



PINJARRA HERITAGE RAILWAY PRECINCT

PLACE INFLUENCES, STAKEHOLDER FEEDBACK + DIRECTION

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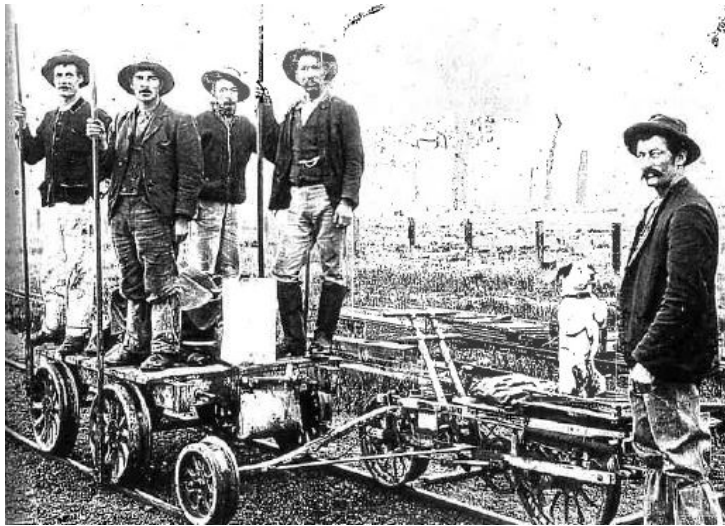
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ACKNOWLEDGEMENT OF COUNTRY

The land on which we live and work is aboriginal land. Aboriginal people have lived on the Australian continent for at least 65,000 years. Non-aboriginal people have lived in Australia for just 230 years.

As a practice, we are working towards an understanding of that fact, and how it might inform our relationship to the land, its original people, and the work that we do. We acknowledge that we have a long way to go. Our studios are located on Ngunnawal and Whadjuk country in Canberra and Perth respectively.

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Pinjarra railway workers, fettlers 1912

INTRODUCTION

The Shire of Murray is expecting a period of significant growth with several projects emerging that will shape the economic future of the area. One of these projects is the proposed development of the Pinjarra Heritage Railway Precinct (The Precinct).

The Shire aims to reinvigorate the Precinct through acknowledging the towns connection to its railway heritage, supporting the needs of Pinjarra’s projected population growth and attract new visitors to the area.

Since 1893 the Precinct has been a key landmark of the town, contributing to the community’s sense of place. Today, it consists of a groups of buildings, tracks and spaces including a goods shed, an engine shed and a carriage shed.

The Precinct is highly valued by the community with many people feeling a strong affinity with the rail and its history. The area is currently used by several stakeholders including the Hotham Valley Railway, local community groups and the Department of Fire and Emergency Services. The site includes a dump point and overnight campsites for up to 15 RVs.

The Shire of Murray is looking to develop a Master Plan and Business Case to guide the development of the Precinct to maximise its potential for the future of Pinjarra. A business case is required to identify the economic opportunities the Precinct offers and determine the best uses of the Precinct based on these opportunities. Future development must consider the social and economic benefits associated with the different potential uses and the level of activation required. The Business Case will provide key input into the Master Plan.

PURPOSE OF THE DOCUMENT

This report documents the outcomes of Stage 1, 2 and 3 of a six stage master planning process. It examines relevant ‘place influences’ on the Precinct through site analysis, cultural heritage study, audience review and analysis of target markets, best practice and benchmarking; and the planning context. Six guiding themes were developed from the review, which were tested with participants during stakeholder engagement.

The opportunities identified in this document resulted from the desktop review and stakeholder engagement and will inform the brief for the Master Plan and Business Case. These principles will be further tested and developed in the final stages four and five.

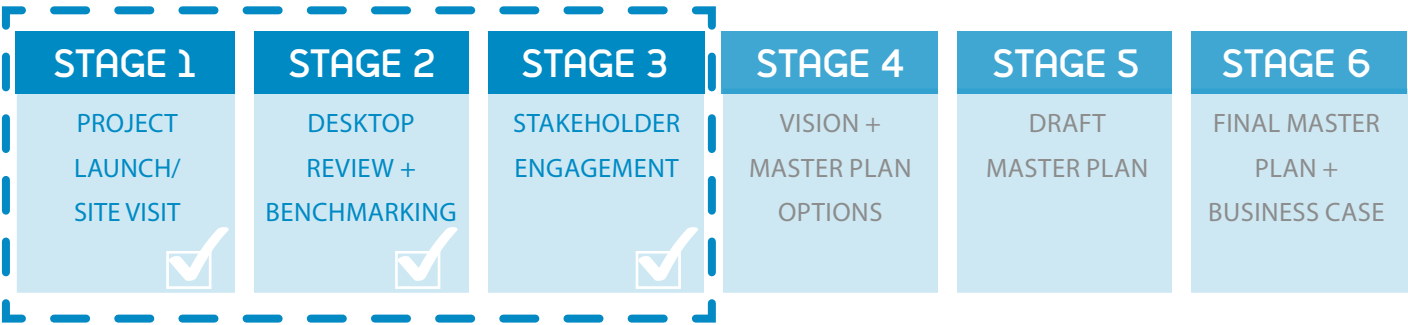
Due to COVID 19 restrictions, stakeholder engagement was undertaken via a booklet toolkit, guided phone conversations and an online survey.

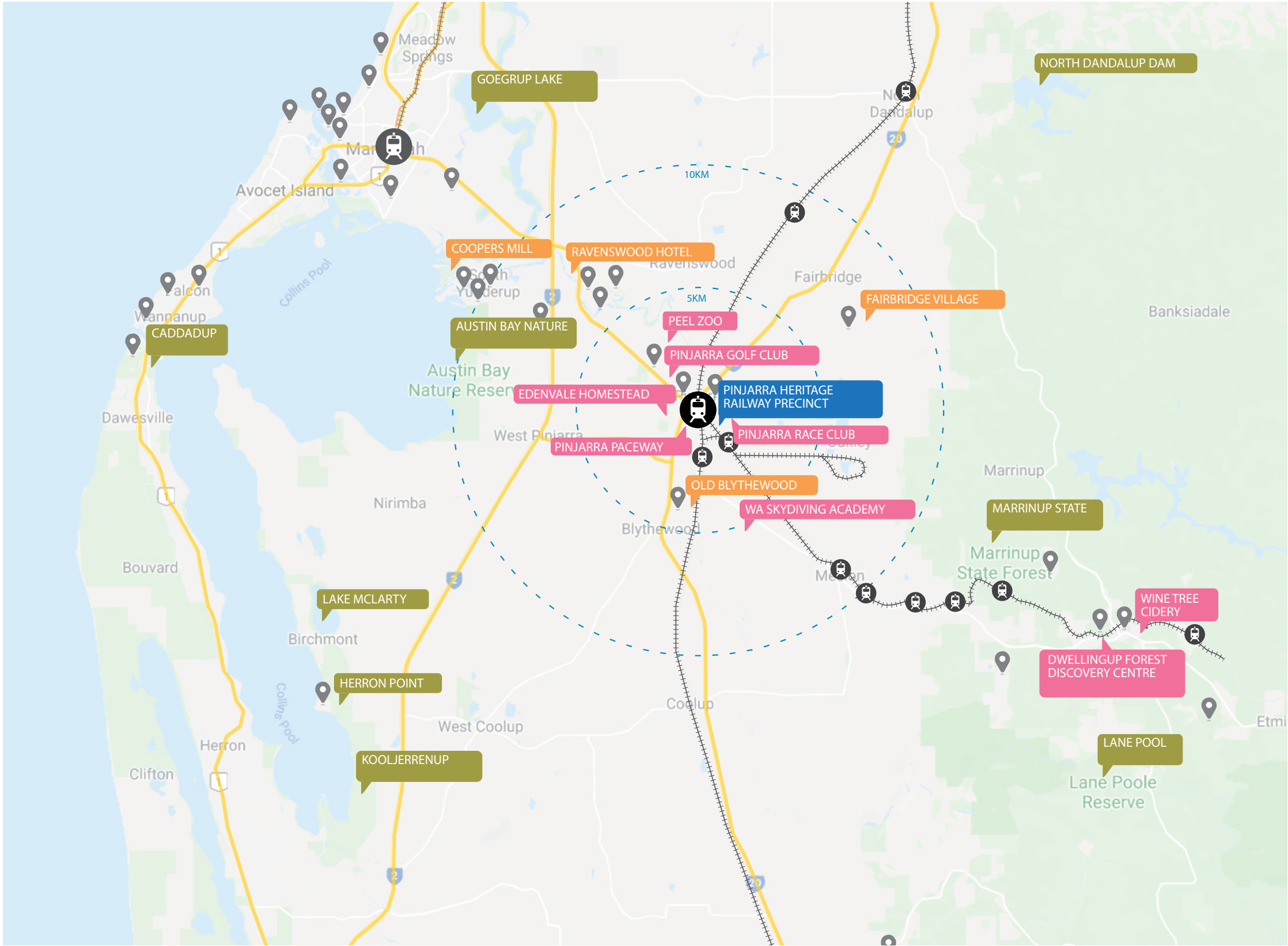
DESKTOP REVIEW

The desktop review examined relevant conservation, urban planning and master plan documents enacted by the Shire of Murray between 1998 and 2019 including:

- / Pinjarra Heritage Trail Interpretation Strategy, 2014
- / Pinjarra Railway Yards Conservation Plan, 1998
- / Destination Tourism Management Report, Shire of Murray 2019
- / Shire of Murray Local Government Heritage Inventory (excerpt) : Pinjarra Railway Station Precinct
- / The Pinjarra Town Centre Revitalisation Strategy and Activity Centre Plan, 2017
- / Shire of Murray Destination Assessment Report 2019
- / Shire of Murray Tourism Marketing and Communications Plan 2020- 2023

A summary of the key themes identified within the documents has been tested with stakeholders through stakeholder engagement.





LOCATION

Pinjarra township is well located, only 80km south of Perth, 20km from Mandurah and less than 25km from Dwellingup. Most visitors travel to Pinjarra by car via the South West and the Forrest Highway. The Australind train also services Pinjarra arriving in the Precinct. Currently, the train line and Precinct are under utilised, and revitalisation may well provide an opportunity to connect Perth directly with Pinjarra.

There are many well known tourist destinations in the Peel Region making a day trip desirable:

- / Edenvale Heritage Precinct
- / Peel Zoo - Family Fun and Educational Tourism
- / Old Blythwood - Heritage Attraction
- / Fairbridge - Heritage and Cultural Attraction
- / Dwellingup - Nature-Based Attraction

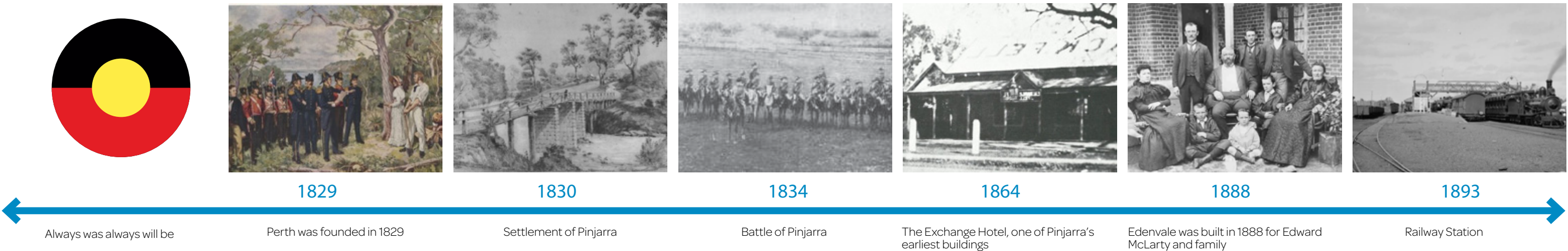
LEGEND

- | | | |
|---|---|--|
|  Heritage and Cultural Attraction |  Natural Attraction |  Nature-Based Attraction |
|  Accommodation |  Mandurah Line Train |  Australind Train Station |



SIGNIFICANCE OF PINJARRA STATION & RAILWAY

Pinjarra Railway Station Precinct has been a key part of Pinjarra since 1893 and was the catalyst for the development of the town and the surrounding area by early settlers to the region. The expansion of the rail network in the 1890s was an ambitious program which brought significant social and economic change to the region.



NOONGAR SIGNIFICANCE

The Noongar people have lived in the South West of Western Australia since time immemorial. Before the arrival of Europeans, 6000 to 10,000 Noongars were living in the South West with these populations divided into fourteen language groups. Pinjarra is situated in the Gnaala Karla Boodja region which refers to the Noongar language groups of the Binjareb/Pinjarup, Wilman and Ganeang.²

Any future planning for the precinct should consider engaging Traditional Owners in the area to discuss the impact of the railway line, how they would like this history recognised. On recent railway infrastructure projects, METRONET has developed a Traditional Owners engagement strategy to guide conversations with Aboriginal stakeholders about how the Western Australian Government Railways impacted their way of life. The inclusion of this history at Pinjarra railway yards is a significant opportunity to tell all the stories associate with the Pinjarra Railway Precinct, the town and the railway line.

COLONIAL HISTORY

Perth was founded by Captain James Stirling in 1829 as the administrative centre of the Swan River Colony. Sir Thomas Peel established the first European settlement at the mouth of the Murray River in 1830. Subsequently, Pinjarra is part of one of the earliest European settlement areas in Western Australia.

The Precinct stands on Peel's original land. It should be noted that Thomas Peel is believed to have been one of the military forces who rode down the Bindjareb people in 1834 which led to the Battle of Pinjarra. ³ Officially, 15-20 Bindjareb people died, however, other reports indicate twice that many deaths. ⁴

RAILWAY PERSONALITIES

The Pinjarra Railway Yards Conservation Plan, 1998 notes several key colonial figures associated with the railway yard and line. These include:

James Tate and Edward McLarty bought the land off Thomas Peel, both prominent figures in the history of the district. Edward McLarty was a pastoralist and a member of the Legislative Council of Western Australia from 1894 to 1916.

Sir John Forrest was the first Premier of WA and played a development and construction role in securing the extension of the railway network to Pinjarra and beyond.

George Temple Poole design many of the railway buildings as the Colonial Architect and Assistant Engineer in Chief at the Public Works Department

CY O'Connor was the Engineer in Chief who made the East Perth to Picton Junction line the first of the many projects he completed.

Neil McNeil & Co built the Pinjarra to Picton Junction section of the South-West Railway. ⁵

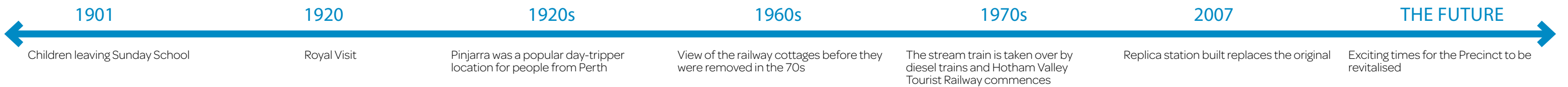
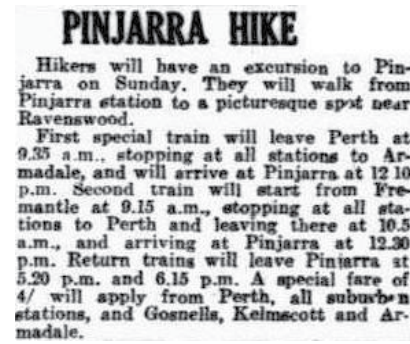
RAILWAY AND THE TOWN

The Pinjarra Railway Yards Conservation Plan, 1998 recognises the considerable impact the railway had on the development of the town and district. The railway led to a fast tracking of economic life by expediting export agricultural produce and supporting timber milling and mineral exploration. Dependent on the railway these enterprises created job opportunities for local people and brought new people and new industries to the district. The economy changed from being self-sufficient farming to being a thriving agricultural town with retail offerings.

