

***Heritage Drive Trails of the Central Great Southern of Western  
Australia***

***The “Heritage of Endeavour” project***

***Tourism Development in the Central Great Southern***

*Michael Hughes, PhD  
Tourism Research Officer  
Murdoch University*

*Jim Macbeth, PhD  
Tourism Program Chair  
Murdoch University*



Chief Investigator and Project Manager  
Jim Macbeth  
Tourism Program  
School of Social Sciences and Humanities  
Murdoch University  
South Street  
MURDOCH, Western Australia 6150

Email: [j.Macbeth@murdoch.edu.au](mailto:j.Macbeth@murdoch.edu.au)  
Website: <tourism.Murdoch.edu.au>

© Jim Macbeth  
Printed and published by Murdoch University  
2005

Cover photo by Michael Hughes  
Entry statement near Woodanilling, on the northwestern edge of the Central Great Southern Project Area

# ***Heritage Drive Trails of the Central Great Southern of Western Australia***

## **Table of Contents**

<b><i>Executive Summary</i></b> .....	<b>1</b>
Recommended Tourism Developments .....	2
Drive Trails.....	4
Conclusion .....	4
<b><i>Recommended Tourism Drive Trails and Attractions Descriptions</i></b> .....	<b>6</b>
Tourism Drive Trail Runs .....	6
Drive Trail #1: The Central Great Southern Run.....	6
Drive Trail #2: The Pingrup Run .....	12
Drive Trail #3: The Stirlings Run .....	16
Drive Trail #4: The Malleefowl Run.....	17
Drive Trail #5: The Chester Pass Run.....	17
Drive Trail #6: The Salt River Rd Run .....	17
Drive Trail #7: The Bluff Knoll Run .....	19
Drive Trail #8: The Perth Scenic Run.....	19
Drive Trail #9: The Olives and Wine Run. ....	19
Tourism Drive Trail Day Loops .....	20
Drive Trail #10: Great Southern Wine Loop.....	20
Drive Trail #11 Chester Pass Day Loop.....	20
Drive Trail #12 Salt River Rd Day Loop .....	20
<b><i>Information Sources</i></b> .....	<b>21</b>
<b><i>Appendix 1</i></b> .....	<b>22</b>
Table of Potential Heritage Tourism sites in Shire of Broomehill .....	22
Tables of Potential Heritage Tourism sites in Shire of Cranbrook.....	23
Town of Cranbrook .....	23
Town of Frankland.....	24
Town of Tenterden.....	24
Town of Tunney.....	24
Tables of Potential Heritage Tourism sites in Shire of Gnowangerup .....	25
Town of Borden (and South to Stirlings) .....	25
Town of Gnowangerup.....	26
Town of Ongerup .....	26
Table of Potential Heritage Tourism sites in Shire of Katanning (and surrounds).....	27
Table of Potential Heritage Tourism sites in Shire of Kent .....	30
Town of Nyabing .....	30
Town of Pingrup .....	30
Table of Potential Heritage Tourism sites in Shire of Tambellup .....	31
Table of Potential Heritage Tourism sites in Shire of Woodanilling.....	33
<b><i>Appendix 2 Report on the historical background for ‘A Heritage of Endeavour’</i></b> .....	<b>35</b>

## **Acknowledgements**

First and foremost, we acknowledge the contribution of Linley Chandler to this final report. Linley undertook this project as part of her Masters degree and carried out all of the basic groundwork and community consultation. Unfortunately, due to ill health, Linley was unable to write the final report. Nonetheless, the report is based on her work in the Central Great Southern.

Russell Pritchard, Regional Officer with the Great Southern Development Commission, must be acknowledged as a key 'driver' of this project. The project was originally his idea. Besides his ongoing official support for the project over the years, he provided invaluable advice and support in further developing and crystalising the ideas within this report.

Many other Central Great Southern community members contributed information that made this work possible. We thank them all for their enthusiasm and knowledge.

The work was funded jointly by the Sustainable Tourism Cooperative Research Centre, local government councils of the shires involved in the project and the Great Southern Development Commission. Without the financial support of these organisations, the work would not have been possible.

# Heritage Drive Trails of the Central Great Southern of Western Australia

## Executive Summary

This project has sought to establish the foundation for a heritage tourism product in the Central Great Southern region of Western Australia. The Central Great Southern shires involved in the project (Table 1 and Plate 1) are dominated by a grain and sheep based agricultural industry and may be considered to lie on the periphery of tourism in Western Australia. Key focal points for tourism development are identified within the participating shires and potential tourism drive trails are mapped to link these individual components into an experience based on the theme “Heritage of Endeavour”. The intent is to contribute to the economic and social diversity within the Central Great Southern, enhancing the sustainability of the region. This is achieved by using themed drive trails to link the Central Great Southern with adjacent regions that have a more established tourism industry, encouraging tourists to travel through the Central Great Southern rather than developing it as a stand alone destination. However, it is important to recognize that the development of drive trails through the region is of limited immediate and direct economic or social consequence. This project and its outcomes are a single part of a wider and long-term strategy for social, economic and tourism development.

**Table 1: List of Central Great Southern shires and their respective towns included in tourism drive trail project.**

Shire	Towns	Total Shire Population (2001 census)	Approx driving distance and direction from Katanning	ARIA Score*
Broomehill	Broomehill	451	21km south	4.65 (MA)
Cranbrook	Cranbrook Frankland	1049	85km south 110km southwest	3.76 (MA) <sup>+</sup> 4.28 (MA)
Gnowangerup	Gnowangerup Borden Ongerup Amelup	1521	61km southeast 90km southeast 110km southeast 125km southeast	4.7 (MA) 4.59 (MA) 5.17 (MA) no data
Katanning	Katanning	4146	-	4.76 (MA)
Kent	Nyabing Pingrup	628	61km east 100km east	5.53 (MA) 6.05 (R) <sup>†</sup>
Tambellup	Tambellup	673	45km south	4.34 (MA)
Woodanilling	Woodanilling	382	26km north	4.59 (MA)

\*ARIA Score is a rating of accessibility calculated by the Commonwealth Department of Health and Ageing. The scale ranges from 0 (highly Accessible) to 12 (Very Remote)

<sup>+</sup>MA = Moderately Accessible-significantly restricted accessibility of goods, services and opportunities for social interaction

<sup>†</sup>R = Remote - very restricted accessibility of goods, services and opportunities for social interaction.

The Accessibility/Remoteness Index of Australia (ARIA) scores indicate that the towns included in the project area have limited potential in terms of material resources, services and social networks. These limits create a greater challenge in terms of establishing the region as a tourism product. Development of drive trails in the Central Great Southern is thus based on the concept of

encouraging tourists to traverse the region rather than the promotion of the region as a destination end point in itself. This was in recognition that while the project area offers potential interest for tourists, it is also adjacent to regions that are firmly established as popular tourism destinations (Southwest, southern and coastal areas of Great Southern including Albany, Esperance). Rather than attempting to directly compete with these regions with relatively limited resources, the development of tourism in the Central Great Southern aims to tap the potential as an enjoyable and interesting self-drive travel route between the heavily visited adjacent tourism regions as well as the state’s capital, Perth. Alternatively, some of these routes may also function as day trips for tourists based within or adjacent to the Central Great Southern region.



