

Media Release

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Shire of **Ngaanyatjarraku**
ON A JOURNEY

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Australia's Golden Outback proposal to boost tourism development in the Shire



The Shire of Ngaanyatjarraku is pleased to confirm its support of the Australia's Golden Outback (AGO) tourism proposal to commit financial resources and develop initiatives to help the Goldfields region reach its tourism potential.

In partnership with local governments in the Goldfields, Australia's Golden Outback proposes to recruit and manage a Goldfields Tourism Development Manager (GTDM) to facilitate the implementation of agreed destination development initiatives across the region starting on 1 July. These initiatives will come from new and current local and regional tourism strategies in addition to agreed initiatives from the AGO's Tourism Destination Management Plan. The plan in development by Tourism WA and set to be completed in August.

The proposal is well timed with the plans to seal and upgrade key sections of the Outback Way as announced by the federal government in February. The Outback Way, a 2,700 km road from Laverton, Western Australia, to Winton, Queensland, through the Northern Territory's Red Centre, will create a tourism gateway to the region and encourage visitors to travel to the region.

This will mean more visitors for the roadhouses in Tjukayirla, Warburton and Warakurna, generating jobs, revenue and growth in the regional communities. Additionally, the Shire of Ngaanyatjarraku is working on the Warburton Concept Plan to upgrade the Warburton Roadhouse surrounds and Civic, which includes the expansion of the Tjulyuru Regional Arts Gallery.

Shire President Damian McLean said the AGO proposal aligns with their Strategic Community Plan to support appropriate tourism and visitor attraction initiatives.

"The Ngaanyatjarra Lands offers a unique eco-tourism experience for travellers passing through the Rawlinson Range, Walter James Ranges, and Gill Pinnacle via the Outback Way. The Tjulyuru Cultural & Civic Centre also displays some of the finest Aboriginal art in Australia," said Cr McLean

"We believe that the partnership and collaboration between the key stakeholders will help drive tourism development in the region and successively promote tourism within the Lands and increase visitor economy," he added.

Established in 2004, the AGO aims to increase overnight leisure visitation and spend to WA's Golden Outback region, including the Goldfields, from intrastate, interstate and international visitors.

The Shire of Ngaanyatjarraku looks forward to working the AGO and other Goldfields local governments to implement the strategic tourism initiatives.

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