The opening of the Hotham Valley line to service the newly established timber mills increased the volume of traffic and the workforce. Railway traffic ran 24 hours a day resulting in dormitories for workers and the employment of three stationmasters.

The railway link to Pinjarra allowed for more travellers to visit the region without the discomfort of a carriage ride or the danger of the boat trip. Tourists traveling to Pinjarra for leisure outings became more prevalent, the economy benefited from out of town visitors via the Wildflower trains who come to hike and picnic.

In the 1950s the local timber industry and the railways began to diminish, and the population declined. Also, the efficiencies of diesel engines decreased staff, and by 1986 when the train station burnt down, the station master and personnel were no longer needed. ⁶



HERITAGE RAILWAY

Since 1893 Pinjarra Railway Station Precinct has been a focus of the town, contributing to the community's identity. The engine shed is one of the oldest remaining in Western Australia, and the carriage shed is one of the only surviving carriages shed in Western Australia.

Pinjarra was the halfway point on the South West Railway to Bunbury. In 1910, the railway line was extended to Dwellingup and later to Narrogin making Pinjarra Railway Station an important junction station.

The Goods Shed, Engine Shed, Carriage Shed and Barracks provide tangible evidence of a historical continuum, retaining functions close to their original uses.⁷

EVERYDAY LIFE

The Railway Cottages along Pinjarra-Williams Road were built in 1893 and included two station master houses. Cottages were added over time however none remain today. They live on in the memories of the local community. A recent post on the Murray Districts Historical Society facebook page regarding these cottages and their families which has attracted over 31 comments.

The Murray Districts Historical Society has also set up a Precinct display and is asking previous residents to identify which house they lived in along Pinjarra-Williams Road.

These local stories and histories are important to record for future generations. Many stories have disappeared or have been forgotten. By including everyday life in the precinct's history it can capture the perspectives of workers, families, woman and children.

HOTHAM VALLEY TOURISM RAILWAY

The Hotham Valley Tourist Railway (HVTR) is a tourist and heritage railway in the Peel region of Western Australia. In 1974 a small group of enthusiasts had the vision to preserve both Western Australian steam locomotives and the Pinjarra to Narrogin railway line. This started as the Pinjarra and Hills Railway Preservation Society which shortly became the HVTR. This group had the foresight to realize that the railway line was a historical remnant which connected to the hills, forest, wheat belt and goldfields.⁷

Ian Willis, General Manager of HVTR, said that the tourist railway chose to cease operating from Pinjarra due to insurance costs for the 1.8km section of mainline which connected to the branchline to Dwellingup and the high levels of operational requirements to maintain that section of the mainline. Subsequently, Dwellingup is now the centre of HVTR's operations.

Although all HVTR trains now depart from Dwellingup, HVTR still have a major operational presence in Pinjarra, leasing infrastructure and storing their trains and machinery within the Precinct.

THE FUTURE PRECINCT

The Shire of Murray have adopted a place-based approach to prepare the Master Plan for the future of the Precinct.

The aim is to use stakeholder engagement to create a place that reflects the themes and values of the Precinct. This approach will allow the plan outcomes to be used as a tool in which success can be delivered, measured and benchmarked. It will ensure the whole place is a thriving focal point of activity, fostering social connections, learning, play, business, entertainment and heritage.

The success of the Precinct will not just be achieved by enhancing or constructing a collection of buildings and spaces. The Precinct needs to attract visitors and be a community asset, so success will be achieved by capturing the imagination of the community, celebrating the sense of place and building on its existing vibrancy.

1 <https://www.wa.gov.au/organisation/departments-of-the-premier-and-cabinet/hoongar-history>

2 <https://www.noongarculture.org.au/gnaala-karla-booja/>

3 <https://www.murray.wa.gov.au/tourism/pinjarra-heritage-trail/>

4 <https://www.mandurahmail.com.au/story/5010672/whats-the-deal-with-thomas-peel-and-why-the-controversy/>

5 <http://inherit.stateheritage.wa.gov.au/Public/Inventory/PrintSingleRecord/18da0cdc-5cef-4546-aa8c-967f910ccab3>

6 <http://inherit.stateheritage.wa.gov.au/Public/Inventory/Details/18da0cdc-5cef-4546-aa8c-967f910ccab3>

7 http://www.hothamvalleyrailway.com.au/history_of_hvtr.htm

LOCAL ACTIVITIES, EVENTS AND LANDMARKS

Pinjarra is rich with local activities, events and heritage landmarks. This is supported by an active and engaged community, which is evident by the amount of events around the town centre. The most popular town events include:

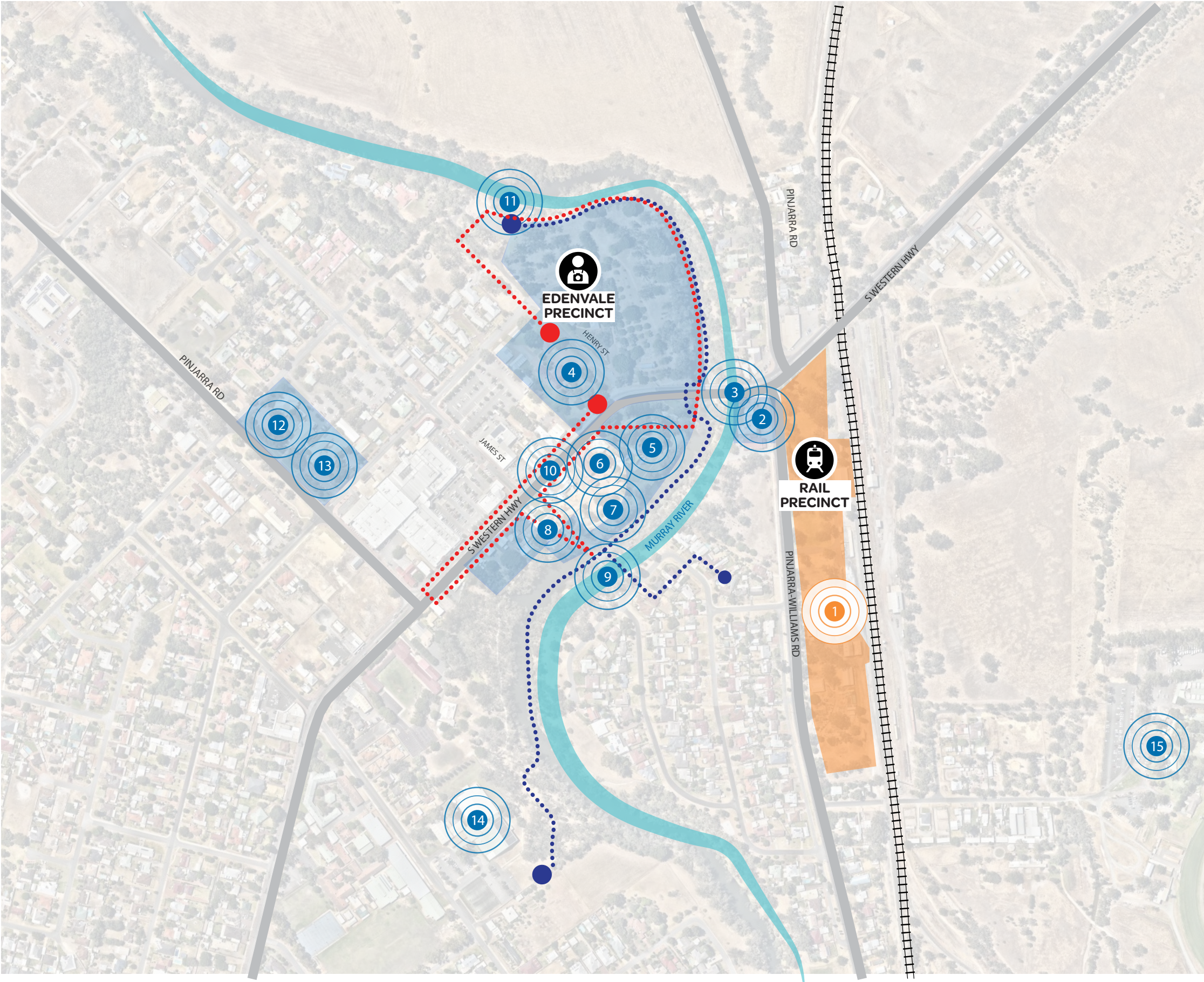
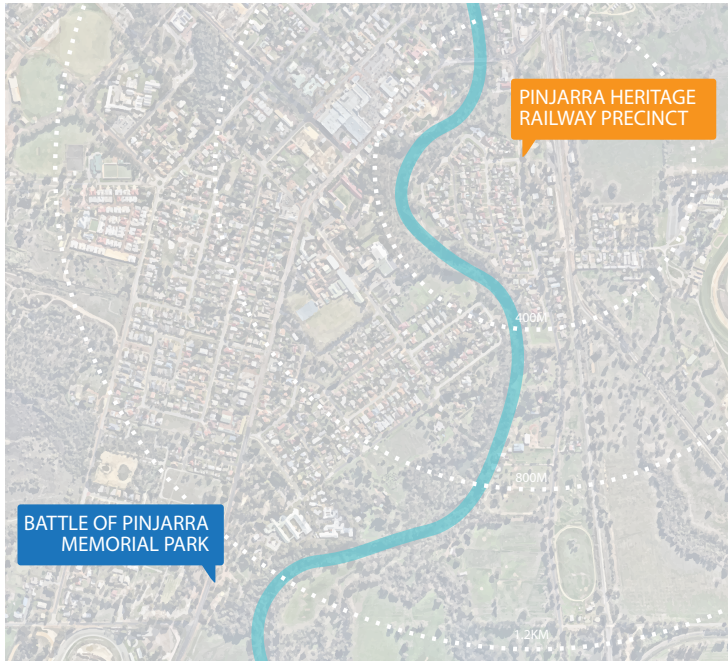
- / Pinjarra Festival, annually over the June long weekend
- / Pinjarra Garden Day, held annually in October
- / Pinjarra Markets second Sunday of the month

The Precinct is a walkable 400 meters from the main street of Pinjarra. People can walk from the town centre to the Precinct by crossing the Murray River via either the pedestrian suspension bridge or the historic 1901 bridge opposite Edenvale. For those traveling along the bridge, the historical Premier Hotel acts as the halfway point between the Precinct and the town centre.

The Pinjarra Heritage Trail (a loop starting and finishing at Edenvale Homestead) connects many local activities and events. There is also a proposed Foreshore walk along the Murray River. However neither of these trails include the Precinct or other significant locations such as Battle of Pinjarra Memorial Park.

The development of Pinjarra’s tourism website will include a calendar of events. At present the Shire promotes upcoming town events on two different Facebook pages: Murray Community Events (<https://www.facebook.com/MurrayCommunityEvents/>) and Pinjarra Connect (<https://www.facebook.com/pinjarraconnect/>).

- Events and activities that happen in the Precinct include:
- / Produce swaps (monthly run by the Community Garden)
 - / Regular community meetings (Community Garden and Men’s Shed).



Pinjarra Town Activity and Events Plan shows the breadth of events that occur in Pinjarra.

LEGEND

H

R

PINJARRA HERITAGE TRAIL

PROPOSED FORESHORE TRAIL

5



01

PINJARRA RAILWAY PRECINCT

- Railway Station
- Community Groups
- Storage of Old Trains and Carts



02

PREMIER HOTEL

- Community Garden
- Long Table Dinner
- Produce Swap
- Share Garden Workshops
- Men Shed



03

BRIDGE AND WEIR

Historic bridge that links the Precinct to the town's main street.



04

EDENVALE HERITAGE PRECINCT

- Anzac Day
- Pinjarra Garden Day
- Pinjarra Festival
- Markets, Yoga and Outdoor Movies



05

CANTWELL PARK

- Playground
- BBQs and Picnics
- Walking and Leisure



06

EXCHANGE HOTEL

The Shire of Murray purchased the hotel in 2012 with the intent to redevelop it and celebrate its heritage and river setting.



07

JAMES STREET PARK

- Music Concerts
- Recreation
- Picnics
- Swimming
- Suspension Bridge



08

COURTHOUSE

- 7 Hot desks
- Meeting Room
- Makers Residence
- Gift Shop



09

SUSPENSION BRIDGE

The Suspension Bridge across the Murray River is a popular tourist Attraction which provides a Pedestrian link from the east side residential area to the town centre.



10

MAIN STREET

Consist of historic Edenvale, Gilmour Garage, Copper Kettle Mechanics' Hall, Trinity Church, Road Board Office, Courthouse, Post Office, Taylor Store, Miss Adam's House and Cantwell Park



11

MURRAY RIVER

The beautiful Murray River flows all year around and have high cultural significance to the Noongar People.



12

MURRAY LIBRARY

- Community Library
- Kids Story Time
- Workshops



13

LESSOR HALL

The venue is attached to the Pinjarra Civic Centre and is a club type facility. It shares kitchen space with the Civic Centre.



14

LEISURE AND AQUATIC CENTRE

- Gym
- Heated 25m Pool
- Crèche Facilities Kiosk



15

BATTLE OF PINJARRA MEMORIAL

A rock with a plaque sits in the Battle of Pinjarra Memorial Park, inclusion into the heritage trail needs to occur with Traditional Owner Engagement.

EXISTING CONDITION

The Precinct is framed by Pinjarra-Williams Road to the west and an active rail line to the east. The site consists of the a collection of buildings and infrastructure as described on the following page.

The site is not currently operating in a way that celebrates the full richness of its history or provide a unique and inviting visitor experience.

In 1988 the station burnt down by arson and was rebuilt in 2007. The new station house is leased short-term to the Bushfire Centre of Excellence.

The railway line is still active with both passenger trains from Perth to Bunbury and freight. The rail network is privately owned and is leased to the Public Transport Authority to provide rail services. There are limited passenger facilities and tourist information at the Pinjarra Station, making arrival to Pinjarra via rail an uninviting experience.

The southern end of the Precinct is more vibrant, housing the Pinjarra Community Garden and the Pinjarra Community Men’s Shed who both maintain an active presence on site. Both these recent tenants are community-minded groups that are interested in creating a welcoming and inclusive railway precinct.

A key outcome of the master plan will be to maintain the relevance of the precinct by embedding it with opportunity for the local community and tourism. The plan will carefully balance the retention and celebration of the Precinct’s significant heritage while meeting the needs of contemporary users, and enabling the place to flourish in new, unexpected and unplanned ways.

LEGEND

- Precinct Boundary
- Pinjarra Train Line
- Disused Train Line
- Public Green Space
- Community Allocated Spaces
- Historical Landmark
- Restaurant
- Licensed Bar
- Coffee and Tea Room
- Alfresco Dining
- Liquor Sales
- Mens Shed
- Community Garden
- Overnight Caravan Parking
- Caravan Power and Dump Point
- Toilets
- Bicycle Path
- Pedestrian Path
- Dog Walking Route
- Childrens Playground
- Tree Canopy
- Potential Wildlife Sighting
- Place of Environmental Beauty
- Parking



Existing Site Plan





01

NORTHERN ENTRANCE

The Precinct is situated at the northern entrance to town and has the potential to be the 'gateway to Pinjarra' and attract visitors on the way to Dwellingup.