**Plate 1: Directional signs illustrating towns included within the Central Great Southern project area and indications of the approximate distances between them (“Town Centre” = Katanning).**

## Recommended Tourism Developments

The original “Heritage of Endeavour” concept devised by Linely Chandler has been further developed in this report through the creation of tourism drive trails. The drive trails are a means of providing the framework on which individual attractions will eventually combine to form a co-ordinated regional product that also links in with tourism in adjacent regions. This is achieved through identifying specific potential tourism assets within each shire to be developed along a common theme, “Heritage of Endeavour” (Table 2). Each experience is intended to connect as part of the “Heritage of Endeavour” theme and build a picture of the history of the Central Great Southern region through the use of tourism drive trails. While there are some obvious tourism attractions within the project area (discussed later in this document), the region as a whole is sparse in this regard. Potential tourism attractions identified in previous reports, mostly relating to the local colonial heritage, are either not immediately obvious to travelers or are primarily of interest to those with direct historic connections with the place. In consideration of this, development of tourism in the respective Central Great Southern shires has been approached from a whole region perspective rather than shire by shire.

**Table 2: Summary of recommendations for tourism development in the Central Great Southern in the theme “Heritage of Endeavour”.**

<b>Shire</b>	<b>Tourism Development Focus</b>	<b>Summary of Recommendations</b>
Broomehill	Jones Building and Holland track	Promote heritage Jones Buildings with bakery and wine cellar. Develop links between Holland Park and the Holland Track by installing a walk/cycle trail, picnic facilities and interpretation.
Cranbrook	Information Nodes in Frankland and Cranbrook. Wine and Olives in Frankland.	Install information nodes in Cranbrook and Frankland as “gateways” to the Central Great Southern and Heritage of Endeavour. Enhance promotion of Frankland as a wine and olive growing region.
Gnowangerup	Borden Bed and Breakfast, The Lily, Ongerup Malleefowl Interp Centre. Information Node	Install information node in town of Gnowangerup to promote “Heritage of Endeavour” regional theme. Improve promotion of Borden Bed and Breakfast as affordable quality accommodation near major attractions. Continue support for development and promotion of The Lily as an iconic attraction in the region. Mediation to improve relationship between interpretation centre development group and Malleefowl Preservation group in Ongerup.
Katanning	Art Gallery and Indigenous Arts in Town of Katanning, the regional centre	Promote Katanning as indigenous arts centre and develop potential for arts festivals through provision of accommodation development options.
Kent	Pingrup Museum	Promote Pingrup Heritage Museum as part of the “Heritage of Endeavour” theme. Incorporate display relating to Holland Track
Tambellup	River-side Picnic Area in Town of Tambellup.	Recognise picnic area as a significant tourism asset. Landscape to improve aesthetic appeal. Improve signposting and links with town heritage walk trail and picnic area’s history as a rowing venue.
Woodanilling	Historic main street and Interpretation of agricultural past and present in Town of Woodanilling.	Enhance the main street to reflect its intact and authentic 19 <sup>th</sup> century character. Install an information node in the parking area near the tavern to contrast the historic main street heritage with the modern heritage of the grain storage area across the rail line.

As is suggested by the summary recommendations in Table 2, the “Heritage of Endeavour” theme refers not only to historical endeavour of the 19<sup>th</sup> and early 20<sup>th</sup> century pioneering era in the region, but also contemporary endeavour in the Central Great Southern. For example, the grain storage facility at Woodanilling, the Lily Dutch windmill near Amelup and the proposed Malleefowl preservation centre at Ongerup represent a type of modern endeavour. Modern endeavour is part of an ongoing process of heritage building that shapes the region and the communities within it. Linking historical places and events with so called ‘modern’ endeavour highlights the point that the Central Great Southern is a socially, economically and environmentally dynamic region that has built on the past and will develop into the future.

## Drive Trails

In order to incorporate the various heritage attractions deemed by this report as having tourism potential within the theme of “Heritage of Endeavour” into a network of drive trails, one of the initial objectives of this project was to identify logical driving routes through the Central Great Southern region. The roads to be incorporated into the drive trails were identified based on already established travel routes through the region that connect the identified potential attractions and those that offer convenient links with the neighbouring regions. Table 3 describes each of the drive trails in terms of the towns and roads they incorporate and the tag or label used to identify the route.

## Conclusion

The “Heritage of Endeavour” is an over-arching theme that forms the basis of a long-term tourism development strategy while the drive trails present a set of immediate ‘products’ that can be established in the short term. Development of the whole region as a tourism product based on the theme of “Heritage of Endeavour” is more likely to function successfully as an attraction than individual ventures in isolation. The development of tourism along a theme reduces the danger of the ‘tyranny of small decisions’ that could potentially lead individual towns and shires within the project area in different conceptual directions. This could lead to dissonance amongst stakeholders, poor management of resources and a lack of a coherent regional tourism product. As tourism development in the project area is founded on the concept of drive trails, it is important that the various tourism attractions can be presented as parts of a broader theme or concept. This means that the individual components of the regional product should be developed according to a common vision or concept. Ideally, such co-ordinated development encourages the sharing of resources and knowledge between towns and shires. Thus, the region not only benefits from increased tourist numbers but also enhanced social networks and sharing of resources.

The most convenient and cost effective option for developing the recommended trails and attractions is the establishment of a website focusing on the regional product. Ideally the website would have a ‘front page’ with individual pages for each drive trail.

The *Hidden Treasures Project, Tourism Product Marketing of the Northern Great Southern*, developed in 2004 following the circulation of the draft of this project report. Excerpts from that project’s consultancy brief follow. The contact for the project is the CEO, Shire of Broomehill.

The Shire of Broomehill, in partnership with a community based working group (Wake Up Broomehill) and 7 proposed communities including Woodanilling, Katanning, Tambellup, Gnowangerup, Jerramungup and Kent, in the north-central Great Southern, are advanced in a planning and consultation process to develop a promotional package of information on a range of tourism products available in the region.

The need for the marketing strategy was identified through extensive community consultation and local government’s recognition of an information gap. The working group has also drawn on analysis/information provided by the WATC and heritage research commissioned by the 7 shires involved in the *Heritage of Endeavour project*.

By focusing on tourism products that are valued by the community initially, and by travelers to the region, the promotional effort will be effective and sustainable in the longer term.

[T]here will be the opportunity to partner the marketers of other regional products. Partnerships will have been explored, identifying strategic links with other organizations within the region. Links with existing and future tourism icons, including Kodja Place, the Yongergnow Centre will lead to cross promotions and value adding.

