

Exmouth Shire Western Australia



The Ningaloo Centre Project

Background Briefing



REEF TO RANGE

THE JOURNEY

site



10 June 2013

Ningaloo Cultural Centre



Ningaloo Cultural Centre – A Place for Community Engagement, Scientific Research, Education and Exhibition

The Shire of Exmouth is the Regional Centre for the Ningaloo World Heritage Area. Declared on 24 June 2011 the NWA spans 600,000 Ha of the Ningaloo Reef and Cape Range National Park.

The **Ningaloo Centre** comprises;

- ❑ A marine research facility base for Ningaloo Alliance Members to conduct research and exhibit their various findings to stimulate knowledge.
- ❑ Regional education premises for Durack TAFE to expand into Maritime, Oil and Gas industry training needs and other education programs that will deliver benefit to the Exmouth Community.
- ❑ A new Community library, meeting rooms and café to support events, seminars and conferences.
- ❑ A relocated Exmouth Visitor Centre with a retail outlet to meet increased visitation needs.
- ❑ An exhibition and interpretive area to inform the Community and Visitors to the region on the diverse values of the region extending to marine and terrestrial environment, aboriginal history, the oil and gas story and American history leading to development of the town 50 years ago.

Important Benefits

for Tourism

- ❑ The Ningaloo Centre is strongly supported by Tourism WA and the WA State Government.
 - As it will connect visitors with the community, researchers with educators, all in the one space, and promote the Region’s natural attributes and unique values.

 - Exmouth is the regional centre of the Ningaloo World Heritage Area.
- ❑ Regional visitor growth is projected to grow from 200,000 per annum to 400,000 per annum by 2020.
 - Annual visitor numbers to the Exmouth visitor centre are currently 125,000.
- ❑ The Ningaloo Centre’s clever design incorporates a ‘Reef to Range Journey’ experience that leads to the building’s summit outlook.
- ❑ Independent economic research and modelling demonstrates the Ningaloo Centre is a sustainable project for the Shire of Exmouth.
 - adopting estimates of return from leasing and visitor expenditure.

for Research and Education

- ❑ Marine research bodies have lobbied for a site to conduct and exhibit their research in the North West of WA since 1989.
 - As there no marine research centres between Perth and Darwin, yet 14 exist between Darwin and Adelaide on the east coast.

 - Australia currently has over 100 researchers working on around 80 different biodiversity projects for an investment of some \$40 million.
- ❑ A collective of marine research organisations have now formed the ‘Ningaloo Alliance’ and lobbied the Shire of Exmouth to develop a scientific marine research facility within the Ningaloo Centre.
 - Their mission is to support and communicate research outcomes derived from the Ningaloo Reef, the Exmouth Gulf and other unique ecosystems both marine and terrestrial.
- ❑ The Ningaloo Centre will provide the required teaching space for DURACK TAFE, as determined through a direct consultative process.
 - Their training has been aligned to the regional need of the community with a strong focus to deliver to the resource sector’s maritime and environmental needs.