02

LIONS PARK

Lions Park has many mature trees, with some associated with the gardens of the original railway cottages. Space needs to be rationalised to optimise the visitor's experience.



03

CULTURAL AWARENESS

On arrival visitors can read signs outlining it's importance to the traditional owners. The heritage railway connects to the story of colonisation and in consultation with the Traditional Owners, their stories should be included.



04

TRAIN STATION BUILDING

The Precinct is not very easy to navigate, as there are limited wayfinding and signage. The station building is not in use for passenger amenity or as a tourist centre anymore.



05

HOTHAM VALLEY SIGNAL BOX

The signal box contributes to the railway aesthetic as a marker in the landscape. It also frames the views of the distant hills which are part of the Precinct's sense of place.



06

HERITAGE TRACK

There is a network of early tracks in fair condition, and they contribute to the setting as reminders of the past railway heritage.



07

RIVER CONNECTIONS

Less than 200m away from the Precinct is the river foreshore. There is an opportunity to ensure future development of this site allows for public access to the water.



08

OPEN SPACE

The former railway cottages have long been removed, but trees that were once part of backyards provide a leafy setting for overnight caravans.



09

HERITAGE TRAINS AND CARTS

The old rail carts and trains are an asset which should be used to attract visitors. Currently, they are not curated, and it is ambiguous for the visitor where they are allowed to walk.



10

PINJARRA - WILLIAMS ROAD

The Pinjarra - Williams Road is busy, and the existing street softens and screens the traffic. Street trees and crossings would enhance pedestrians access to and from town.



11

HILLS HOIST

The humble hills hoist a reminder of the families that would have occupied the site until the 1970s.



12

BARRACKS AREA

The Barracks area is a part of the Precinct where visitors can imagine railway life; as workers would stay overnight and return home the next day. Today the Hotham Valley Tourism Railway lease the premises.



13

HERITAGE SHEDS

The Hotham Valley Tourism Railway while no longer operating out of Pinjarra still have a strong operational presence. The sheds look tired and need restoration.



14

PINJARRA COMMUNITY GARDENS

Garden allotments, sustainability initiatives with local cafés, community resource centre and venue, commercial kitchen and wedding venue. It also hosts markets, food swap events and long table dinners.



15

PINJARRA COMMUNITY MEN'S SHED

A community based, non-profit organisation working on a range of projects including Bikes for Humanity. Newly established in the Precinct they are keen to participate in the Precinct revitalisation.



OUTSIDE VIEW

The Shed while not heritage fits the railway aesthetic. The fencing for the Shed appears temporary and needs to fit the site character and be visually permeable. The Shed should open out to the Precinct, especially when events are happening.



TIDY SET UP

The Shed is tidy and a well organised set up. Views to the heritage shed should be maintained, and any fencing should allow for visually permeability.



OUTSIDE AREA

The outside area is the most public aspect of the Precinct, and it needs to be welcoming and contribute to the heritage railway aesthetic of the Precinct.



COMMERCIAL KITCHEN

The kitchen was recently donated to the Men's Shed and provides an opportunity to host events, have a community cafe and partner with the Community Garden.



COMMUNITY PROJECTS

The Men's Shed is any community based, non-profit organisation. They work on a range of projects to assist people and have an ongoing Bikes for Humanity project.



SKILLS

There is a diverse amount of projects and equipment available. The group will be a good response for quick win ideas for the Precinct.



SIGNAGE AND WAY FINDING

The entry signage is difficult to see when driving along Pinjarra-Williams Road. A whole of precinct approach is required to improve way finding and legibility.



VIEW TO HISTORIC SHEDS

The historic sheds provide a backdrop to the Shed and any fences or additions should consider the surrounding context. There should be a style guide for the Precinct.



EVENTS

The vision is to create a community venue that is similar to City Farm in that it has a workshop, a small cafe and is hired for events and weddings. There is an opportunity of the site to host events with the Men's Shed.



RESOURCES

The new community building is a resource centre for the town that can be hired for events.



GARDEN

The garden has allotments, chickens and bees.



NURSERY

The onsite nursery is open on Friday and Saturday between 9 am to 12 noon.



SUSTAINABILITY

Every week the volunteers pulp down the waste from the local cafés for their worm farm. The site generates its own power and is also totally off the electrical grid.



THE SETTING

The site is a work in progress, and a master plan outlining the key moves would provide a community vision. Being at the southern end of the Precinct, the linear alignment of the landscape is less evident. There are many mature trees.



COMMUNITY

The venue's focus is sustainability, both socially and environmentally. There is a range of community activities and resources.



ENTRY SIGNAGE

The signage isn't large enough or well placed to capture people from the Pinjarra-Williams Road.

PLANNING CONTEXT

The Activity Centre Plan is a strategic urban planning document which outlines the projected future need of Pinjarra up to 2050 and identifies a vision for how future development and activation should occur throughout Pinjarra.

The study anticipates that Pinjarra will experience 0.2% population growth with 27,000 people by 2050. Additionally, despite being classified as a secondary regional centre, Pinjarra will play a significant role in supporting population increases across the Peel region, projected to grow by 0.2% to 444,000 people by 2050.

Although the Precinct is outside the planning area of the Activity Centre Plan, it is located adjacent to the Heritage and Arts precinct.

Given the historic significance of the Precinct, land uses identified for the Heritage and Arts precinct may be similarly relevant.

The Activity Centre Plan lists preferred land uses as:

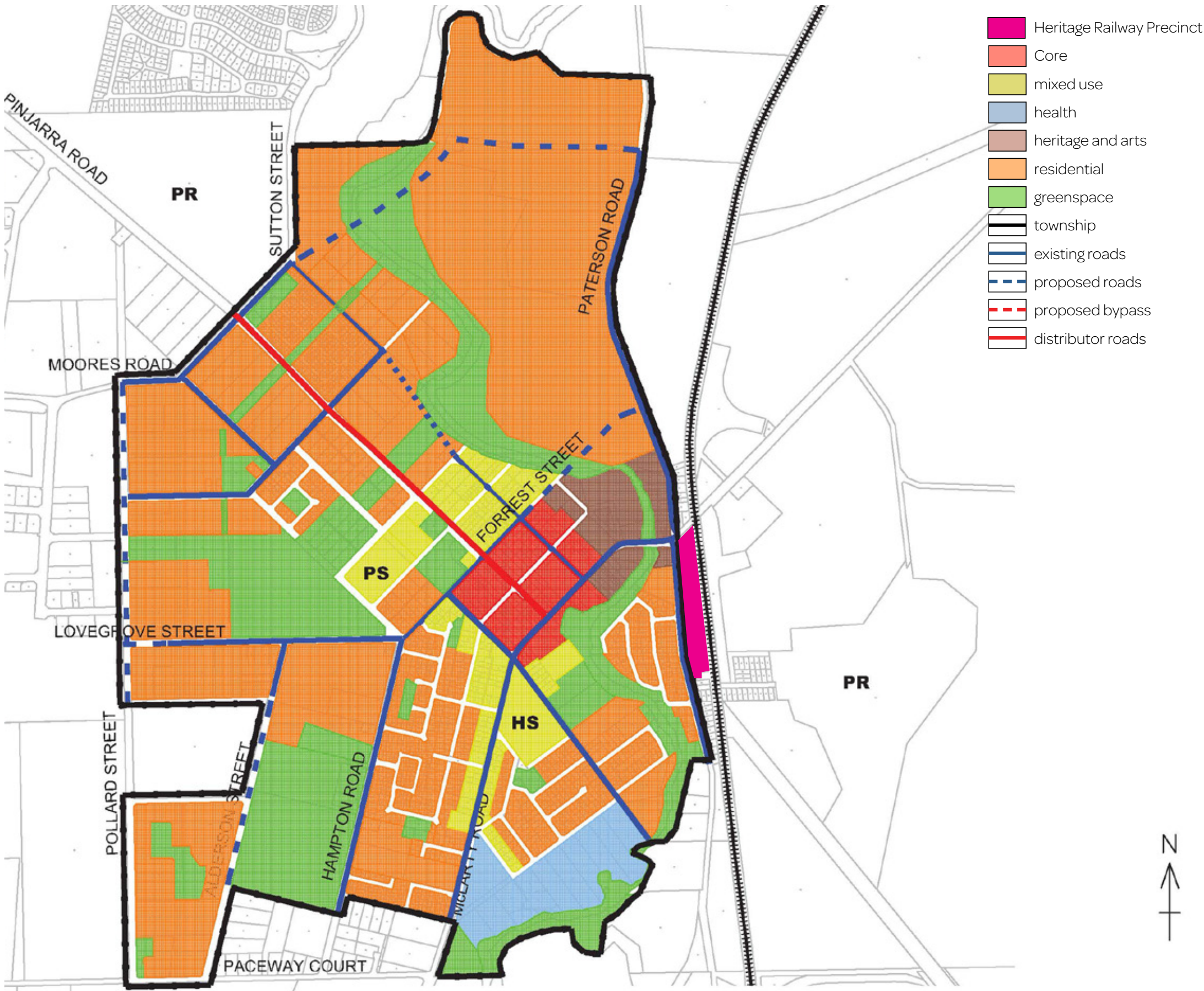
Ground floor uses

- / art gallery,
- / civic use,
- / restaurant/café, small bar,
- / serviced apartment,
- / shop,
- / convenience store,
- / community purpose and
- / exhibition centre.

Upper levels uses

- / bed and breakfast,
- / holiday accommodation,
- / office,
- / serviced apartment and
- / multiple dwelling.

The adjacent residential area directly to the west is zoned R15/80. The paddock directly opposite that adjoins the river foreshore is zoned residential R30/80.



Pinjarra Town Centre Activity Centre Plan

LOCAL POPULATION TRENDS

Under current State Government planning, the population of Murray will increase from the current 17,900 to 21,610 residents by 2031 with the majority of growth in Pinjarra. According to demographers Forecastid, the Shire population for 2041 will be 80,781, more than a four-fold increase. Anticipated significant investment projects within the Shire may drive additional growth over and above the natural growth level.

The challenge is to plan for and accommodate this growth while improving the socio-economic performance of the area. This additional population will require an adequate level of population-driven community services such as entertainment, health, retail, recreational and cultural services.

LOCAL AGE TRENDS

Pinjarra has all the ingredients to attract a younger demographic with its relaxed ‘town’ lifestyle, Murray River location, availability of affordable housing situated within walking or cycling distance of amenities. The ABS 2016, WA Tomorrow age profile of Pinjarra predicts a dramatic increase in the proportion of young adults (20 to 35 years) in the next ten years.

Key drivers by the Shire’s Pinjarra Town Centre Revitalisation Strategy aim to attract and cater to creative/ knowledge-based entrepreneurs and businesses in the Shire. As the distribution point for the NBN to the broader south-west, Pinjarra can attract residents who want to work remotely, are operating an online business or are looking for an alternative lifestyle to living in the more urban metropolitan area.

This younger demographic profile may be professions, work remotely or have young families and will require cafes, restaurants, pubs, shopping, active recreational areas and cultural venues. This change brings an opportunity for a new audience to the Precinct consisting of families, youth and young adults.

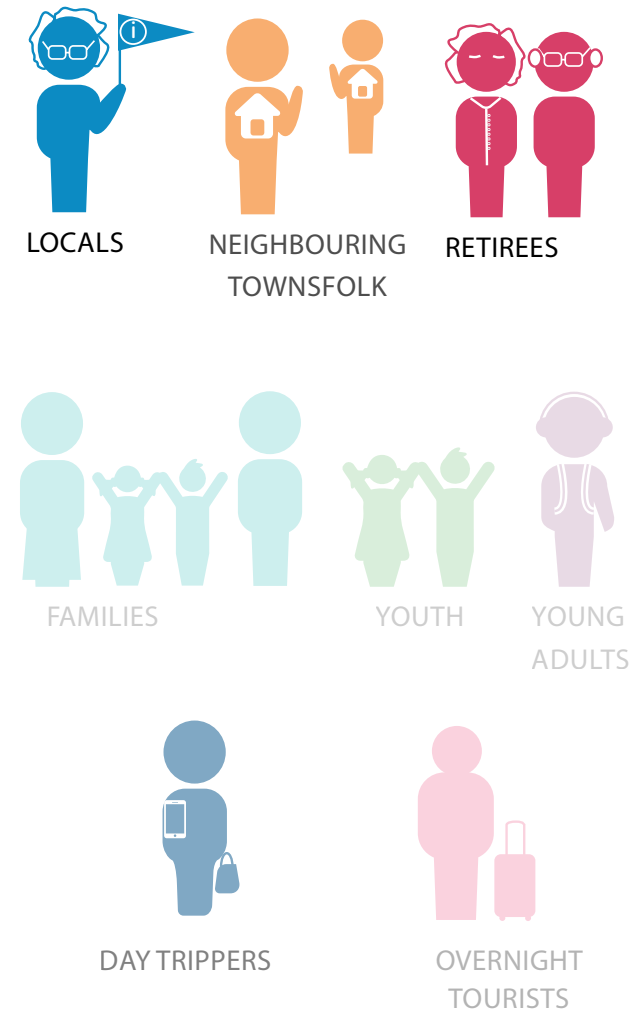
CURRENT AUDIENCE

The Pinjarra Railway Station is an essential place in WA’s railway history. Alcoa freight trains and passenger trains from Perth to Australind stopping twice daily still visit the station. Apart from the occasional passengers on the train other tourist include Grey Nomads using the overnight area with their RVs.

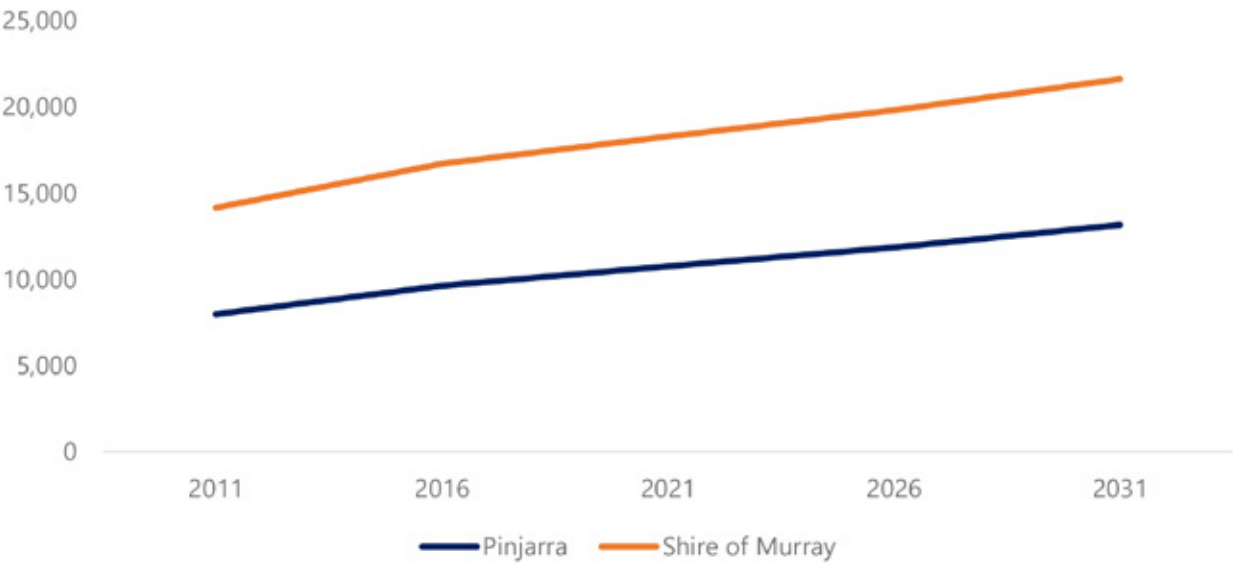
The most frequent visitor to the Precinct would be locals aged 45 years’ and over. This demographic is attracted to railways, history and community activities offered by the Pinjarra Community Garden and the Pinjarra Community Men’s Shed. Both these groups have ideas to make the Precinct more inviting to visitors, and this will be explored in Chapter 3 Stakeholder Feedback.