**Table 3: Summary of Central Great Southern drive trails detailing suggested trail names, intended end points and the towns and roads included.**

<b>ID #</b>	<b>Drive Trail Name</b>	<b>End Points</b>	<b>Towns Included</b>	<b>Roads Included</b>
1	<i>The Central Great Southern Run</i>	Perth–Albany	Woodanilling Katanning Broomehill Tambellup Cranbrook	Great Southern Highway Albany Highway
2	<i>The Pingrup Run</i>	Albany-Hyden (Wave Rock)	Amelup Borden Ongerup Pingrup	Chester Pass Rd Gnowangerup-Ongerup Road Ongerup-Pingrup Road
3	<i>The Stirlings Run</i>	Perth-Albany	Woodanilling Katanning Broomehill Gnowangerup Borden Amelup	Great Southern Highway Broomehill-Gnowangerup Road Gnowangerup-Ongerup Road Chester Pass Road
4	<i>The Malleefowl Run</i>	Perth-Esperance	Woodanilling Katanning Broomehill Gnowangerup Ongerup	Great Southern Highway Broomehill-Gnowangerup Road Gnowangerup-Ongerup Road
5	<i>The Chester Pass Run</i>	Albany- Esperance	Amelup Borden Ongerup	Chester Pass Road Gnowangerup-Ongerup Road
6	<i>The Salt River Rd Run</i>	Manjimup- Esperance	Frankland Cranbrook Amelup Borden Ongerup	Frankland-Cranbrook Road Salt River Road Chester Pass Road Gnowangerup-Ongerup Road
7	<i>The Bluff Knoll Run</i>	Manjimup- Albany	Frankland Cranbrook	Frankland-Cranbrook Road Salt River Road Chester Pass Road
8	<i>The Perth Scenic Run</i>	Manjimup-Perth	Frankland	Frankland-Rocky Gully Road Frankland-Kojonup Road <sup>†</sup>
9	<i>Olives and Wine Run</i>	Perth-Albany	Woodanilling Katanning Broomehill Tambellup Cranbrook Frankland	Great Southern Highway Frankland-Cranbrook Road Frankland-Rocky Gully Road (Muir Highway) Albany Highway
10	<i>Great Southern Wine Loop*</i>	Albany-Albany	Frankland Cranbrook	Albany Highway (Muir Highway) Frankland-Rock Gully Road Frankland-Cranbrook Road Great Southern Highway
11	<i>Chester Pass Day Loop</i>	Albany-Albany	Amelup Borden Ongerup	Chester Pass Rd Gnowangerup-Ongerup Rd South Coast Hwy
12	<i>Salt River Rd Day Loop</i>	Albany-Albany	Cranbrook Amelup	Albany Hwy Salt River Rd Chester Pass Rd

\*Incorporates Mt Barker wineries and most travel is along Albany Highway and Muir Highway.

<sup>†</sup> As with Wine Loop, also incorporates wine region of Mt Barker.

## **Recommended Tourism Drive Trails and Attractions Descriptions**

The following sections provide detailed descriptions of the proposed tourism attractions and drive trails summarised in Tables 2 and 3. The drive trails are presented in numerical order of ID number. Each of the towns included in the drive trail are discussed in terms of the respective recommended tourism development aspect. As towns may be included in more than one drive trail, a detailed discussion of the proposed tourism development is provided for the first mention of the town in a drive trail with brief summaries in subsequent drive trail appearances.

### **Tourism Drive Trail Runs**

Drive trails 1 to 9 represent routes through the Central Great Southern Region, linking with adjacent regions, referred to as “runs”. The drive trail runs are designed to encourage tourists traveling between the adjacent established tourism regions, as well as to or from centres such as Perth and Albany, to detour from the heavily used main highways and take some time to experience the Central Great Southern “Heritage of Endeavour” product.

#### ***Drive Trail #1: The Central Great Southern Run***

Perth to Albany via the Great Southern Hwy adds approximately thirty minutes to an hour to the travel time depending on where the Great Southern Hwy is accessed. This is an ideal route for avoiding the busier Albany Hwy to the west. It follows the original course of the Great Southern railway line. The construction of this railway during the late 19<sup>th</sup> century resulted in the opening up of the central southern wheatbelt and central Great Southern for agriculture and connects two tourism areas with established potential, the Avon Valley and the south coast, particularly Albany. In the absence of a co-ordinated effort to create a drive trail involving the length of the Great Southern Highway, requiring the co-operation of numerous shires and regional areas, the most direct and obvious access, if heading south from Perth, is probably from Williams via the Narrogin turn-off from Albany Highway.

Once on the desired travel route, travel speed on the Great Southern Hwy is more restricted than Albany Highway owing to the character of the road and the greater frequency of townships. The road is somewhat narrower than Albany Highway, tends to wind and undulate to a greater extent and does not have over taking lanes. To compensate, there is usually less traffic, particularly road train related delays. Any trucks that do travel on the Great Southern Hwy usually turn off into one of the farms or towns rather than being long haul vehicles, allowing them to be passed quite easily by travelers. The greater frequency of townships relative to Albany Highway results in speed limits varying to a greater degree, with the 50 – 80km/hr zones adding to journey time. This route is suited to travelers between Perth and Albany who are not strongly destination driven (single minded in reaching the end point) but rather, are interested in experiencing the wheatbelt more intimately, with the added bonus of less road train traffic to deal with.

The frequent towns along the Great Southern Highway (on average about 25 km apart) afford the opportunity for travelers to take advantage of available amenities such as shops, picnic facilities or points of tourism interest, such as heritage sites. The route from Perth to Albany, via the Great Southern Highway is summarized in Table 2 and includes the following Central Great Southern shires: Woodanilling, Katanning, Broomehill, Tambellup and Cranbrook. Each of these are discussed in order traveling from north to south along the drive route.

#### **Woodanilling**

The Shire of Woodanilling has one significant township, the Shire’s namesake, on the Great Southern Highway. The town centre is located off the main highway, meaning that travelers need a good reason to divert from their main route and stop in a small, quiet rural town. The greatest potential in terms of encouraging tourist stops in the township of Woodanilling is the precinct

including the historic main streetscape coupled with the renovated tavern and a small bushland park (Plates 2 & 3). The streetscape provides a tangible link to the pioneering efforts in the region, falling neatly into the “Heritage of Endeavour” theme. Upgrading the main street to enhance this concept may create an authentic ‘working’ historic town somewhat similar to the ‘19<sup>th</sup> century working port’ theme used by the port of Fremantle. The fact that the original 19<sup>th</sup> century buildings are still used lends authenticity to the tourism experience that may separate the town as an attraction from contrived experiences such as Pioneer World in Armadale and the Wagin Historic Village.



**Plate 2: Historic Church in the main street of Woodanilling.**

In addition, there is a small park located between the tavern and the railway with a parking area and a small bush reserve. The modern grain storage bins are located in the area west of the railway line and tend to capture the attention of visitors owing to their size and positioning near the entry to town (Plate 4). The dominance of the grain storage facility provides an interesting contrast between the historic agriculture and railway heritage town on one side and the current agricultural industry on the other. In a sense, this contrast could be viewed in terms of the origins and current status of a historic process. The authentic heritage townscape and hotel represents the foundation of the local agricultural farming community in the Woodanilling area (perhaps symbolising the agricultural heritage of the Central Great Southern as a whole) while the modern grain storage facility may represent the product of the pioneering spirit of the community. The positioning of the parking area, opposite the hotel, affords an excellent location for an information node or interpretation relating to the development of the agricultural industry using the townscape and grain storage facility as a visual backdrop. This concept presents a visual representation of the “Heritage of Endeavour” theme in terms of the achievements of pioneering and contemporary farmers.



