



Shire of Dardanup
Community & Economic
Development Directorate

APPENDICES

Item 12.3.1

ORDINARY COUNCIL MEETING

To Be Held

Wednesday, 17th of December 2025
Commencing at 5.00pm

At

Shire of Dardanup
ADMINISTRATION CENTRE EATON
1 Council Drive - EATON

This document is available in alternative formats such as:
~ Large Print
~ Electronic Format [disk or emailed]
Upon request.



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

- 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,

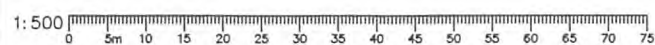
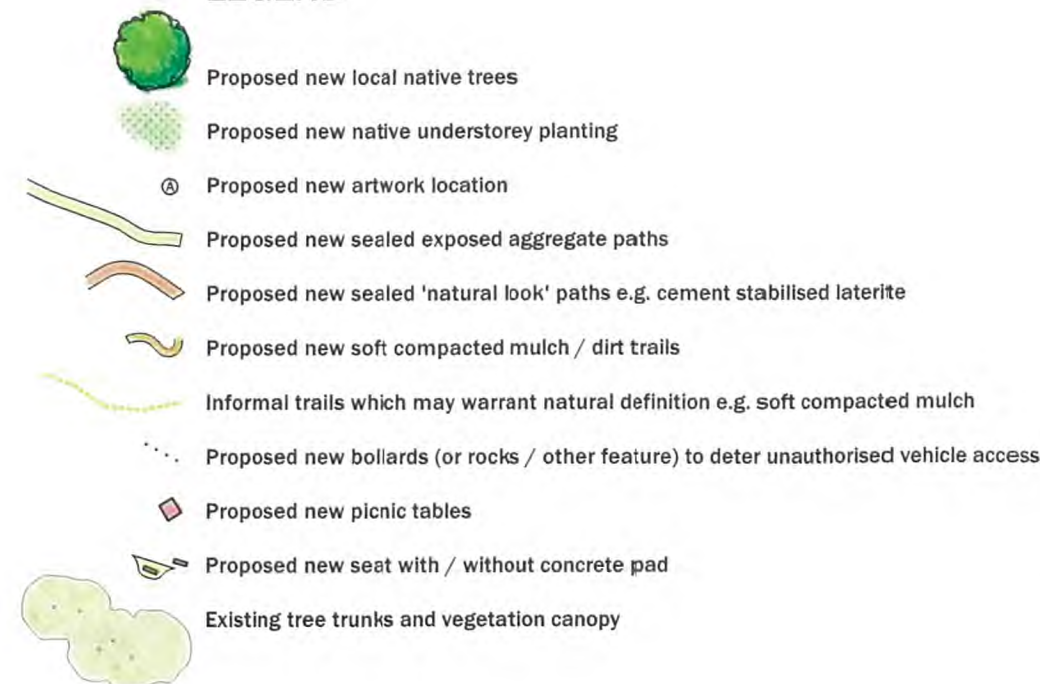
Sue Williams
Chair
Ferguson Valley Marketing

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 6 - Community Engagement 13 - Project Management RISK ASSESSMENT CONTEXT: Operational								
CONSEQUENCE CATEGORY	RISK EVENT	PRIOR TO TREATMENT OR CONTROL			RISK ACTION PLAN (Treatment or controls proposed)	AFTER TREATMENT OR CONTROL		
		CONSEQUENCE	LIKELIHOOD	INHERENT RISK RATING		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)

(Appendix ORD: 12.3.1C)

All landscape works should endeavour to be implemented according to the 'Gnomesville Style Guide' which serves as an overlay to this master plan, to ensure that the unique character of Gnomesville is preserved and enhanced.

LEGEND



GNOMESVILLE COLLECTIVE VISION

“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, amenity and environment while respecting the rights of adjoining private property owners.”

	AMENDMENT DESCRIPTION	BY	DATE	APPR	DESIGNED VP	DRAWN DATE 2/11/2018	SURVEYED BD	DRAWING TITLE GNOMESVILLE TOURIST PRECINCT WELLINGTON MILL	ENGINEERING & DEVELOPMENT SERVICES		 Shire of Dardanup Administration Centre Eaton P O Box 7017-1 Council Drive Eaton Western Australia 6232 ABN: 57 305 826 653 Telephone 08 9724 0000 Facsimile 08 9724 0091 Online www.dardanup.wa.gov.au			
					DRAWN VP	AUTHORISED LB	JOB NUMBER		DRAWING NO	YEAR		SHEET	REVISION	
					GENERAL NOTES 1. THIS DRAWING ALWAYS REMAINS THE PROPERTY OF THE SHIRE OF DARDANUP AND MUST NOT BE RETAINED OR REPRODUCED WITHOUT PERMISSION. 2. IN THE ABSENCE OF THE APPROVED SIGNATURE OF DIRECTOR ENGINEERING AND DEVELOPMENT SERVICES, THIS DRAWING SHALL BE TREATED AS PRELIMINARY. 3. ALL DIMENSIONS ARE IN METRES UNLESS OTHERWISE STATED. 4. ANNOTATED DIMENSIONS SHALL ALWAYS TAKE PRECEDENCE OVER SCALED DISTANCES. NOTE ALL WORKS SHALL BE IMPLEMENTED IN ACCORDANCE WITH THE SHIRE'S SPECIFICATIONS, CONTRACTUAL CONDITIONS AND INDUSTRY BEST PRACTICE. ANY COMPLETE DIMENSIONS, SCALE OR VARIATIONS ARE TO BE BROUGHT TO THE ATTENTION OF THE SHIRE OF DARDANUP.			MASTER PLAN FOR PROPOSED LANDSCAPE UPGRADE ENDORSED 17/04/2019 (94-19) SCALE 1:500 @ A1		A0080-18-001-B				
11									DATUM	DATUM	SHEET NO		A1	
									GRID SYSTEM	GRID				