WHO IS MISSING?

Currently, there are few attractions which encourage tourists to visit the Precinct. The rich rail history if curated would be a draw card for day trippers and overnight visitors. While the Pinjarra Community Garden and the Pinjarra Community Men’s Shed are very welcoming, their current offer to visitors is in developmental stages. Through the stakeholder feedback, they are considering improvements, events and activities that will encourage families, youth and young adults. These groups both see the benefits of being a place of everyday local life and a landmark tourist attraction, and the master plan to be successful will need to accommodate both ambitions.

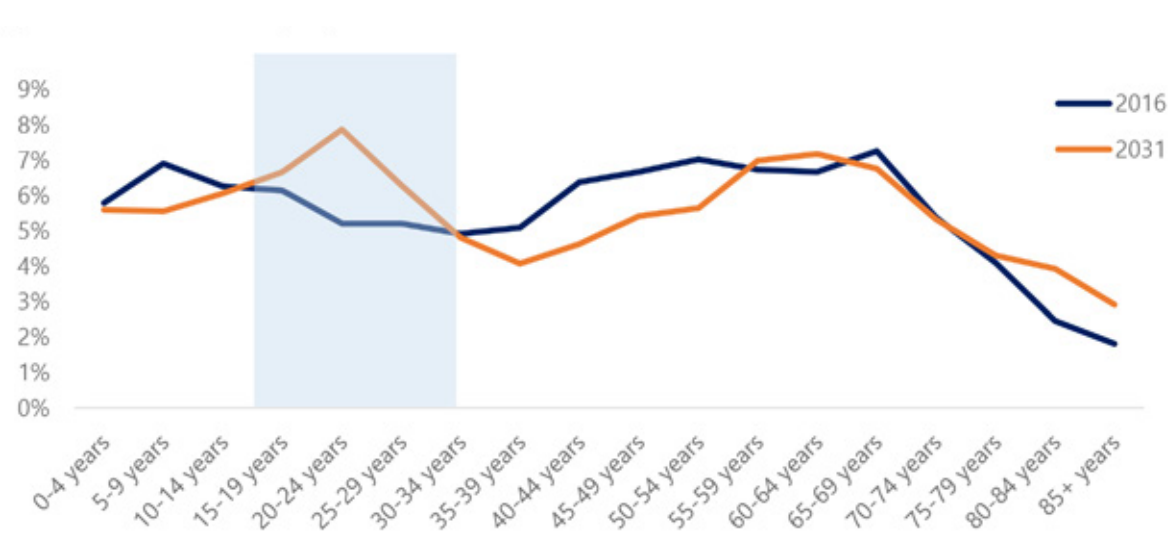


Population Growth (2011 to 2031)



Source: ABS Census 2011, ABS Census 2016, WA Tomorrow 2016

Shire of Murray Age Distribution (2016 to 2031)



Source: ABS 2016, WA Tomorrow 2016

TOURISM MOTIVATION

Pinjarra has a rich pre-colonial and colonial history with a strong focus on heritage and cultural experiences. The Pinjarra Railway Precinct is a site of historical significance due to the role it played in supporting early industry within the region.

Historical assets including buildings and railcars remain within the area. The historical significance and heritage assets located within the precinct can be utilised to drive visitation to the precinct.

Potential land uses that compliment the town centre and provide amenity alongside a heritage and cultural experience focus would appeal to the tourism market. Potential café or restaurant with connection to local culture could be an option.

TOURISM TRENDS

The number of visitors to the Shire of Murray increased by 10% from 437,000 to 480,000, between 2017 and 2018. The vast majority of visitors were day-trippers (74%), followed by domestic overnight visitors who stay in the Shire on average two nights (26%). International visitors represent less than 0.5% of tourists and are mainly residents of the UK, Malaysia, USA, New Zealand and Germany.

Even though domestic overnight visitors constitute only 26% of the Shire of Murray visitor market, they contribute the majority (52%) of tourism expenditure. There is an opportunity for the Shire of Murray, and particularly Pinjarra, to encourage day-trippers to extend their stay in the area by providing a range of additional attractions and activities.

It should be noted that the COVID-19 economic shutdown has thrown into doubt previous forecasts for tourism in all sectors and locations but predictions are that international and, to a lesser extent interstate visitor numbers will be significantly curtailed.

Tourism WA has recently released its “Wander out yonder” campaign, to encourage West Australians to holiday in their own state . If this trend continues it creates an opportunity to test ideas on the WA market before the interstate and overseas markets reopen.

SHORT STAY ACCOMMODATION

Pinjarra is an ideal location to host tourist and short-term visitors in the Shire of Murray. There is an opportunity to provide tourist accommodation and tourist services that will be in demand by leisure visitors and other short-term visitors such as students and trainees.

The Shire has received funding of \$8.4M from the State and Federal Governments to develop Dwellingup as a ‘Trails Town’. The vision is for the town to become a destination for regional, national and international mountain bikers and other trail users, including hiking, paddling and equine activities. Estimated numbers for the Trails Centre, Pump Track and Skate Park development are an additional 64,000 visitors per annum. The Adventure Trails are aiming to attract 23,000 visitors per annum. Together this is an 18% increase of extra visitors to the Shire of Murray.

Dwellingup is limited in its ability to expand accommodation to cater for additional visitation making Pinjarra ideally located to link the population centres of Mandurah and Perth with Dwellingup and surrounding nature-based activities.

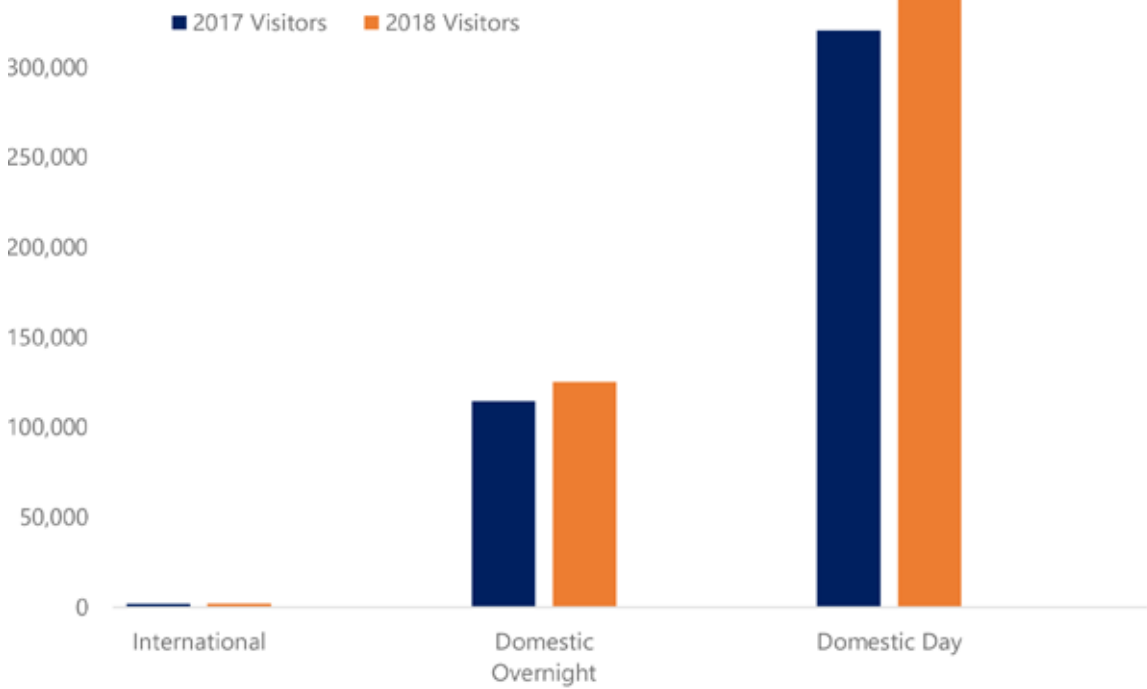
HYPOTHETICAL SCENARIO

If the Shire can encourage at least 5% of its day visitors to extend their stay by two nights in the Shire (for example, a weekend trip), this would result in an additional \$3.2 million in tourism expenditure per annum, enough to support around 50 extra tourism-related Full-Time Equivalent employees.

Targeting the domestic market is an excellent opportunity for the Shire, particularly in light of the recent Covid-19. Since Australia, and mainly Western Australia, is expected to recover better than most of the world, international travel will likely be significantly affected. As a result, domestic tourism is likely to spike.

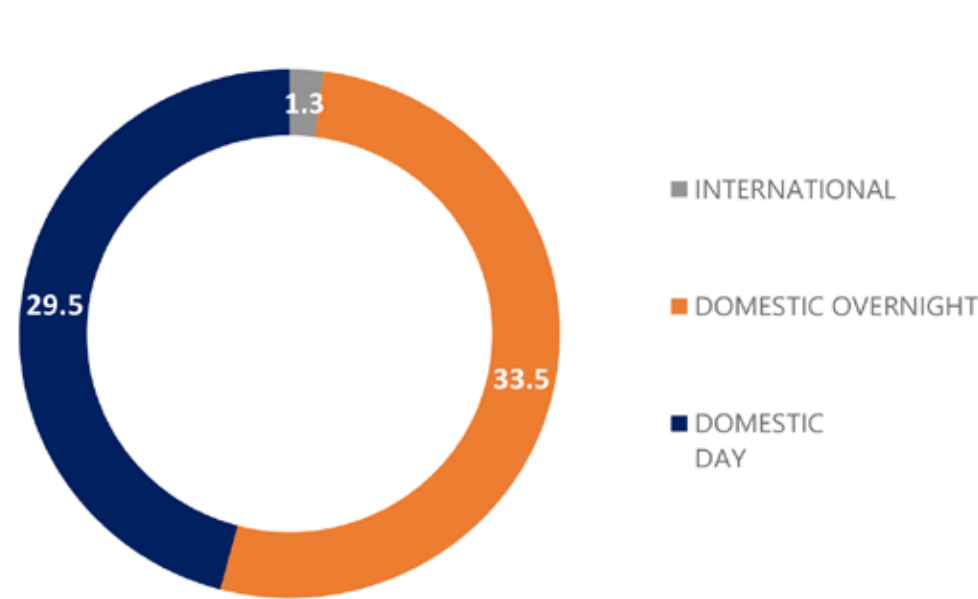
There is an opportunity for Pinjarra to provide high-quality accommodation and activities that will attract additional domestic visitors and encourage day-trippers to prolong their stay. Domestic visitors are the key market segment for the Shire of Murray that can bring significant benefits. Developing infrastructure to support this segment will likely put the Shire in a position to attract higher international visitation in future.

Shire of Murray Visitors Numbers



Source: Tourism Research Australia 2017 - 2018

Shire of Murray Tourist Spend (\$million)



Source: Tourism Research Australia 2018

SERVICE RATIOS

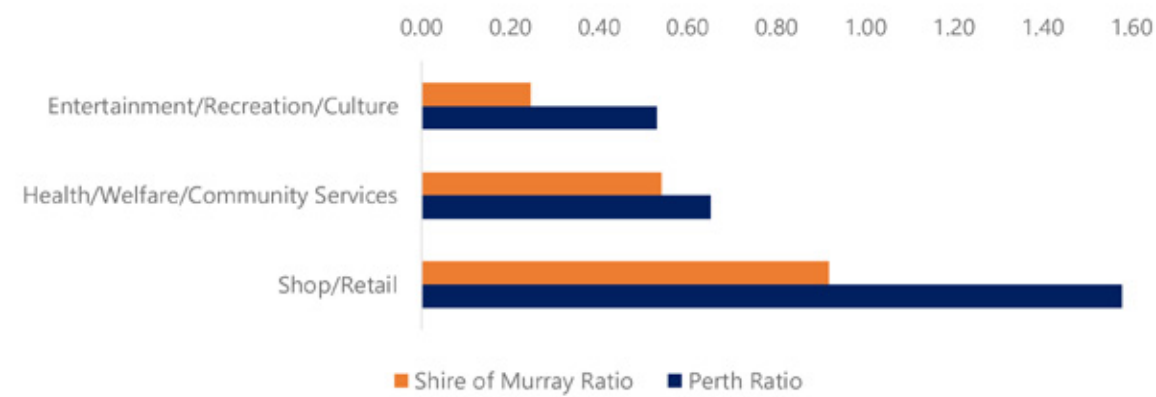
Service ratios can be used to assess the level of provision of population driven floorspace (community services) for a given population. They are based on the ratio of m2 of floorspace per person in an identified catchment. This analysis uses service ratios to compare the provision of population driven floorspace in the Shire of Murray to the provision in the Perth and Peel Metropolitan Area and identify any potential gaps.

When comparing the service ratios for the Pinjarra Secondary Centre to the Ellenbrook Secondary Centre, similar picture emerges.

There is a gap in the provision of Entertainment, Recreation and Culture floorspace in Pinjarra. Taking the metropolitan area service ratios and applying them to the local population provides an estimate of the gap in floorspace. Please note this is conservative as the amount of entertainment floorspace is currently increasing in the Ellenbrook with expansion of the Main Street. The gap is more significant if comparing to the Perth Metropolitan average provision.

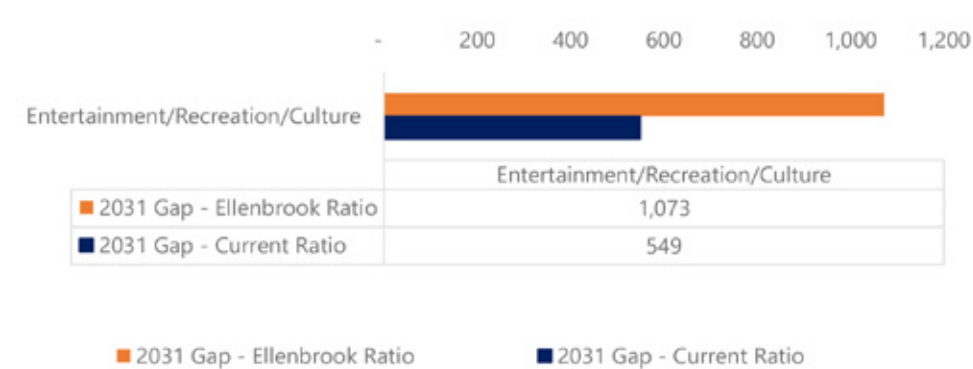
The gap in entertainment floorspace provision will increase as population grows, so there is a clear opportunity to provide entertainment, recreation and culture uses within Pinjarra. The activity generated by this type of floorspace will be key if the Shire aims to attract more visitors and young adults.