**Plate 3: Authentic heritage streetscape, main street looking west, Town of Woodanilling.**



**Plate 4: Composite image showing Woodanilling Tavern, parking area and modern grain storage area, Town of Woodanilling**

### Katanning

The Town of Katanning lies 26km south of Woodanilling along the Great Southern Hwy and is the regional centre for the Central Great Southern. Successful efforts have been made to develop Katanning as a regional arts centre, in particular indigenous art. This has been facilitated by the construction of an art gallery and the planned appointment of an indigenous community arts officer. The Community arts officer will be located in the Katanning Town Hall, currently being renovated, adjacent to the relatively new art gallery (Plate 6). The art gallery building itself is of an eye catching design while the regularly changing exhibition of works may function to draw repeat visitations to the facility (Plate 5). Continuing development of the arts concept may afford Katanning the reputation as an internationally significant indigenous art centre. In this regard, Katanning could become an even more important node for the Central Great Southern drive trails.



**Plate 5: Katanning Art Gallery and Library, Town of Katanning**

The gallery has a regional focus meaning that the art work generally reflects the history and culture of the wheatbelt and adjoining areas. In this, there is a link with the “Heritage of Endeavour” theme as the art works provide a visual interpretation of the history and development of the region and contemporary life, both through indigenous and non-indigenous cultural lenses. The visual representation of the past and present may function to place the other “Heritage of Endeavour” sites in the Central Great Southern into a social and cultural context.

The establishment of Katanning as an arts centre lends itself easily to a tourism product. This may take the form of a ‘general’ type of tourism where people are encouraged to visit the town and experience what may be established as the Arts Precinct (Art Gallery and Town Hall). As Katanning is the regional centre for the Central Great Southern and has prominent entry statements on the Great Southern Highway, travelers are more than likely to stop in the town. Promotion in this context may be assisted with publication of brochures and pamphlets describing the arts centre status of Katanning coupled with a schedule of exhibitions.



**Plate 6: Katanning Town Hall, in the process of being renovated, will include office facilities for an Indigenous Community Arts Officer.**

Katanning may also host conference or festival style events in connection with its art centre status. As international links are currently being forged by those in association with the indigenous arts scene in Katanning, staging an event centred on this concept may afford economic benefits to Katanning while further cementing its place in the arts world. A major issue in terms of staging an event is the lack of adequate accommodation within the town. A means of addressing this shortage could be through establishment of accommodation on appropriate nearby farming properties. Many properties have unused buildings that may be modified to a standard and capacity suitable for the expected clientele. The cost of construction could be underwritten by the shire, or by external funds allocated to the shire and Great Southern Development Commission, on the understanding that the owner must have the facility available for all related events. The owner may rent it as farmstay style holiday accommodation when not needed for official purposes. This arrangement would be ideal as it benefits the town and shire and the owner of the property on which the accommodation is established.

Plans for an Indigenous cultural centre in Cranbrook and an Indigenous interpretation centre near Bluff Knoll (funding not yet available) may create links across the Central Great Southern region in terms of promoting local indigenous culture. These may form the framework for the development of new drive trails in the region.

### Broomehill

Broomehill is situated about 21 km south of Katanning and was the starting point for the historic Holland Track expedition to the



**Plate 7: Start of the Holland Track to the Goldfields, just north of the town of Broomehill.**

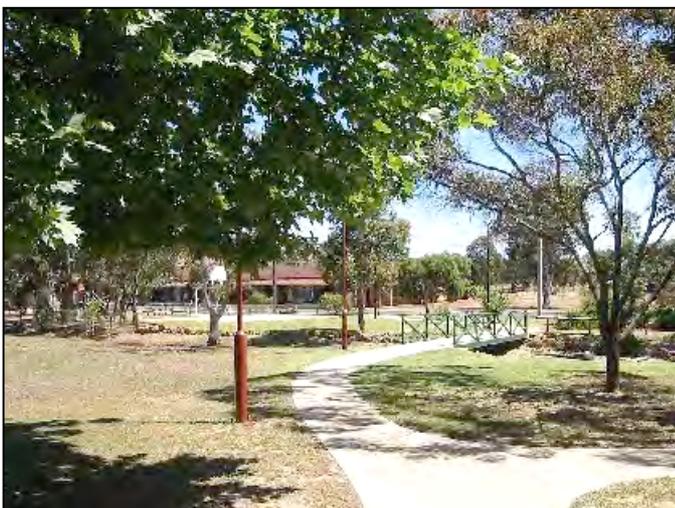
goldfields in the late 19<sup>th</sup> century. The start of the Holland Track lies a short distance up the railway line north of the town centre but is not signposted in any way (Plate 7). While much of the original track between Broomehill and Hyden has vanished or lies on private land, the first few kilometers are accessible by the public, though without signposting, is indistinguishable from the many dirt roads that intersect with the Great Southern Hwy.

In town, the Jones Building represents authentic early 20<sup>th</sup> century architecture in the form of a row of shops (Plate 8). Development of this building, with plans to house a wine cellar and bakery, among other things, could prove to be a significant stop for tourists, as long as the quality of the goods and service is of a high standard. The Holland Memorial Park, close to the Jones Building offers a convenient link between the attraction of fresh baked food and local wine and local history in the theme of “Heritage of Endeavour”. The park itself is well equipped and maintained, with pleasant shady trees and grass ideal for picnicking (Plate 9).



**Plate 8: Jones Building currently being renovated to house a bakery and wine cellar among other things, town of Broomehill**

Development of a walk or cycle trail from the park to the commencement of the Holland Track would provide the final link in the story for visitors. Development of the first few kilometers of the track, perhaps with interpretive displays and picnic facilities, may create an additional attraction for those interested in local and goldfields history.



**Plate 9: Holland Memorial Park links wine and food with historic events, town of Broomehill.**

There may also be the opportunity for a cooperative arrangement between the Lily windmill near Amelup and the bakery regarding the production and sale of stone ground flour. The Lily is currently developing product and marketing strategies for their unique flour product, a type favoured by bakers for the texture it lends bread. The bakery at Broomehill would benefit from a unique product (akin to the New Norcia product) while the Lily would benefit from promotion of its flour. In addition, the historic flavour of Broomehill and the Jones Building links the historic “Heritage of Endeavour” theme with the modern endeavour of The Lily.

## Tambellup

Tambellup township is located about 24km south of Broomehill along the Great Southern Highway. A recently created walk trail around the town provides an insight into local heritage. The township is also located adjacent to the Gordon River. A weir was originally built in the early 20<sup>th</sup> century to provide an area for rowing and a popular regional destination for the traditional Easter Sunday picnic. The weir has since been replaced as the original structure had become severely degraded. It lies close to the road bridge linking Tambellup with Albany Highway. While the original structures associated with the rowing era have long since disappeared, modern facilities have been installed on the banks of the river upstream of the weir. The Tambellup heritage trail loops through the picnic area (Plates 10 & 11).



