant

The Ferguson Valley Marketing Inc (FVM) Board has recently completed and shared with the Shire their 2026-2030 Strategic Plan which is a road map for the upgrade to, and growth of, our tourist support services.

Major keystones within this plan include the upgrade of the Dardanup Visitor Centre and the harnessing of the organic tourist opportunities at Gnomesville. To assist in financing these key objectives FVM wish to prepare an application of the current round of RED Grant funding and request in principle support from Council to apply to the WA State Government, through the South West Development Commission.

Our Regional Economic Development (RED) application will seek funding for upgrades to the Visitor Centre services and facilities including;

- Relocation of the Ferguson Valley Visitors Centre from the Don Hewison building to the Shire of Dardanup Library and Administration Centre (Dardanup) subsequent to modifications to the Library and Administration centre
- Repurposing of the Don Hewison building into a programmable 'Arts & Events Space' to be managed by FVM
- Installation of a fixed Pop-Up Visitors Centre at Gnomesville as a bookend to the Visitor Information Centre in Dardanup.

Our endeavours in these three areas is expected to;

- Lead to the Dardanup Visitor Centre becoming an accredited Tourist Centre with a subsequent uplift in visitation numbers and visitor spend
- Augment the current food and wine offering in the valley with a much sort after art and event space

(Appendix ORD: 12.3.1A)

- From a fixed Pop- Up Visitor Centre at Gnomesville service and capture the organic tourist stream that is currently bypassing the Ferguson Valley
- Enhance and grow the Visitor Centre Volunteer experience thus helping to assure the continuation of this valuable, necessary unpaid workforce.

In preparing our RED Grant application it is our intent to engage with South West Development Commission for their guidance and direction which is appropriate to provide and ask the Shire if they also would work closely with us as the application is developed?

Overall, the FVM Strategic Plan is a document that encapsulates ideas, findings and years of experience and drawn from the grassroots of volunteers, captured comments from tourists, business owners in the valley and experienced Board members who are residents only. The roadmap is representative of a balanced cross section of ideas, desires and goals from the valley and neighbouring locations and we look forward to presenting and explaining in detail this roadmap to the Councillors in February.

In summary, the Strategic Plan outlines a road map of positive change. Change that is expected to improve visitor servicing, drive growth and result in increased investment. We look forward to achieving the Councils support of these initiatives and as a first step, welcome the Support in Principle for this critical first step into the future.

Yours Sincerely,

Sue Williams Chair Ferguson Valley Marketing

Appendix ORD: 12.3.1B)

RISK ASSESSMENT TOOL

OVERALL RISK EVENT: Ferguson Valley Marketing - Support for RED Grant Submission

RISK THEME PROFILE:

10 - Management of Facilities, Venues, Events and Services

13 - Project Management

6 - Community Engagement

RISK ASSESSMENT CONTEXT: Operational

CONSEQUENCE CATEGORY	RISK EVENT	PRIOR TO TREATMENT OR CONTROL		DISK ACTION DI ANI	AFTER TREATEMENT OR CONTROL			
		CONSEQUENCE	LIKELIHOOD	INHERENT RISK RATING	(Treatment or controls proposed)	CONSEQUENCE	LIKELIHOOD	RESIDUAL RISK RATING
HEALTH	Compliance with planning and building regulations.	Minor (2)	Unlikely (2)	Low (1 - 4)	Planning and building approvals required.	Insignificant (1)	Unlikely (2)	Low (1 - 4)
FINANCIAL IMPACT	Potential for planned building / construction works to lead to additional unscheduled costs for Council.	Moderate (3)	Possible (3)	Moderate (5 - 11)	Clear scope of works developed for RED grant application. Pre work site investigations.	Minor (2)	Possible (3)	Moderate (5 - 11)
SERVICE INTERRUPTION	Potential impacts on visitor services during refurbishment works.	Minor (2)	Possible (3)	Moderate (5 - 11)	Detailed project planning and delivery schedule. Comprehensive engagement and communications plans.	Minor (2)	Unlikely (2)	Low (1 - 4)
LEGAL AND COMPLIANCE	Negotiations with FVM for new / revised tenure agreements for use of public buildings / spaces.	Minor (2)	Unlikely (2)	Low (1 - 4)	Clear and transparent negotiations.	Insignificant (1)	Unlikely (2)	Low (1 - 4)
REPUTATIONAL	Alignment with the objectives of Council's Tourism Policy.	Moderate (3)	Possible (3)	Moderate (5 - 11)	Council approval for financial and other in-kind support provided.	Minor (2)	Unlikely (2)	Low (1 - 4)
ENVIRONMENT	Potential for building / construction works to cause environmental damage.	Minor (2)	Unlikely (2)	Low (1 - 4)	Planning and building approvals required. Site investigations and monitoring.	Insignificant (1)	Rare (1)	Low (1 - 4)
PROPERTY	Appropriate / approved use of Council owned and managed assets.	Moderate (3)	Unlikely (2)	Moderate (5 - 11)	Ensure proposed usage is aligned to Council Policy / agreed community purposes.	Minor (2)	Rare (1)	Low (1 - 4)