Service Ratio Assessment - Shire of Murray vs Perth Metropolitan Area



Source: Service Ratio Assessment - Shire of Murray vs Perth Metropolitan Area

2031 Projected Entertainment, Recreation and Culture Gap (m2)

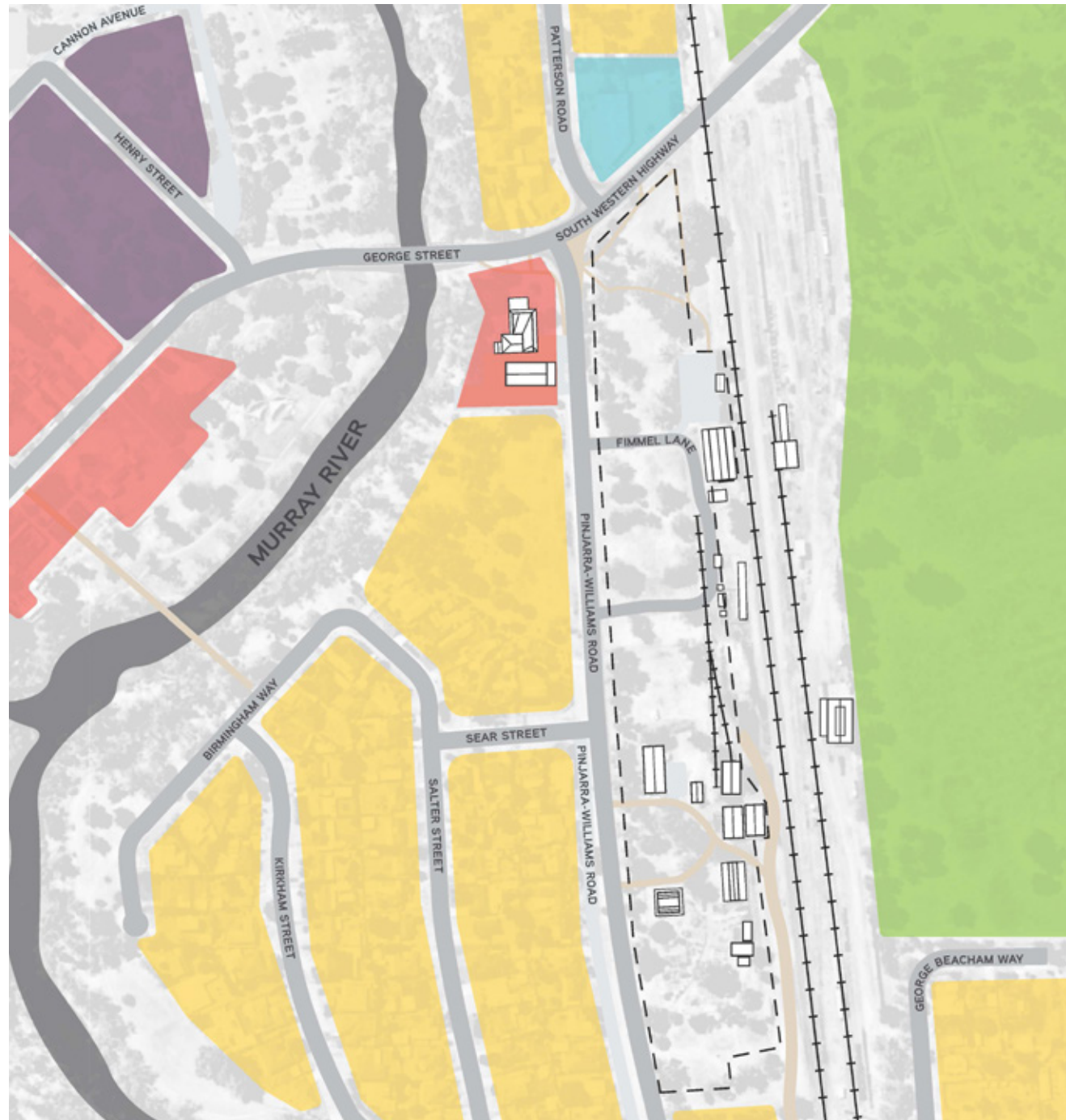


Source: ABS 2016, Department of Planning, Lands and Heritage 2017, WA Tomorrow 2016

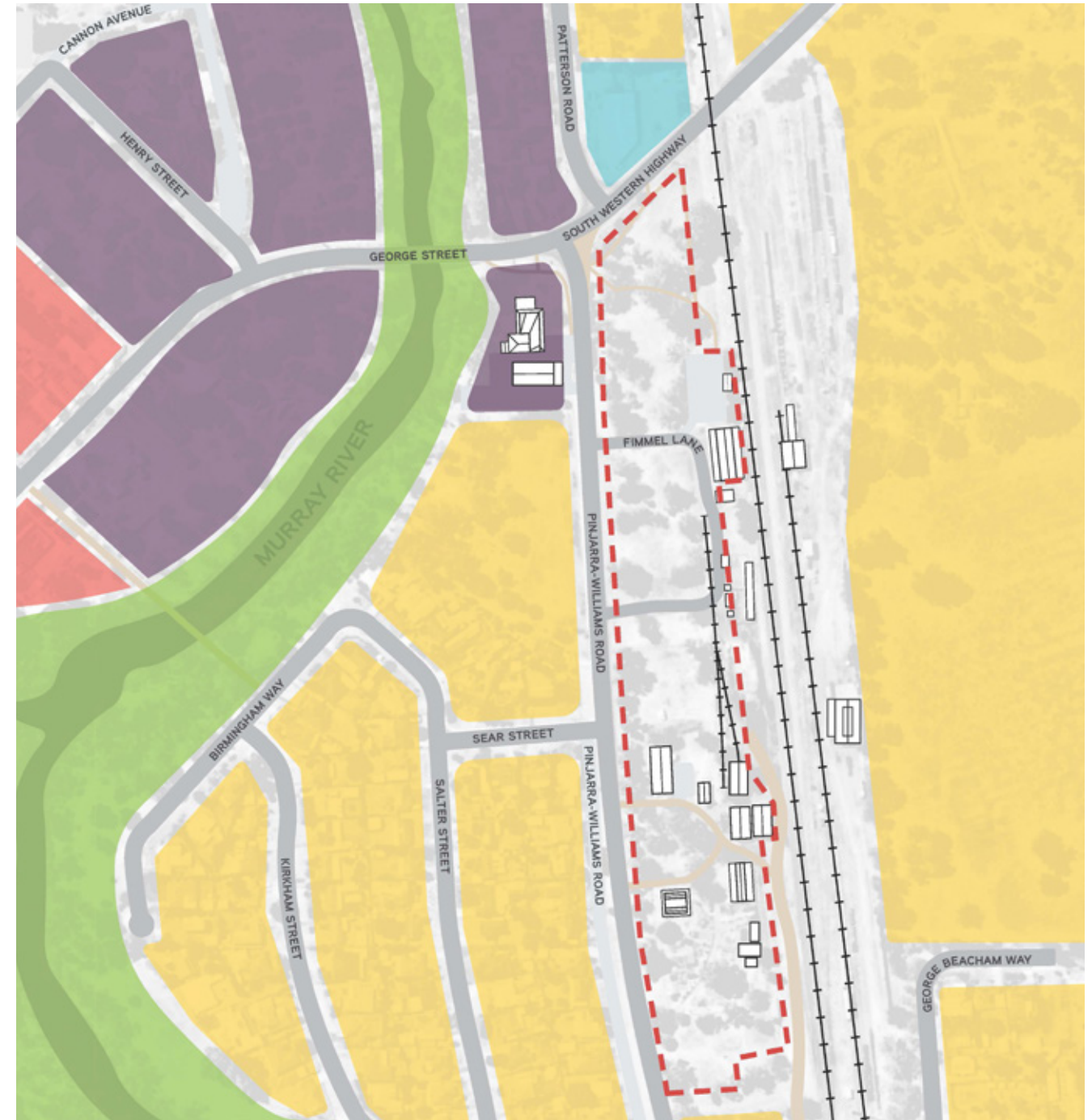
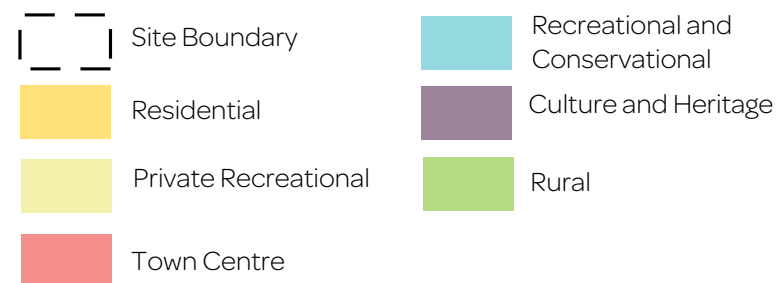
Service Ratio Assessment - Pinjarra vs Ellenbrook



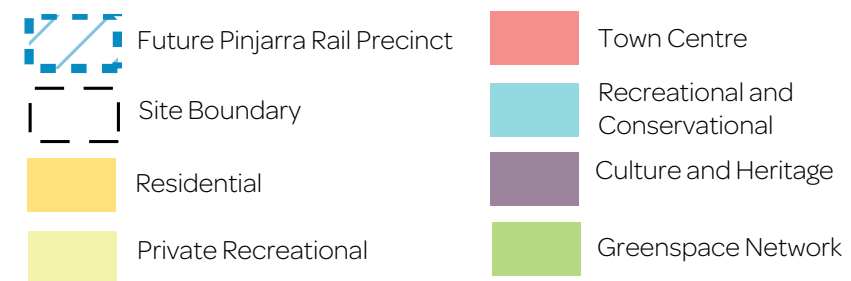
Source: ABS 2016, Department of Planning, Lands and Heritage 2017