**Plate 10: Gordon River picnic area, Tambellup, as viewed from Great Southern Hwy access point**

It appears that the Tambellup river-side picnic area has not been officially recognized by the shire as a potential tourism asset. Its links with early 20<sup>th</sup> century life in the region affords an important addition to the “Heritage of Endeavour” theme, providing an insight into the recreational life of the era. While there is little or no trace of the original infrastructure, installation of interpretive displays and/or rejuvenation of other nearby buildings that may be linked to the original uses of the weir may add a significant point of interest to the already established heritage walk trail around the town.

The river-side picnic area has had solar powered lighting and gazebos with picnic tables installed, however, the river banks and gravel picnic area may need further landscaping to improve the site’s appeal to visitors. This may involve installing a lawn area and additional gardens to improve the ambience of the area for picnickers. The river bank may be improved by either reducing the incline of the slope or installing some low retaining walls in the vicinity of the picnic site. This may also help reduce the unsightly erosion that is evident in the area. Installation of directional signs indicating where the heritage trail enters and exits the picnic area would provide a link between the recreational site and the experience of the heritage of the town. The picnic area could be marketed as a halfway point between Perth and Albany, ideal for a lunch stop and wander along the heritage trail.



**Plate 11: Gordon River picnic site, Tambellup, as viewed from the north.**

Once the site has been landscaped, re-creation of the rowing events for which the site was originally established may also prove to be an effective tourism attraction. This may take the form of competition or simply recreating the era using appropriate props with mock rowing races. Timing such an event with the traditional Easter period during which the site was used as a regional picnic

venue may add appeal and visitor numbers. Annual events with a similar heritage related theme, such as the Moondyne Joe Festival in Toodyay and the Wagin Woolarama, have proven to be successful in terms of attracting visitors and promoting local culture and heritage.

### Cranbrook

Cranbrook is the final Central Great Southern shire on the Great Southern Highway Run (Drive trail #1). It lies approximately 40km south of Tambellup. Cranbrook has additional significance as the township is located at the junction of the Great Southern Highway and the Albany Highway, affording access to the main drive route between Perth and Albany. This is also significant as Cranbrook township represents a significant, well signposted entry point to the Central Great Southern with the opportunity for signs and tourism information nodes promoting this concept (Plate 12).

**Plate 12: Entry statements for the town of Cranbrook at the Great Southern Hwy turn off.**



**Plate 13: Federation Wildflower walk trail and reserve at the eastern end of the town of Cranbrook.**

The town's main current attraction is its status as the "gateway to the Stirlings". It also reportedly attracts significant numbers of tourists to view wildflowers during the season. A federation wildflower walk trail on the eastern edge of the town is a testament to this (Plate 13). Addition of an information node relating to Cranbrook as a gateway to the Central Great Southern and the "Heritage of Endeavour" drive trails seems to be a natural extension of its existing status. This may function in terms of increasing the awareness of visitors passing through Cranbrook to view the Stirling Ranges and/or wildflowers that they are also entering the Central Great Southern with its associated "Heritage of Endeavour" drive trails.

### ***Drive Trail #2: The Pingrup Run***

Chester Pass Rd is a commonly used route between Albany and the wheatbelt regions north of the Stirling Ranges (Plate 14). Assuming travel north from Albany, The Pingrup Run includes the

Chester Pass Road feeding onto the Gnowangerup-Ongerup Rd and then north along the Ongerup-Pingrup Road. This drive trail presents the most direct route from Albany to the significant attraction of Wave Rock near Hyden. In terms of the focus of this project, the Pingrup Run includes the shires of Gnowangerup and Kent, passing through or near the townships of Amelup, Borden and Ongerup in the eastern parts of Gnowangerup Shire then through Pingrup in Kent Shire. The Drive trail will be described from south to north from the perspective of driving from Albany.



**Plate 14: Looking south along the Chester Pass Rd to the Stirling Range, near Borden.**

### Amelup

After passing through the Spectacular Stirling Ranges, Amelup itself is not likely to be the focus of tourist attention but is the closest named township (or hamlet) to the already popular replica Dutch windmill and farm known as The Lily, a few minutes north (Plate 15). The windmill is an excellent example of 16<sup>th</sup> century Dutch technology. It has been designed to produce significant quantities of stone ground flour. The flour produced by the wind driven milling process is a particular quality sought after by bakers for its unique texture. Together with the windmill is a small vineyard that produces wine grapes (though the proprietors also buy grapes from other areas to produce their own wine), a restaurant built from a relocated and refurbished train station, and accommodation. The iconic nature of the windmill together with the quality accommodation and food provided at The Lily ensures that it will continue to develop as a popular tourist attraction and much appreciated facility for local residents in an area previously known more for its mountains than its cuisine.



**Plate 15: The Lily, a fully functional Dutch windmill with the Stirling Range as a backdrop.**

While a Dutch design flour grinding windmill located in a peripheral wheat/sheep region may seem surprising to unsuspecting tourists traveling along the Chester Pass Road, the proprietor makes the point that such windmills were once common in Australia. He cites there were at least 30 in Sydney alone during the colonial era and into the late 19<sup>th</sup> century, providing flour for the region's inhabitants. A surviving windmill at Mill Point, South Perth is the last remaining example of those built for the Swan River Colonies. Unfortunately it is rather a poor example as it was badly designed and built in a location devoid of adequate wind to drive the sails and hence, never produced any flour. Part of the agenda of The Lily seems to be raising awareness of the windmill as a part of the colonial history of Australia rather than something that automatically triggers images of idealised rural life in the Netherlands.

Thus The Lily connects with the theme "Heritage of Endeavour" both directly and indirectly. The direct link lies in the time and effort taken to plan and build the structures, using recycled materials from Broomehill, Albany and Gnowangerup township with a view to establishing a viable business. This has functioned to establish a potentially major tourism asset in the area but also somewhere locals can access fine dining and quality holiday accommodation. The indirect link to the theme is with the role of windmills in the colonial history of Australia, a specialist topic that appears to be absent from common knowledge about the era. Continued development and promotion of this facility as a tourism enterprise can only add to the attractiveness of the area around the eastern end of the Stirling Ranges.

The production of a unique form of flour at The Lily affords the opportunity for product development associated with the region's identity, similar to the New Norcia Bakery. The niche product produced by the windmill may provide access to a lucrative market. In terms of tourism development in the Central Great Southern region as a whole, although the following idea falls outside the bounds of this report, the planned installation of a bakery in the Jones Building at Broomehill may afford a potentially successful marketing opportunity both for the flour and Broomehill. A similar bakery venture in Beechworth, Victoria, was the trigger for transforming a relatively quiet, rural town (population: 3149) into a very successful tourism oriented destination with a multimillion dollar annual turnover (O'Toole & Tarling, 2000). The Success of the Beechworth Bakery appears to lie in its quality baked goods, the combination of bakery and restaurant but probably more fundamentally its positive links with the local community. The success of the Broomehill bakery, supplied in part by the Lily, will depend heavily on the quality of the food produced by the operators but also in the mutual support it gives and receives within Broomehill and perhaps in the Central Great Southern as a whole. This concept also provides a link between the modern endeavour of The Lily and the "Heritage of Endeavour" at Broomehill.