Education and Research Elements



-  PUBLIC AREAS/ ENTRY EXITS
-  AQUACULTURE AND RESEARCH
-  VISITOR'S CENTRE

Visitor Centre and Gallery Elements



-  PUBLIC AREAS/ ENTRY EXITS
-  TOURISM AND GALLERIES
-  VISITOR'S CENTRE
-  PAID TOUR
-  FREE TOUR

Important Benefits

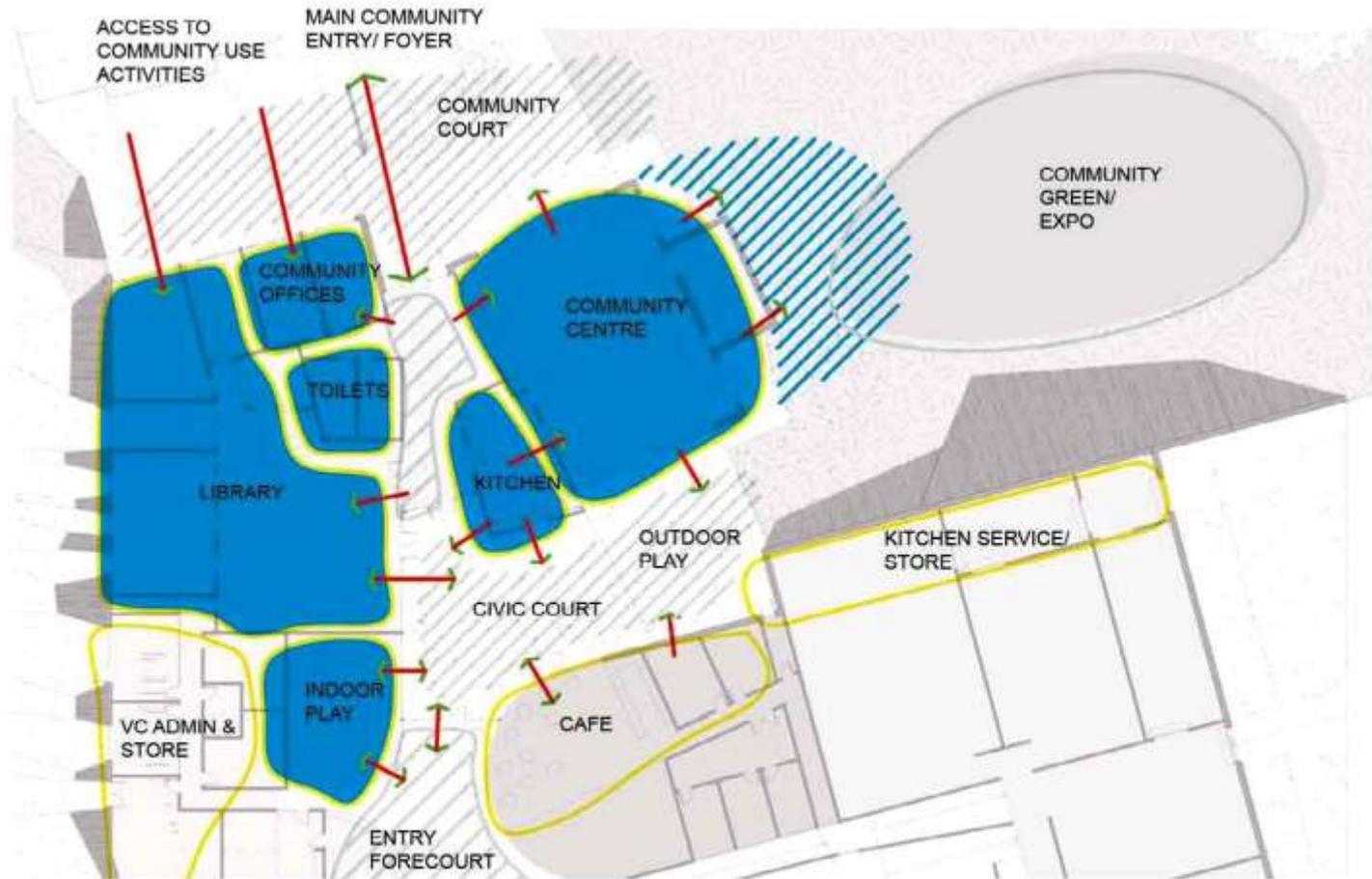
for the Exmouth Visitor Centre

- ❑ The Ningaloo Centre allows for the relocation of the Exmouth Visitor Centre (EVC).
 - This will enable it to increase its profile and its retail experience that is important for the high end tourist market.
- ❑ Visitors to the Ningaloo Centre will be able to;
 - Obtain advice and purchase a wide variety of tour experiences available within the region.
 - Enjoy the industry exhibit, galleries and the ‘Reef to Range Journey’ that ascends past the marine research area and its signature aquarium statement onto the Summit.
 - Indulge in retail outlet offerings and the adjoining café for relaxation and comfort from the often challenging ambient conditions of a summers day.
- ❑ The Exmouth Visitor Centre’s location within the Ningaloo Cultural Centre will ensure all persons on entry are immersed in a message of sustainable management of the environment, positive public behaviour and preservation of the indigenous and natural heritage of Exmouth.

for the Community

- ❑ The Ningaloo Centre will be a multifaceted iconic building that;
 - drives tourism growth for the benefit of small business operators.
 - provides commercial space for retail business.
 - creates a central hub for the community and the public to interact.
 - provides a centralised location for community services (library, community centre and EVC).
 - enables conferences, events and meetings to be hosted in a purpose built facility.
- ❑ Other Community benefits include;
 - an expansion of library services that include delivery of early learning programs, internet services and private study areas.
 - prosperity in social and cultural experiences and intellectual development through the diverse range of learning services (library and DURACK TAFE), the cultural expression (display, exhibition ad performances) and socialising (‘community hub’ , café, meetings and events).
 - community enrichment as owners of a landmark building that instils community pride and a strong sense of place and belonging.
 - a climate managed venue to provide respite for visitors during harsh climatic conditions.

Community Elements



-  PUBLIC AREAS/ ENTRY EXITS
-  COMMUNITY
-  VISITOR'S CENTRE

Elements of the Ningaloo Centre Building



Ningaloo Centre



Ningaloo Centre



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site



Important Facts

- ❑ The Ningaloo Centre will meet four core Shire of Exmouth priority objectives namely;
 - 1) Tourism information facilities that are able to appropriately meet the expectations of visitors to Exmouth.
 - 2) Contemporary designed and equipped community facilities that meet with the community expectations as established by the Exmouth Community Strategic Plan 2011.
 - 3) Research and education site specific facilities as determined by key stakeholders.
 - 4) Gallery and exhibition space to promote a range of exhibits with information and stories that extend to research, the Ningaloo World Heritage Area and the cultural diversity of the region.