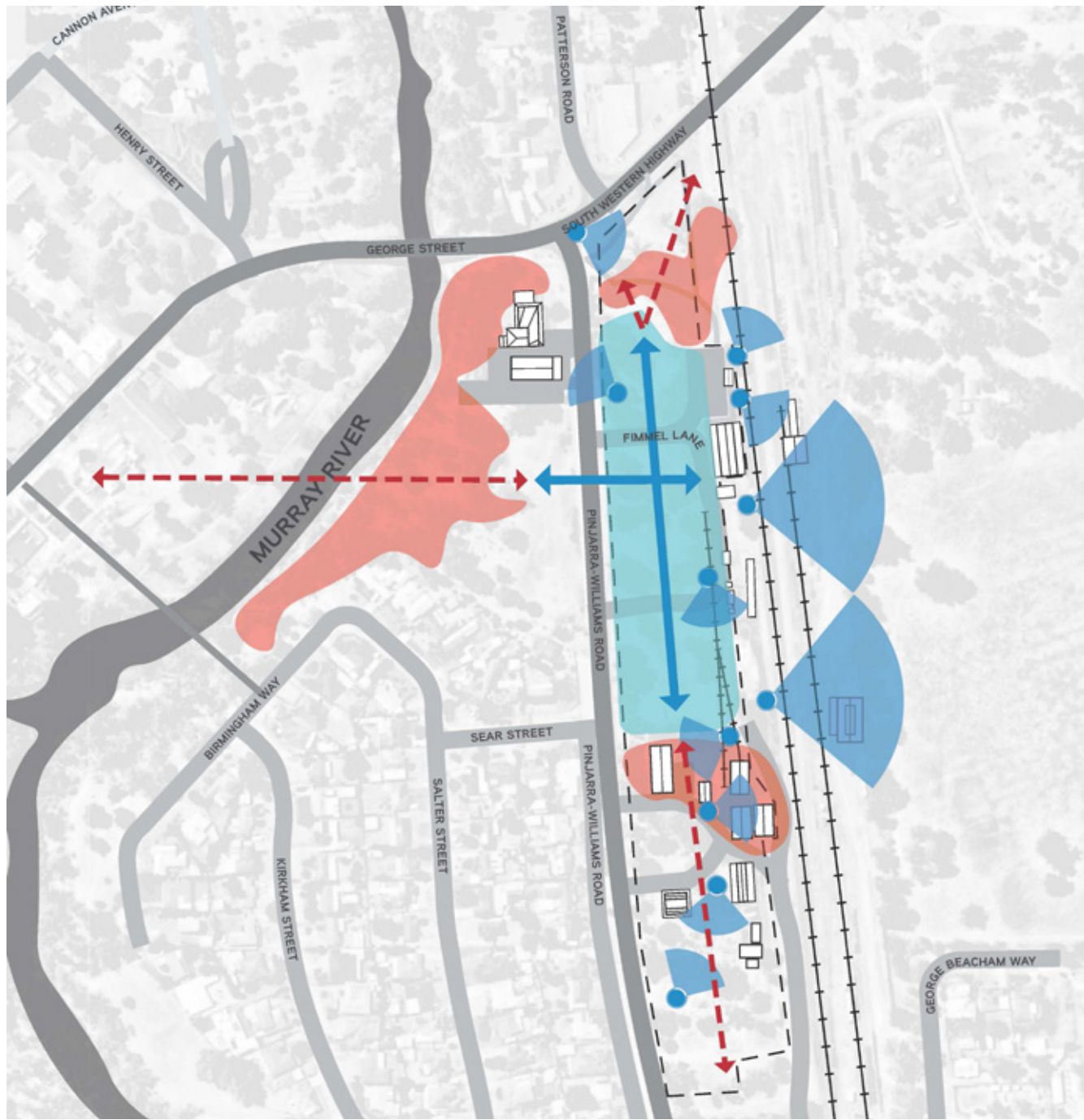


CURRENT LAND USE

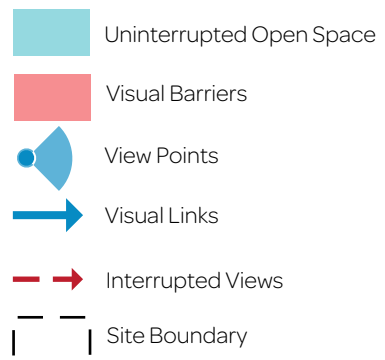


THE PINJARRA TOWN CENTRE REVITALISATION STRATEGY AND ACTIVITY CENTRE PLAN 2017

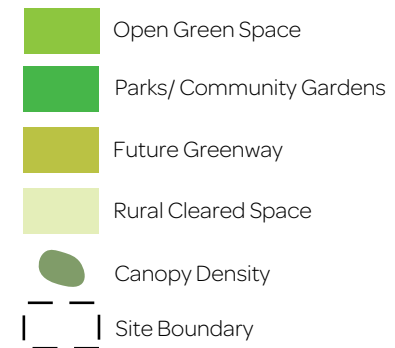


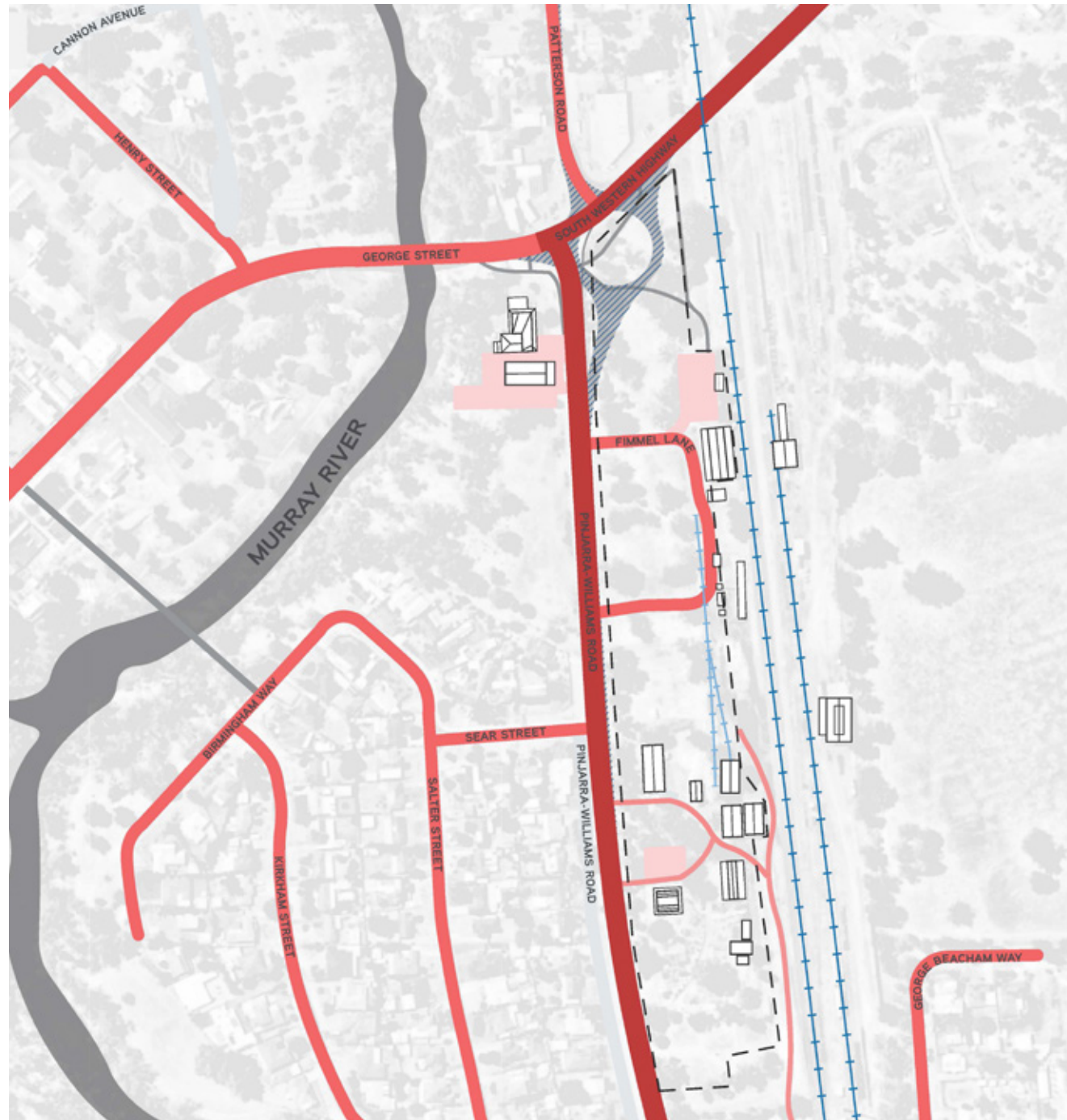


VIEWS AND CONNECTIONS

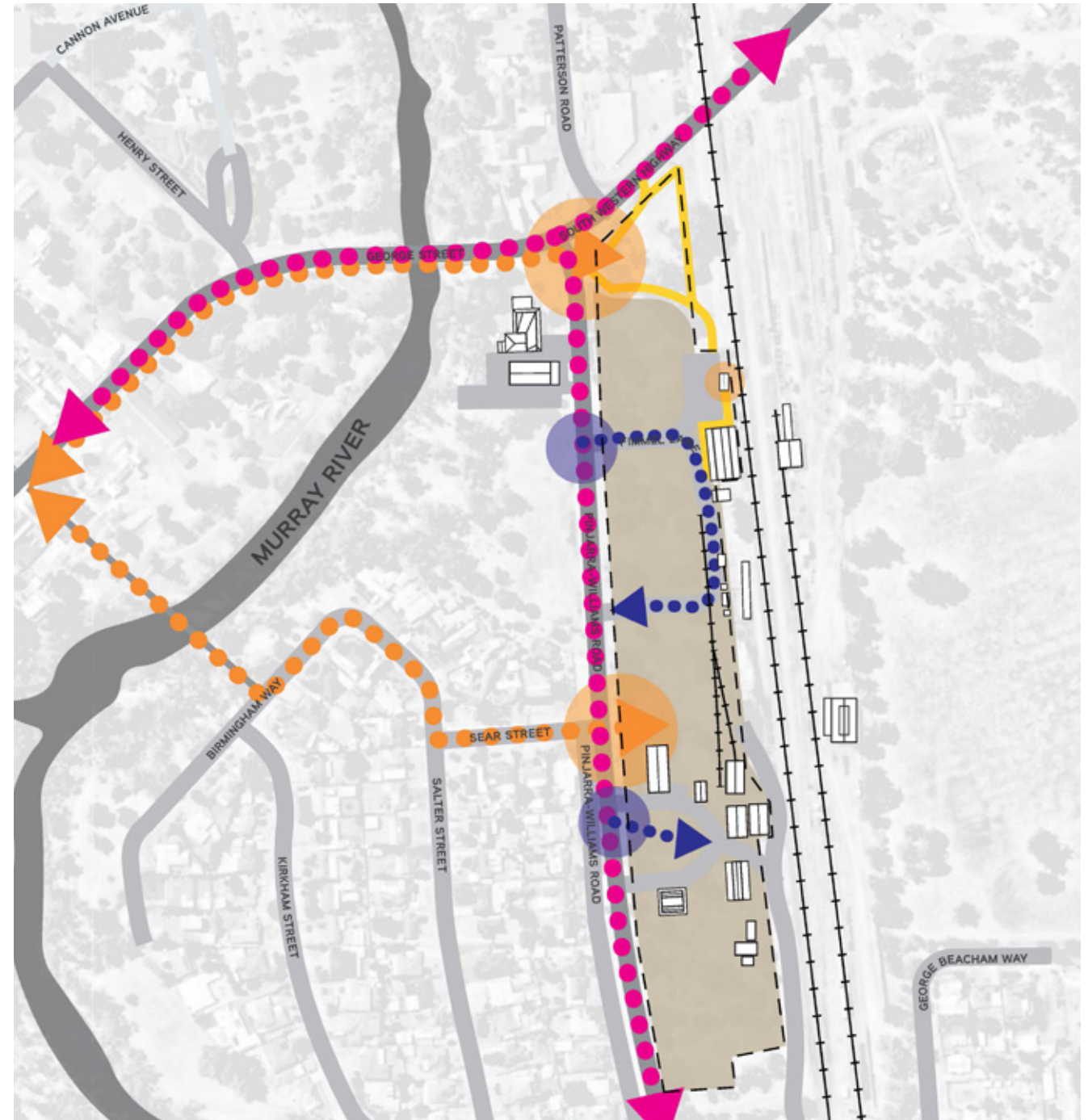
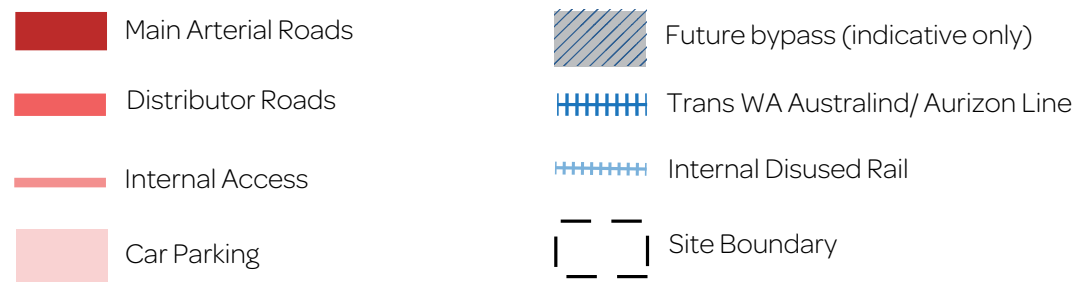


GREEN INFRASTRUCTURE

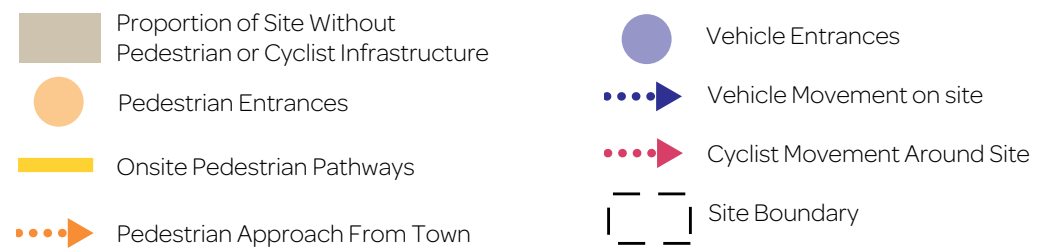


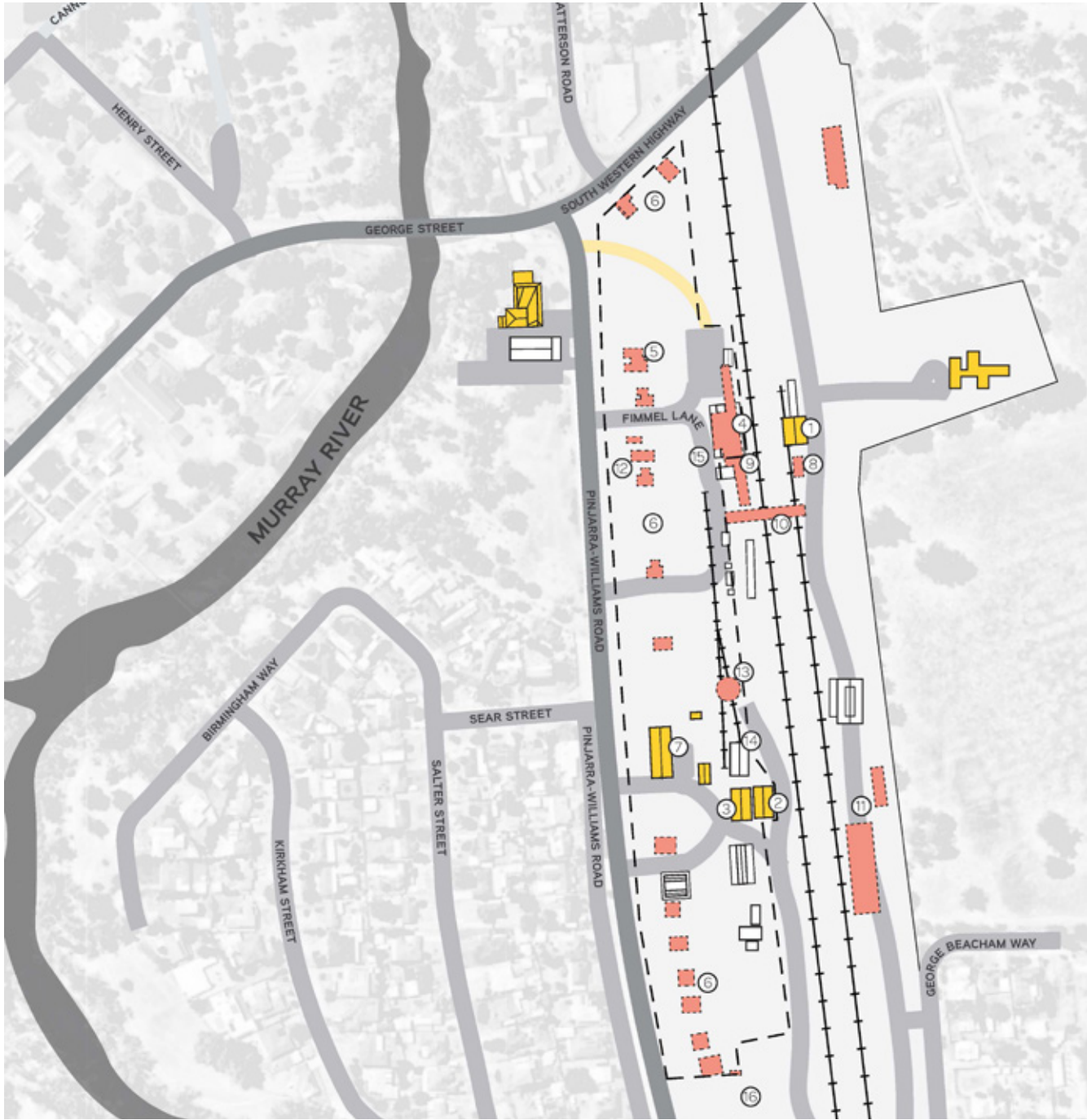


VEHICLES AND TRANSPORT







PEDESTRIAN AND CYCLING





HERITAGE

-  Built Form (Modern)
-  Built Form with Heritage Value
-  Built Form with Heritage Value (Removed or Relocated)
-  Site Boundary

- ① Goods Shed
- ② Carriage Shed
- ③ Engine Shed
- ④ Passenger Platform and Station House (Removed)
- ⑤ Station Masters House (Removed)
- ⑥ Staff Cottages (Removed)
- ⑦ Trainsmen's Barracks
- ⑧ Loading Ramp (Removed)
- ⑨ Guard Cabin (Removed)
- ⑩ Overhead Pedestrian Bridge (Removed)
- ⑪ Coal Storage and Loading Ramp (Relocated)
- ⑫ Tennis Court (Removed)
- ⑬ Railway Turntable (Removed)
- ⑭ Shed Built Over Engine Pit
- ⑮ Fimmel Lane Designed by Colin Taylor Through Student Competition
- ⑯ Post World War 2 Displaced Person Tent Housing
- Note* To Be Confirmed

HERITAGE AS A COLLECTIVE

The Pinjarra Railway Yards Conservation Plan states that the remaining heritage buildings are just as important individually as they are collective.

These buildings are standard Public Works designs from George Temple Poole the Government Architect and depict the rise and decline of the rail industry.

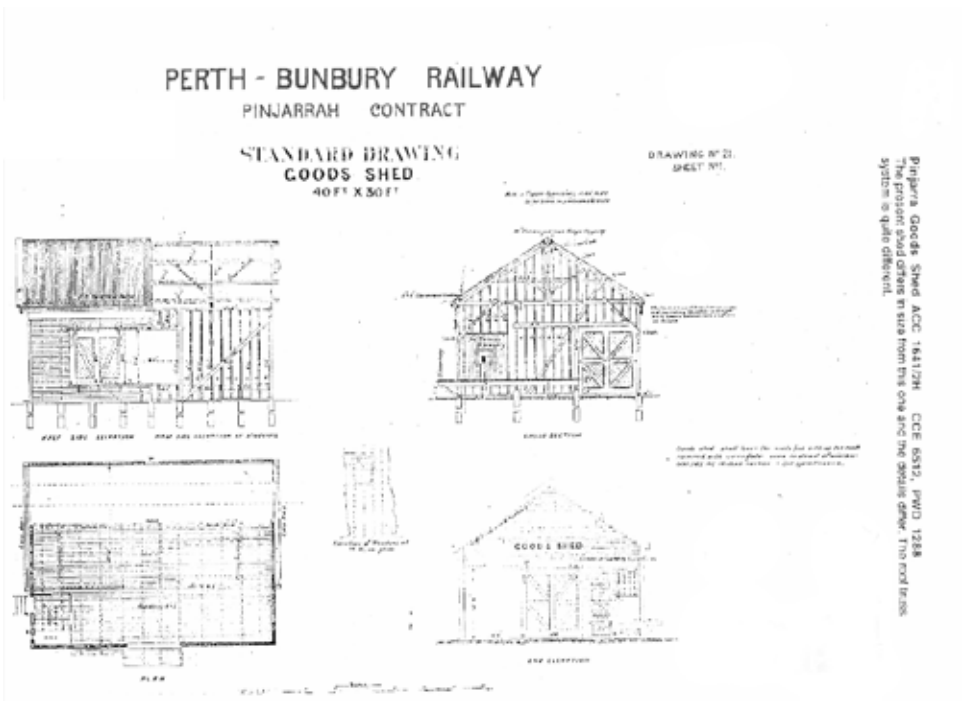
The engine shed, and carriage shed is from the original construction campaign and is reputed to be the only buildings on the East Perth-Picton Junction line remaining from this era. The other two buildings, the goods shed (moved in 1901), and the Barracks (built-in 1912) are also early buildings.