### Borden



Borden presents the experience of a true agriculturally based working town. Its few streets are dominated by the nearby grain storage facility (Plate 16). The town offers a few amenities such as a small store and tavern but has the disadvantage of no mobile phone coverage (digital or CDMA) and only a single public phone box. The tavern is a good example of a down-to-earth country pub complete with whale's penis (displayed in a glass box behind the bar). The tavern itself is reminiscent of a house that has been

**Plate 16: The large grain storage facilities in Borden dominate the townscape.**

converted into a pub but offers a friendly atmosphere. It recently became part of a scheme that places international backpackers in rural pubs as bar workers. The presence of two young female German backpackers pulling beers may have softened the atmosphere in the Borden Hotel though the Australian male ‘macho’ culture is merely diluted somewhat, not altogether absent. In summary, the Borden Hotel provides an authentic, unpretentious experience of the wheatbelt culture, including details such as dinner must be ordered before 7.30pm as the chef may get upset with “late orders”.

Aside from the Hotel, Borden has recently become home to the Borden Bed and Breakfast, a newly renovated, fibro house in town (Plate 17) that affords comfortable accommodation close to the

Stirling Ranges, in particular Bluff Knoll, and the Borden Hotel. The Borden Bed and Breakfast is a self contained cottage let to visitors by the owner who lives nearby. Breakfast is supplied in the form of a large quantity of bacon, eggs, bread and tomatoes that visitors cook themselves. In combination with the Lily, the Borden Bed and Breakfast represents a further development of desirable accommodation in the region. While the Lily is considered to be in the upper end of the price range for accommodation, the Borden Bed and Breakfast offers a cheaper alternative in the form of a fully equipped house, somewhat cheaper than accommodation of a similar standard available in Albany. Unfortunately,



**Plate 17: Borden Bed and Breakfast self contained accommodation close to Central Great Southern attractions.**

the researcher only discovered this asset when inquiring about accommodation at the Borden Hotel. There is currently no signposting either on the Chester Pass Road or in the town while the distribution of brochures and pamphlets is limited. The proprietor of the bed and breakfast commented that she had applied to the council for sign posting to be place at the town’s entry point. She also conceded that the promotion of the accommodation was limited to date though this was primarily owing to the short time since commencing business. It would seem that addition of sign posting in town, wider distribution of pamphlets and a website would be a recommended way to encourage use of the facility by travelers.

Development of The Borden Bed and Breakfast, together with The Lily, Stirling Range Retreat and plans for a future “eco” development in the southeastern Gnowangerup region may warrant the production of a brochure detailing accommodation available in the Central Great Southern. This could be included in or in conjunction with a drive trails brochure based on the “Heritage of Endeavour” theme.

### Ongerup

Ongerup. located on the eastern edge of the Shire of Gnowangerup, about 18km northeast of Borden, has the status of being home to the Malleefowl Preservation Group. This is a community group dedicated to raising awareness of the Malleefowl, the emblem for the Shire of Gnowangerup, and contributes to its conservation. Ongerup is also the focus



**Plate 18: Entry statement for Ongerup, on the eastern edge of the shire of Gnowangerup.**

for plans to construct a Malleefowl interpretation centre. Plans and funding for this facility are in place, however, there is a slight problem in terms of the political climate in Ongerup. The Malleefowl Preservation Group, at time of writing, was not communicating with the Malleefowl Interpretation Centre group on any meaningful level. There appears to be some differences causing ill feelings to the extent that the Malleefowl Preservation Group makes no mention of the proposed interpretation centre on their website even though this project would do much to further their cause. This is unfortunate as the interpretation centre is touted as being a potentially significant tourism draw card for the region, an excellent vehicle for promoting the preservation of the bird species while boosting tourism related revenue. It would seem that some form of mediation between the groups is required in order to promote co-operation in terms of establishing Ongerup as a Malleefowl based tourism attraction.

Once the Malleefowl interpretive centre is complete, it will add another attraction for tourism within close proximity of accommodation such as the Borden Bed and Breakfast and The Lily.

### Pingrup

Pingrup is located in the Shire of Kent, approximately 55km north of Ongerup in the north eastern corner of the Central Great Southern project area. The community in the town of Pingrup are actively behind the development of a museum based on local history with the planned addition of a heritage machinery display. The development of the museum would be a significant addition to the critical mass of the Central Great Southern in terms of tourism development. Addition of interpretation relating to the Holland Track may value add to this asset and provide a consistency to the Central Great Southern “Heritage of Endeavour” theme by linking the Pingrup Museum with the Holland Memorial Park and the start of the track in Broomehill.

### ***Drive Trail #3: The Stirlings Run***

The *Stirlings Run* encourages travelers to experience the central regions of the project area, turning off from the Great Southern Highway and passing through the rolling country within Gnowangerup Shire and through the scenic Stirling Ranges. The *Stirlings Run* presents somewhat of a detour on the trip from Perth to Albany but affords some ‘out-of-the-way’ experiences within the Central Great Southern as well as a close up look at the Stirling Ranges, only viewed from a distance for those following the Great Southern or Albany Highways.

*The Stirlings Run* follows the path of the Central Great Southern run, through Woodanilling, Katanning and Broomehill as discussed previously. Travelers may experience the heritage streetscape and modern agricultural contrast in Woodanilling, the art gallery in Katanning and the Holland Track and Jones Building in Broomehill before turning off the main highway toward Gnowangerup. Travelers continue from Gnowangerup along the Gnowangerup-Ongerup Road before turning off onto the Chester Pass Road, through Borden and Amelup (The Lily) before entering the Stirling Range National Park. Depending on the timing, travelers may wish to stay over night in Borden or at The Lily as previously discussed.



**Plate 19: Information node opposite the shire office, town of Gnowangerup.**

## Gnowangerup

Gnowangerup township is located approximately 40km east-southeast of Broomehill. It has limited amenities including a small supermarket, petrol station and a few shops. The tourism focus of Gnowangerup Shire is located in the area around Amelup and Ongerup. Gnowangerup township has limited opportunities for tourism but may act as an information node and fuel stop for passing tourists. The town has a small park with a large steam tractor directly adjacent to the Shire offices while an information node is situated across the street (Plate 19). In terms of ‘fitting in’ with the “Heritage of Endeavour” theme, the town may contribute by providing information for travelers in regard to the Central Great Southern region and the proposed drive trails at the information board opposite the council chambers.