Proposed feature fence with artful arch (Appendix ORD: 12.3.1C) KEY OF PROPOSED LANDSCAPE UPGRADE WORKS and gate through to walk trail Existing rail Proposed seating to take advantage of views corridor walk trail Location for pop up visitor centre and associated vehicle access Proposed new toilets - two accessible unisex cubicles, with water tank Boundary line - sturdy secure Proposed new foot / wheelchair / pram wash bays - dieback mitigation Proposed new vehicle brush down pads - crushed limestone Ensure maintenance Steep 'lush' area - proposed narrow winding steps and natural trail access from north Proposed new bus parking bays - high kerb to deter vehicles mounting verge end of site is Proposed new bus or caravan parking - high kerb to deter vehicles maintained Proposed new mini 'decks' - access platforms / feature Proposed new elevated feature bridge over creek - railway link WELLINGTON MILL ROAD 10 Proposed refurbished information sign Proposed new creek bridges / possible boardwalk links 11 Proposed new shade shelter with seating and possible information 12 Proposed quirky artful arrival directional signage Steps - upgrade existing / construct new 14 15 Proposed steep track closure 16 Existing wishing well - refurbish 17 Proposed bicycle parking Proposed sculptural boundary / art / display feature (subject to detailed design) 18 Proposed new roadside traffic barrier - sturdy, with possible art on the inside 19 20 Proposed new ramp with feature retaining wall - artful, possible gnome display nooks Restrict access from 21 Proposed feature gnome display area including boulders and curved edging roadway Proposed sealed car park with possible WSUD and trees planted around edge 22 (car park subject to detailed design; to include accessible bays) 23 Proposed new bitumen seal to car park access driveway Proposed accessible loop Rocks, logs, steppers and mulch proposed throughout to build soil profile and define 'go/no go' areas' Fauna boxes for possums, bats and cockatoos - proposed in selected locations Possible boardwalks Existing large logs -Proposed interpretive signage at selected locations along the paths and possibly in the gazebo platforms incopororate, selectively themes to be inclusive of gnomes, native flora/fauna and Indigenous culture, where appropriate. Existing creek add more A poetic story of Gnomesville. (Ferguson River) No bins are currently proposed to be included in the master plan. Proposed boardwalk (area Proposed to restric prone to waterlogging) All landscape works should endeavour to be implemented according to the 'Gnomesville Style Guide' access over culver which serves as an overlay to this master plan, to ensure that the unique character of Gnomesville is Existing preserved and enhanced. Selective tree pruning and some removal by arborist may maintenance acces be required (retain some trunks and logs for fauna habitat Proposed local where possible) stone feature Proposed curved **LEGEND** retaining wall MAIN GNOWS Proposed curved ramp to low area Proposed new local native trees Proposed planting to embankment Proposed new native understorey planting Existing chess Proposed new artwork location 0 Proposed to review Proposed new sealed exposed aggregate paths roundabout signage Low feature planting Proposed new sealed 'natural look' paths e.g. cement stabilised laterite Proposed new soft compacted mulch / dirt trails Informal trails which may warrant natural definition e.g. soft compacted mulch Trailer / emergency access point · · · Proposed new bollards (or rocks / other feature) to deter unauthorised vehicle access Proposed coloured road Proposed new picnic tables surfacing Proposed new seat with / without concrete pad GNOMESVILLE COLLECTIVE VISION Existing tree trunks and vegetation canopy "Recognising the unique character of the Gnomesville site as an important tourism destination, develop a Master Plan for Gnomesville to guide future development in a sensitive and sustainable manner, providing an enhanced visitor experience through improved access, safety, DIAL BEFORE YOU DIG amenity and environment while respecting the rights of adjoining private property owners." 1:500 թունությունությունի 15 20 25 30 35 40 45 50 55 60 65 70 **ENGINEERING & GNOMESVILLE TOURIST PRECINCT DEVELOPMENT SERVICES** WELLINGTON MILL MASTER PLAN FOR PROPOSED LANDSCAPE UPGRADE A0080-18-001-B ENDORSED 17/04/2019 (94-19) SCALE 1:500 @ A1 LE. MORRES SHALL BE MIPLEMENTED IN ACCORDANCEWITH THE SHIRE'S SPECIFICATORS, CONTRACTUAL CONDITIONS AND HOUSTRY FRACTICE, ANY CONFLICTS, CHISSIONS, ISSUESOR VARIATIONS ARE TO BE BROUGHT TO THE MANERATE ATTE. NITHINGS THE