The layout of the yards has changed incrementally in many ways through time, retaining only the original patterns of movement. There are sections of rail track that are marked with dates as early as 1913.

The original 1893 Station building burnt down in the 1980s' and the railway cottages removed in the 1970s. Meaningful ways to reference these buildings and railway life through interpretation is important as they are very much alive in the cultural context of the town.

Through the interpretation of the remaining buildings, roads, and archaeological sites the precinct can teach the community about the operations of Pinjarra Junction, its affect on the town and the region.

THE GOOD SHED HERITAGE



YEAR	1893
CONDITION	<ul style="list-style-type: none">• The goods shed was built in 1893 moved and enlarged in 1901• Various repairs, modifications and impacted by the fire• Fair condition but needs work
HERITAGE	<ul style="list-style-type: none">• Reflects its original intent• Only one of 2 of this type in WA
GENERAL COMMENTS	<ul style="list-style-type: none">• Leased by the Hotham Valley Tourist Railway (used for storage only).

THE ENGINE SHED HERITAGE



YEAR	1893
CONDITION	<ul style="list-style-type: none">• Alternation to the roof and doors removed to accommodate bigger trains• Windows relocated and moved• Lean-to added• Fair condition but needs work
HERITAGE	<ul style="list-style-type: none">• Reflects its original intent• Oldest and only one of its size remaining
GENERAL COMMENTS	<ul style="list-style-type: none">• 1969 Fuel Agent• 1974 Leased by the Pinjarra and Hills Railway Preservation Society (later called Hotham Valley Tourist Railway). Use for storage only today.

CARRIAGE SHED HERITAGE



YEAR	1893
CONDITION	<ul style="list-style-type: none">• Rails removed and replace with concrete floor• Many modifications• Poor condition
HERITAGE	<ul style="list-style-type: none">• Low fabric authenticity but contributes to the precinct• The only surviving carriage shed in Western Australia.
GENERAL COMMENTS	<ul style="list-style-type: none">• Leased by the Hotham Valley Tourist Railway (used for storage only).

TRAINSMEN BARRACKS HERITAGE



YEAR	1893
CONDITION	<ul style="list-style-type: none">Northern cabins converted into kitchen and seating room with fireplaceFair condition but needs work
HERITAGE	<ul style="list-style-type: none">High level of authenticity and few remaining
GENERAL COMMENTS	<ul style="list-style-type: none">Use by Hotham Valley volunteers

THE RAILWAY COTTAGES HERITAGE



Local history contains a wealth of stories that help reveal how societal changes impacted the lives of ordinary people. It can be seen as a ‘microcosm’ or representation of large patterns on a small scale.

Aerial from 1969

Merv Beacham family lived at the railway yard at number 71 on the South West Highway from 1951 until mid-1959. Everyone knew everyone, and he recounts, wandering freely as a child around the railway yards.

It was a place full of activities from watching trains, collecting bottles thrown out the train windows for money and exploring the nearby river. He reflects the railway cottages had a good community feel, lots of kids to play with, the Railway Institute had a library and social club, and there was a well-used tennis court. He mentions there was a camp of displaced people south of the railway yard where he met many interesting people.

As kids, they would take the refreshment baskets off the train and replenish them with cold drinks and pies. He laughed as he recounted not using oven mitts to pull the pies from the ovens. It was bustling when the trains arrived everyone wanting food at the refreshment tearooms or a quick beer at the Premier Hotel, which is probably where the path stands today.

He recalls the houses along William-Pinjarra were ‘posher’ as they had picket fences and pencil pines. His home at the northern end had a fence constructed from old railway sleepers. His family garden was abundant with fruit trees, apricots out the back and a pear tree in the front; and a terrace with grapevines. Back in the day to suppress the dust at the rail yards, they would use coal ash, and it was a battle to keep their laundry white.

He recounts as a school kid; there was a competition to rationalise the entering traffic and was won by well known local Colin Taylor, who suggested a secondary entry connecting to Fimmel Lane to engineer a safer exit.

Merv’s family eventually shifted to a farm after his grandfather passed away, but his father continued working on the Railways as a fettler until he died in 1969. In 1955 diesel engines changed everything as trains could haul more carriages and over time the importance of the yard diminished. Merv had to leave Pinjarra to find work and remembers visiting in the 1970s, and the railway cottages were gone.

COMMUNITY INTEREST

There are still many people living in Pinjarra who are custodians of the railway heritage in the area. The Murray Districts Historical Society are currently conducting a survey by asking past residents to identify which house they lived in along Pinjarra Williams Road within the Precinct.

It would be beneficial to record the stories of past residents when curating the history on site. As the heartfelt and heart-warming, the personal stories could that convey everyday life for the railway community and the town creates an authentic place for visitors.

HERITAGE LANDSCAPE AND CONTEXT



MARKERS OF THE PAST

Through enhancing and respecting the landscape layers which include the heritage tracks, roads and archaeological sites the precinct can pay homage to the past heritage. In summary:

- / The yards have changed over time, but the original patterns of movement and linearity of the site remain.
- / Buildings and railway infrastructure frame east-west views to the hills, and these in-between spaces should be retained to protect the sense of place and setting.
- / All disused rail track should be celebrated as markers of to the past heritage.
- / The mature trees on the site may have come from the railway cottage gardens, and these should be recorded to create a register of the living heritage.

CHAPTER 02

PLACE INFLUENCES

LOOKING AT OTHER PRECINCTS

We have looked at best practice examples of where railway or industrial heritage infrastructure have been adapted providing sustainable tourism and community benefits. We have reviewed six precincts/attractions across Australia to see how these places have been successfully revitalised to attract visitors and understand the success factors for these projects.

All of these examples are spaces which combine heritage preservation with economic outcomes. Further information about all of these case studies can be found within this chapter.

RESPECTING HERITAGE

The Precincts identified sensitively adapt significant heritage infrastructure for contemporary use. All stations considered incorporate aspects of their heritage into their narrative as a feature of what they offer potential visitors.

For example, the Premier Mill has restored many of the machinery components of the mill and left them in place for visitors for their interest. They also provide guests with complimentary booklets on the region and the Mill's history. Midland Railway Square uses materiality and art interpretation to tell the rail narrative of the Precinct. Kuranda station tells the story of its heritage through its pristine station and tea room facilities.

SUPPORTING LOCAL GROWTH

The Precincts have been selected for their demonstrated success supporting local businesses and industry. The Mill, The Perth City Farm and the Goods Shed support local entrepreneurs and artists, which in turn support the tourism economy of their community. All of the Precincts provide facilities which support a diverse range of visitor interests.

DIVERSITY OF FUNCTION

The precincts we looked at provide diverse offerings which ensure their appeal to a broad range of visitors. For example exhibitions, music events, markets, art workshops, artist residencies, playspaces, cafes, weddings and events. Perth City Farm, the Mill, The Goods Shed and Midland Railway Square provide flexible internal and external spaces which could support a diverse range of events and community use.



Kuranda Station



Perth City Farm



The Goods Shed



The Premier Mill

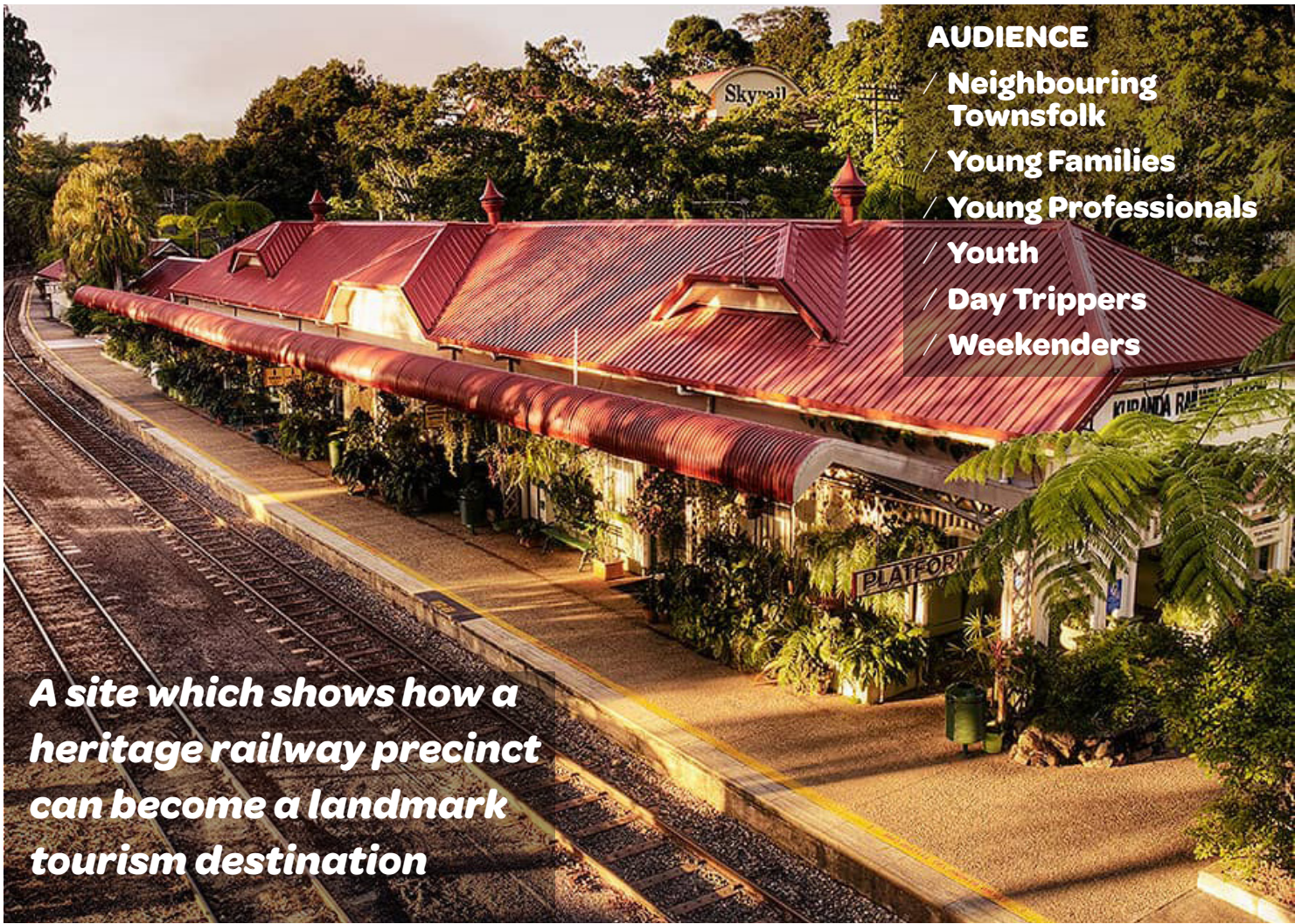


The Mill (Castlemaine)



Midland Railway Square

KURANDA STATION, QUEENSLAND



LOCATION

Coondoo Street, Kuranda QLD 4881
<https://www.ksr.com.au/Stations/Pages/Kuranda.aspx>

BACKGROUND

A station of world renown for its historic significance and garden setting. The heritage-listed station is the gateway to Kuranda, and provides a sophisticated arrival experience which includes tea rooms, souvenirs, refreshments and is often attended by local buskers. The station is well positioned and integrated well into its tropical environment creating a relaxed environment for visitors.

WHAT'S ON OFFER?

- / Final destination on the scenic train ride from Cairns through the Blue Mountains,
- / Well maintained station which welcomes visitors,
- / Tourist shop and cafe space for travellers,
- / Renowned gardens reflecting local area (tropical),
- / Strong connections to Kuranda Town Centre and local tourism attractions



Scenic rail tour from Cairns to Kuranda



Historically significant station and tea room



Embedded in tropical environment



Integrated with Kuranda town centre

LESSONS LEARNED FROM THIS PRECINCT

The Kuranda Station demonstrates how a restored heritage rail precinct can become a tourism magnet. The Precinct feels alive and part of its tropical environment. Stakeholders who have visited Kuranda describe the station as having something to offer everyone and setting the tone for their arrival into the larger town. Sharing many similarities with the Pinjarra Heritage Railway Precinct, the station demonstrates the Precincts potential to become a tourism and transport hub.

THE VISITORS EXPERIENCE

The Kuranda Station provides a welcoming entry into a historic tourism town, close to the local hotel, markets and other tourism attractions.

TRIP ADVISOR

Rated 5 of 22 attractions in Kuranda 4.5/5

Brilliant 5/5 "Took the Gondola into the forest which had several places to get off and look around before continuing our journey. Plenty to see on route and lots eateries at the village along with shops etc everyone was very friendly, took the train back which gave a different view of the gorge, a full and interesting day."

Terrific Journey Through the Rainforest 4/5 "Comfortable, steady journey up from Cairns to Kuranda. Lots to see, both alongside the track and looking out over the coast at many points. Village at the top interesting as well, although dominated by lots of tourist focused shops. Recommend the journey and spend time at the top with choice of places to eat and drink."

CITY FARM, PERTH METROPOLITAN AREA



- AUDIENCE**
- / Locals
 - / Neighbouring Townsfolk
 - / Young Families
 - / Domestic Short-Term Students
 - / Young Professionals
 - / Day Trippers
 - / Weekenders

A site which shows how community-led, railway development can lead to long term, sustainable activation

LOCATION

1 City Farm Place, East Perth WA 6004
<https://www.perthcityfarm.org.au/>

BACKGROUND

Prior to revitalisation, the site was used as an engineering workshop, depot for Perth’s trolley buses and an engineering foundry. The site consisted of some dilapidated warehouses, a courtyard and a vacant lot. In 1994, Perth City Farm was established with support from Men of the Trees and the East Perth Redevelopment Authority. The group aimed to rehabilitate the environment and establish a community garden and cultural hub. The site has achieved organic certification status, and provides learning experiences, community facilities and work rehabilitation support.

WHAT’S ON OFFER?

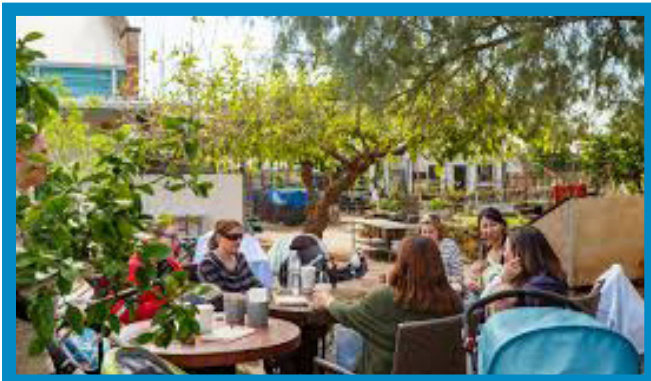
- / Functional and educational permaculture gardens,
- / Saturday farmers market and twilight markets,
- / Produce shop and cafe,
- / Gallery and exhibition space,
- / Wedding and event hire,
- / Community hire spaces
- / Workshop spaces
- / Work rehabilitation partnerships



Education session and workshops



Weekend farmers market



Local contemporary cafe



Weddings, exhibitions and event destination

LESSONS LEARNED FROM THIS PRECINCT

City Farm demonstrates the power of community led activation in driving long term development with positive economic, environmental, and community outcomes. The site demonstrates how community organisations can support local governments to activate and revitalise a space.