### ***Drive Trail #4: The Malleefowl Run***

*The Malleefowl Run* offers an alternate route between Esperance and Perth. It is virtually identical to *The Stirlings Run* except travelers, traveling from Perth to Esperance, continue along the Gnowangerup-Ongerup Road instead of turning south down the Chester Pass Road. Travelers pass through the towns of Woodanilling, Katanning, Broomehill, Gnowangerup and Ongerup, discussed previously, before connecting with the South Coast Hwy at Jerramungup.

Each of the towns offer an aspect of the “Heritage of Endeavour theme discussed previously in this document. Travel between Perth and Esperance via this route may only add 30 minutes to the travel time.

### ***Drive Trail #5: The Chester Pass Run***

The Albany to Esperance route via Chester Pass Road encourages travelers to experience the Stirling Ranges, the Lily and the planned Malleefowl interpretation centre at Ongerup as discussed previously. This trail is very similar to the *Pingrup Run* except travelers continue east along the Gnowangerup-Ongerup Road and head to Jerramungup and on to Esperance, rather than turning north toward Pingrup and on to Hyden.

According to discussion with Central Great Southern residents, traveling to Esperance from Albany via the Chester Pass Road only adds 20-30 minutes to the travel time of the more common South Coast Highway route. The advantage of the Chester Pass route, aside from the scenery and attractions, is the considerably lower level of traffic as compared with the South Coast Hwy.

Given the total travel time between Albany and Esperance is approximately 4 hours (?) the addition of 30 minutes travel time is not significant, particularly for travelers interested in touring the country side rather than simply getting from ‘A’ to ‘B’.

### ***Drive Trail #6: The Salt River Rd Run***

The *Salt River Road Run* presents a short cut from the established southern forests tourism region around Manjimup to Esperance, via the central great Southern. Discussion with the Cranbrook Shire representative has highlighted the potential for encouraging tourists to travel across from the Manjimup region through to Frankland and into the Central Great Southern. Road works between these two areas are a priority for Cranbrook Shire with the



**Plate 20: Road sign warning of hazardous conditions on the Salt River Road, east of Cranbrook**

intention of linking the Frankland wine and olive growing area with the popular tourism destinations of the Southern Forests and Southwest with a sealed road.

The main challenge for some travelers along this route may be the Salt River Rd, a 40km stretch of unsealed road of varying quality (Plate 20). In some parts, the road is relatively wide and firm with good visibility while in others there may be soft sand patches, erosion gullies, potholes and jaywalking wallabies. In this sense the road presents the difficult challenge of monitoring the changing road quality, viewing the scenery and dodging wayward wildlife. While those with 4wd vehicles may view this route as fairly mundane, those in lesser cars may find driving exciting, if not nerve wracking. Travelers should confirm insurance conditions for gazetted yet unsealed roads.

Tourists in the Manjimup area would be able to ‘cut’ across to the Central Great Southern on their way to Esperance. This route affords the opportunity to package the diversity of natural attractions in the southern regions of WA. The Salt River Rd takes travelers on a route parallel to the Stirling Ranges, offering an interesting contrast between the rugged mountains on one side and the agricultural plains on the other. Tourists visiting the Manjimup region to experience the Jarrah and Karri forests and associated attraction, may then travel across to the wine and olive producing region of Frankland before ‘cutting across’ to Esperance via Cranbrook, the spectacular Stirling Range National Park, The Lily near Amelup, Borden and the Malleefowl Interpretation Centre at Ongerup. Cranbrook, Amelup, Borden and Ongerup have been discussed previously.

### Frankland

Frankland is located in the western end of the Shire of Cranbrook in an odd shaped projection of the shire approximately 42km west of Cranbrook township. It is a small town with some core facilities such as a telecentre and general store. There is a visitor information node in the town that provides some information about the wineries in the region. The area around Frankland township presents a contrast to the open rolling plains of the rest of the Central Great Southern and the jagged mountains of the Stirling Range included in the project area. Frankland is a forested, hilly agricultural region that produces award winning wine through some internationally established producers. The region has also become a olive growing area for production of oil and other related products. The wine and olive production affords a variation on the agricultural aspect of the Heritage of Endeavour theme for the Central Great Southern with the volume of wine output being among the largest in the state. The profile of Frankland as a wine and olive producing region is not equivalent to that of other wine producing areas in the southern areas of WA despite the quality of the Frankland product being equal to, if not better than, more publicised locations.

In addition to the wine and olive production, Frankland is the focus of a planned project to accommodate backpackers for seasonal employment. In isolation, this project may function to bring additional revenue to the region through the spending of visiting workers. The “Heritage of Endeavour” theme may be applied to the efforts of international and interstate backpackers traveling to a relatively isolated region to work and explore the country.



Frankland may function as a link between the regions around Manjimup and Denmark and the Central Great Southern. In practical terms, Frankland, as a linking part of the Central Great Southern Heritage of Endeavour drive trails, may benefit from an

**Plate 21: Information node in the Town of Frankland.**<sup>18</sup>

upgrade of the information display for tourists in the region. The information displayed at present seems somewhat ad hoc and dated and hence does not seem entirely comprehensive (Plate 21). Upgrading the information relating to the Frankland area may also be accompanied by providing information linking into the remaining project area to the east, encouraging travel in that direction. A new caravan complex is under development in Frankland, along with consideration of how to more effectively utilize existing facilities.

#### ***Drive Trail #7: The Bluff Knoll Run***

Similar to the *Salt River Road Run* to Esperance, tourists originating from the Manjimup area may access the attraction of Bluff Knoll via Frankland and Cranbrook, turning south down Chester Pass Road. This route would take travelers through Frankland, Cranbrook and Amelup before turning south to Albany through the Stirling Ranges and past the Bluff Knoll turn off. As previously discussed, this route may afford a show case of attractions in the southern regions of Western Australia by linking the southern forests area with the wine and olive producing region of Frankland, the Lily and the Stirling Ranges.

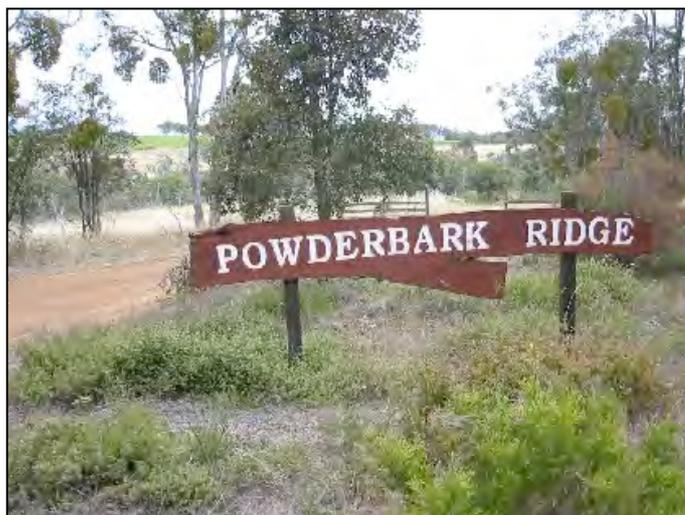
Cranbrook Shire has indicated a wish to encourage travel from the Manjimup area east to the shire and is acting on this by improving the quality of roads between Manjimup and Frankland. The *Bluff Knoll Run* offers an alternative route to the busier Great Southern Hwy. While this route may require additional confidence owing to the lesser quality of the roads, this is more than offset by the scenery, attractions and considerably less frequent trucks and general traffic.