- ❑ The project will add extensive economic value to the wider region and an estimated net present worth value of \$42 million will be derived from increased research, education, tourism and fishing activity over the next 25 years.

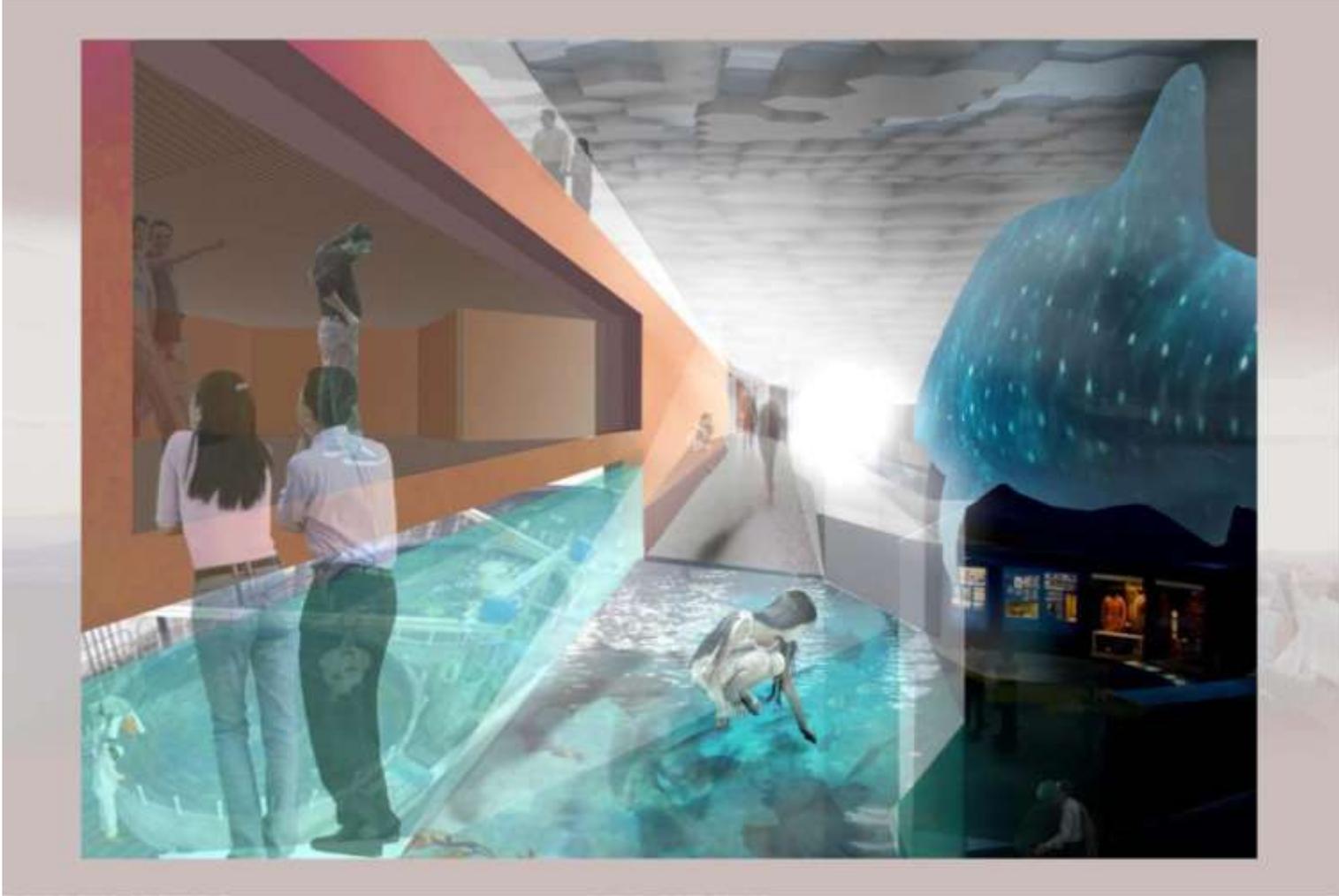
- ❑ The project will build capacity in the regional community and it has positive support from all stakeholders.

- ❑ The project will promote the Ningaloo World Heritage listed Ningaloo Coast and Cape Range National Park.

- ❑ The project will bolster the relationships already held with offshore oil and gas companies through shared environmental research findings and outcomes conveyed.

- ❑ The project will stimulate Science, Industry, Arts, Culture and Regional Development.

Reef to Range Journey



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En-route to Summit



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The Summit



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