#### ***Drive Trail #8: The Perth Scenic Run***

The *Perth Scenic Run* uses a touring route from the Manjimup Southern Forests region, through the Central Great Southern via Frankland to Perth. This presents an inland alternative to the more common route along the coastal plain via the South Western Hwy. The *Perth Scenic Run* incorporates the wine and olive producing region of Frankland (as discussed previously) before turning north and intersecting Albany Hwy at Kojonup. This proposed route may also form the eastern half of a tour drive loop from Perth to Manjimup.

#### ***Drive Trail #9: The Olives and Wine Run.***

The *Olives and Wine Run* incorporates all the components of the *Central Great Southern Run* to Cranbrook township but detours from Cranbrook to Frankland before continuing to Albany. This touring route offers a relaxed drive between Perth and Albany, taking in the wineries of the Mt Barker and Frankland regions (Plate 22) and the agricultural and railway heritage of the shires along the Great Southern Hwy. The route provides a diversity of experiences and landscapes incorporating the agricultural heritage of shires such as Woodanilling, the art gallery and indigenous art of Katanning, the link with the goldfields via the Holland track at Broomehill and the river-side picnic area at Tambellup with its history as a regional leisure destination as well as the wine and olives of the Frankland area. The route allows travelers to view the diversity of the Great Southern country side at a leisurely pace not possible on Albany Hwy. The length of this detour may encourage an overnight stay in the region.



**Plate 22: Entrance to winery near Frankland.**

## **Tourism Drive Trail Day Loops**

Drive trails 10, 11 and 12 are intended as day trips through the Central Great Southern and adjacent areas for tourists based in the nearby City of Albany. Albany is a significant center for tourism and is within easy reach of the Central Great Southern region. The three trails collectively present the essence of the region, taking in the wine growing area of Frankland, the Stirling Range and agricultural landscapes. The aim is to encourage tourists staying in Albany to venture inland rather than focusing on the coastal regions of the Great Southern.

### ***Drive Trail #10: Great Southern Wine Loop***

The *Great Southern Wine Loop* is intended for Albany or Denmark based tourists to experience the vineyards near Frankland and in adjacent areas. Tourists travel up the Albany highway to Mt Barker and its associated wineries then turn west along the Muirs Hwy toward Rocky Gully then north to Frankland. The return part of the loop to Albany could incorporate Cranbrook though the more direct route would be along the Frankland-Kendenup Rd, intersecting Albany Hwy approximately 23km south of Cranbrook. From Kendenup, tourists may choose to head south directly to Albany or detour through the Porongorup wine producing area. The loop would include Frankland and Cranbrook townships as discussed previously.

### ***Drive Trail #11 Chester Pass Day Loop***

The Chester Pass Day Run offers a loop through the Mountainous Stirling Range, grain growing regions of the Central Great Southern before returning along the spectacular South Coast to Albany. This Drive trail incorporates the components of the Pingrup run as far as Ongerup, also passing through the towns of Amelup (near the Lily) and Borden discussed previously. Travelers then continue east along the Gnowangerup-Ongerup road to Jerramungup rather than turning north to Pingrup. At Jerramungup, travelers then turn southwestward along the South Coast Hwy to return to Albany. The Stirling Range National Park, The Lily near Amelup and the proposed Malleefowl Interpretation Centre at Ongerup present significant Central Great Southern tourism attractions along the route, providing for a range of experiences in the theme of “Heritage of Endeavour”. The drive loop passes through a broad variety of landscapes ranging from jagged mountains, agricultural and coastal plains and the south coast.

### ***Drive Trail #12 Salt River Rd Day Loop***

The Salt River Rd day run loops from Albany around and through the Stirling Range, passing through the towns of Cranbrook and Amelup discussed previously. Travelers leave Albany on the Albany Hwy turning east to Cranbrook then along the Salt River Rd to Amelup and the Chester Pass Rd. The Salt River Road runs parallel to the Stirling Range, affording excellent views of the jagged peaks to the south and the agricultural plains to the north. Travelers then turn south down the Chester Pass Rd toward Albany, passing through the Stirling Range in the near vicinity of Bluff Knoll (the highest peak in WA). The Salt River Rd day run offers a close up experience of the Stirling Range, with access to several detours through the mountain range itself. Travelers may also make a small diversion to The Lily, a short distance north of the point where the day run accesses the Chester Pass Rd. After visiting The Lily, Travelers may then turn south toward Albany, through the Stirling Range along Chester Pass Rd, completing the loop. The Chester Pass Day Run primarily focuses on the natural beauty of the Stirling Range and surrounding agricultural plains, with the opportunity of experiencing the uniqueness of The Lily as a part of the “Heritage of Endeavour” theme.

---

.... *Now, all that remains is for you to go for a drive!*

## Information Sources

AusStats (2002) *2001 Census Basic Community Profile and Snapshot: Western Australia*. Australian Bureau of Statistics, Commonwealth of Australia.

<http://www.abs.gov.au/ausstats/abs%40census.nsf/4079a1bbd2a04b80ca256b9d00208f92/af1c342ec5b6ef0eca256bc00014570a!OpenDocument> (Accessed Aug 2003 – Feb 2004)

Chandler, L. (undated) *Planning Report for the Heritage of Endeavour Heritage Trail*. Unpublished report. Murdoch University.

Chandler, L. (undated) *Preliminary Report for the Heritage of Endeavour Project*. Unpublished report, Murdoch University.

Chandler, L. & Layman, L. (1998) *A Report on the Historical Background for "A Heritage of Endeavour"*. Great Southern Development Commission, June 1998.

Department of Health and Ageing (2001) *Accessibility/Remoteness Index of Australia (ARIA)*. Commonwealth Department of Health and Ageing. <http://www.health.gov.au/ari/aria.htm#what>. (accessed 20 Feb, 2004).

Jones, B. (2003) *Katanning as part of the Central Great Southern Heritage Trail Project*. personal communication, meeting 1pm, 10-12-2003. CEO Katanning Shire, Katanning.

Murray, M. (2003) *Accommodation and Tourism around Borden*. personal communication, conversation 6pm, 10-12-2003. Proprietor, Borden Bed and Breakfast.

O'Toole, T. & Tarling, L. (2000) *Breadwinner: A Fresh Approach to Rising to the Top*. Information Australia, Melbourne.

Pluen, H. (2003) *The Lily*. personal communication, meeting 10am, 11-12-2003. Proprietor, The Lily, Amelup.

Pritchard, R. (2004) *Development of Tourism Products and Drive Trails in the Central Great Southern*. ongoing personal communications, meetings and email, Aug 2003 – Feb 2004. Regional Officer, Great Southern Development Commission, Katanning.

Trenoza, J. (2003) *Tambellup as part of the Central Great Southern Heritage Trail Project*. personal communication, meeting 3pm, 11-12-2003. CEO Tambellup Shire, Tambellup.