THE VISITORS EXPERIENCE

City Farm greets visitors with it’s low key, down to earth openness. It’s broad range of activities make it an attractive destination for both locals and tourists, whether it is shopping at the Saturday farmers market, scouting potential wedding venues, wanting to learn about permaculture, or booking a venue for an office workshop.

TRIP ADVISOR

Rated 48 of 166 gardens and farmers markets in Perth 4.5/5

City Farm Cafe rated 53 of 144 quick bites in Perth 4/5

Small but Great 5/5 “On 9 Nov 2019, a Saturday morning we were in Perth City Farm Market. This is a market selling local produce, lots of fresh vegetables, honey, fruits, meat, poultry, seafoods & essential oils! There is also a cafe selling nice coffee & food. While walking around, I was attracted to a stall with essential oils & handmade soaps. The soaps smell great!”

Great Coffee, Delicious Muffins 5/5 “Came to City Farm many years ago, stumbled on it again while doing a short course at the nearby TAFE and delighted to find it now has a cafe. A very short walk from the Claisebrook train station, this is a great location for a heart start morning coffee with some fantastic breakfast options.”

PREMIER MILL, KATANNING



AUDIENCE

- / Locals
- / Neighbouring Townsfolk
- / Young Families
- / Domestic Short-Term Students
- / Young Professionals
- / Day Trippers
- / Weekenders

LOCATION

Cnr of Clive Street and Austral Terrace, Katanning
WA 6317

<https://premiermillhotel.com/>

BACKGROUND

Built in 1891 the Premier Roller Flour Mill is a cornerstone building in the centre of Katanning. However, from the 1980's the Mill began to fall into decline. In 2008, the Shire of Katanning invited prospective developers to submit an expression of interest to purchase the mill for \$1. Developers were required to submit a business case for how their plan would support the long term capital growth of Katanning. Today the Premier Mill Hotel offers a unique accommodation experience with several food and beverage options for different visitor price points.

WHAT'S ON OFFER?

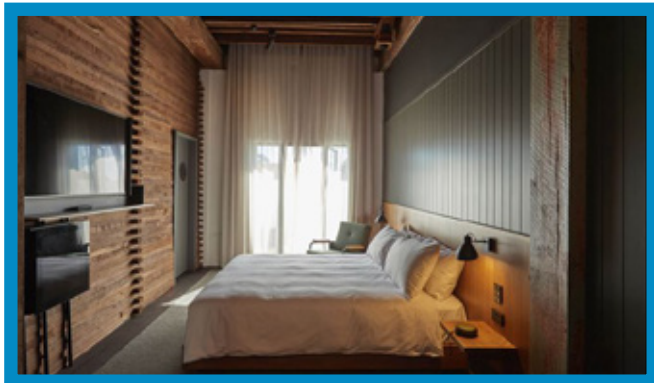
- / Contemporary accommodation facilities which encourage a longer stay in Katanning,
- / Heritage building which has been restored and re-purposed through refurbishment,
- / Two restaurants at two different price points and a bar to cater to a range of visitors,
- / Sophisticated website and online presence,
- / Meetings, weddings and event hire



Family friendly food and beverage options



Restored heritage displays interwoven into experience



Boutique hospitality experience



Contemporary bar for visitors and locals

LESSONS LEARNED FROM THIS PRECINCT

The Premier Mill demonstrates how a heritage building can be used to support a diverse range of user groups. It provides unique hospitality services to the town which supports locals and the towns tourism economy. It also provides a model for local governments on how to manage private development of their assets they may be unable to maintain, while maintaining input into their future.

THE VISITORS EXPERIENCE

The Premier Mill provides a boutique, luxury experience that encourages visitors to linger longer in Katanning and soak up the sights. It offers near luxury accommodation integrated with heritage assets. Diverse food and beverage options make the hotel attractive to families, singles, young professionals and locals.

TRIP ADVISOR

5/5 with 109 reviews

Highly Recommended 5/5 "We had a two night stay here and it was one we won't forget.

The hotel is a perfect mix of the old and the new... It's as much a museum as it is a place to stay and you get to keep the little booklet in your room which gives you all the history and processes of the mill.

The Cordial wine bar is in the basement where the mills power source once powered the whole process. It has many fine local wines on tap or by the bottle and the amazing atmosphere down there is an experience in itself. And a great selection of beers as well.

The rooms are beautifully finished with a perfect balance of the old original structure and all the modern features you would expect from a boutique hotel."

THE GOODS SHED, PERTH METROPOLITAN AREA



AUDIENCE

- / Locals
- / Neighbouring Townsfolk
- / Young Families
- / Domestic Short-Term Students
- / Young Professionals
- / Youth
- / Day Trippers
- / Weekenders

A site which shows how heritage rail infrastructure can be sensitively adapted to provide flexible activation opportunities

LOCATION

4 Shenton Road, Claremont WA 6010
<https://thegoodsshedclaremont.com/>

BACKGROUND

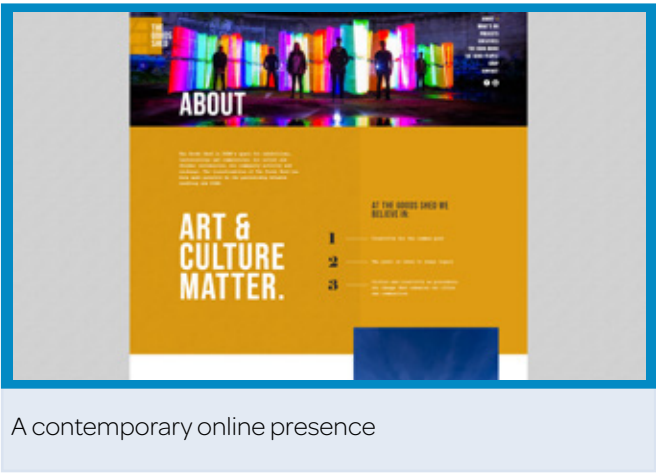
The Goods Shed is positioned adjacent to Claremont Station, Perth and consists of one of Western Australia’s oldest surviving railway buildings. The site has been developed as a creativity hub including exhibition spaces, studios, meeting spaces, creative learning facilities, a small cafe and garden courtyard. The facility runs a year round program of residencies, projects and workshops featuring local, interstate and international artists.

WHAT’S ON OFFER?

- / Exhibition space for local and international artists,
- / Studio and artists in residency space,
- / Contemporary cafe,
- / Hosts annual events like the Scribblers Festival,
- / Available for wedding and venue hire,
- / Manicured cottage-style garden



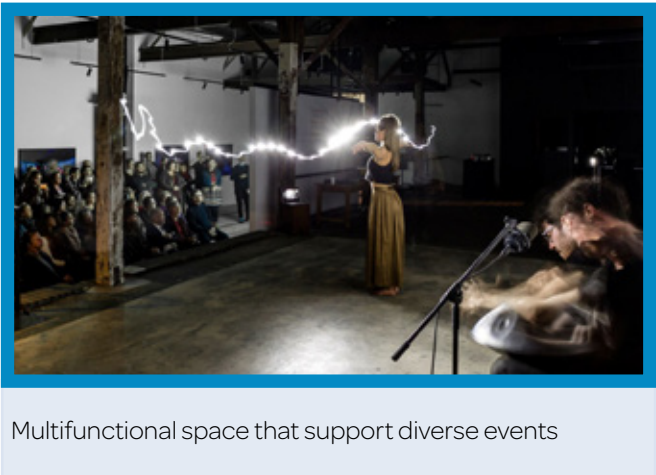
Hosts exhibitions and cultural programs



A contemporary online presence



Hosts events for diverse user groups



Multifunctional space that support diverse events

LESSONS LEARNED FROM THIS PRECINCT

The Goods Shed shows how existing heritage infrastructure, similar to what remains at Pinjarra Heritage Railway Precinct, can be refurbished and adapted for contemporary users. The Goods Shed supports a diverse range of activities including exhibits, hospitality, workshops, creative uses, weddings, and events. The Goods Shed also manages a calendar of events which appeal to a diverse range of user groups.

THE VISITORS EXPERIENCE

The Goods Shed offers diverse experiences and their schedule of events encourages repeat visitation. The Goods Shed hosts art courses for adults and kids, and an artist in Residence Program, and attracts local, interstate and international artists. It is always easy to find out what is going on at the Goods Shed due to their active online presence.

TRIP ADVISOR

6th of 11 things to do in Claremont 4.5/ 5

A Man, a Monster & the Sea 5/5 “Dropped in to see this exhibition with my mum. Good parking, free for 4 hours. Had a nice turmeric coffee before heading in at the little coffee shop in the front. Lovely friendly staff. Exhibition was fabulous, beautifully [sic] presented, there was a flyer you could take explaining the concept behind it. ... Love it, very unique setting.”

Unique Cultural Space 4/5 “This place is a great space that brings art and people together. I was impressed by how open it feels and the intimate interaction you can experience with the artwork. The Pujiman exhibition was awesome with its great array of artists showcasing their works with such diverse colours, some subtle to some so vibrant. The friendly and enthusiastic staff are exceptional.”

THE MILL, CASTLEMAINE



- AUDIENCE**
- / Locals
 - / Neighbouring Townsfolk
 - / Young Families
 - / Domestic Short-Term Students
 - / Young Professionals
 - / Youth
 - / Day Trippers
 - / Weekenders

A site which shows how heritage infrastructure can be adapted to support a collective of small businesses

LOCATION

1/9 Walker Street, Castlemaine Vic 3450
<https://millcastlemaine.com.au/>

BACKGROUND

Originally constructed as the Castlemaine Woollen Mill in 1875, today The Mill is transformed into a food precinct, small business and artisan manufacturing collective. The precinct has relied on local crafts and tradespeople to restore the precinct. The Mill is an important landmark for locals and visitors.

WHAT'S ON OFFER?

- / Several small districts which support local businesses such as local craftsmen, artisan produce, vintage retail and up-cycling
- / A range of hospitality options including cafés, restaurants and bars,
- / Fresh food markets,
- / Public art walk,
- / Studios for artist residency,
- / Workshops, classes and think tank spaces
- / Brewery



Provides a platform to interact with local producers



Supports local art scene with investment in public art



Incorporates heritage into antique and vintage markets



Business spaces for local start ups.

LESSONS LEARNED FROM THIS PRECINCT

The Mill demonstrates how a disused industrial facility of significant size can support a diverse range of community businesses such as cafes, local producers, artisans, and vintage sales. The Mill is a key economic contributor to the Castlemaine tourism industry. The Mill also features local murals, art and machinery displays as a walking art trail.

THE VISITORS EXPERIENCE

Visitors have access to a diverse range of local producers, artisans and vintage dealers to attract tourists. The Mill provides locals with space to market their wares and temporary accommodation for start up businesses. Some of the facilities available to visitors includes coffee roasters, an onsite brewery, wine makers, chocolatiers, food markets, vintage bazaar and artist studios.

TRIP ADVISOR

3rd of 34 things to do in Castlemaine 4.5/5

Re-purposed Old Mill 5/5 "Amazing place you could spend hours there browsing through the huge collection of Vintages Clothes, Furniture etc etc. [sic] Then check out the Cottage Industries on site, brewery, cheese making, small goods. Finish off with a coffee or meal in the gorgeous Austrian themed Cafe. Congrats Castlemaine!"

Great Re-purposed Old Industrial Complex 4/5 "Discovered The Mill on a recent trip to Castlemaine and very pleased we did. Some very interesting artist studios - with some lovely and chatty artists - along with seemingly endless secondhand [sic] stores, various boutique food and drink offerings all topped off with a German-style cafe. Entrance is free and if you're planning a visit allow two hours plus."

MIDLAND RAILWAY SQUARE, PERTH METROPOLITAN AREA



LOCATION

Midland Railway Workshops, Midland WA 6056
<https://www.mra.wa.gov.au/see-and-do/midland/attractions/railway-square>

BACKGROUND

Midland Railway Square offers visitors an adaptable open public space suitable for a range of community events. Visitors can access neighbouring cafes, restaurants, a hotel and medical facilities adjoining the space. The site uses contemporary interpretive language and materiality to speak to visitors about the Precincts heritage as a train yard.

WHAT'S ON OFFER?

- / Public open space sympathetic to its heritage which allows for a diverse range of uses,
- / Incorporates a peace memorial garden in honour of servicemen,
- / Cafe, accommodation and restaurant opportunities along the Precincts fringe,
- / Investment in public art and unique experiences for visitors,
- / Connection to neighbouring precincts such as St John of God Midland



Using railway public art and materiality for heritage interpretation



Memorial rose garden and service day celebrations



Provides diverse, open spaces for public event



Unifies surrounding heritage buildings, cafés, apartments and a hotel

LESSONS LEARNED FROM THIS PRECINCT

Midland Railway Square is a public space located at the Railway Workshops in Midland. The Square is located in the former shunting yards where trains were shunted into and out of the workshops and is recognised as an important twentieth century industrial heritage site of state and national significance.

THE VISITORS EXPERIENCE

Midland Railway Square demonstrates how a heritage precinct can be developed to provide flexible public spaces, for diverse community use. The Precinct was developed to communicate the story of its rail heritage to visitors in a contemporary way, and to respond to the future development of Midland.

TRIP ADVISOR

No reviews identified.

CHAPTER 03

STAKEHOLDER FEEDBACK

METHODOLOGY

In February 2020, PLACE Laboratory proposed to conduct a three hour, facilitated workshop with key stakeholders. By March, the rapidly changing circumstances surrounding COVID-19 meant that an alternate engagement methodology would be required. The methodology needed to respond to social isolation regulations introduced by the Western Australian Government, and address concerns for the welfare of key stakeholders, many of whom were in the 'at-risk' category.

The following methodology was developed and undertaken by PLACE Laboratory on behalf of, and in consultation with, the Shire of Murray.

/ A stakeholder engagement booklet was mailed to participants for their completion and return. The booklet guided them through the engagement process and asked questions designed to access their knowledge, values and aspirations for the Precinct.

/ PLACE Laboratory conducted two one-on-one conversations with participants to gain an insight into their personal experience and aspirations for the Precinct.

/ Championing participants to contact two fellow community members to gather their feedback, expanding the field of consultation and encouraging personal connections during social isolation.

/ An online survey open to the public, administered by the Shire of Murray.

KEY FINDINGS

A summary of the information obtained through stakeholder engagement is provided over the next pages. This information will inform the Pinjarra Heritage Railway Precinct Master plan and Business Case. Some responses may lead to further inquiry with stakeholders in future stages.

Stakeholder discussions indicate:

/ The heritage of the Precinct is universally important to stakeholders. Participants were concerned that a lack of maintenance has lead to the remaining heritage assets falling into disrepair.

/ Users agree that the Precinct has the potential to attract a diverse range of visitors however it is not currently doing so.

/ Participants generally agree the Precinct is full of potential but is currently neglected and lacks a sense of identity.

/ The Precinct benefits from a close proximity to town, the Murray River and Edenvale Heritage Precinct, however these connections are not currently maximised.

/ Participants noted that Pinjarra had the potential to become a regional hub and was en route to Dwellingup and other regional destinations.

/ The Precinct has potential to address the future needs of Pinjarra, including offering some accommodation and hospitality services. These should compliment the Pinjarra town centre and the Heritage Rail setting.

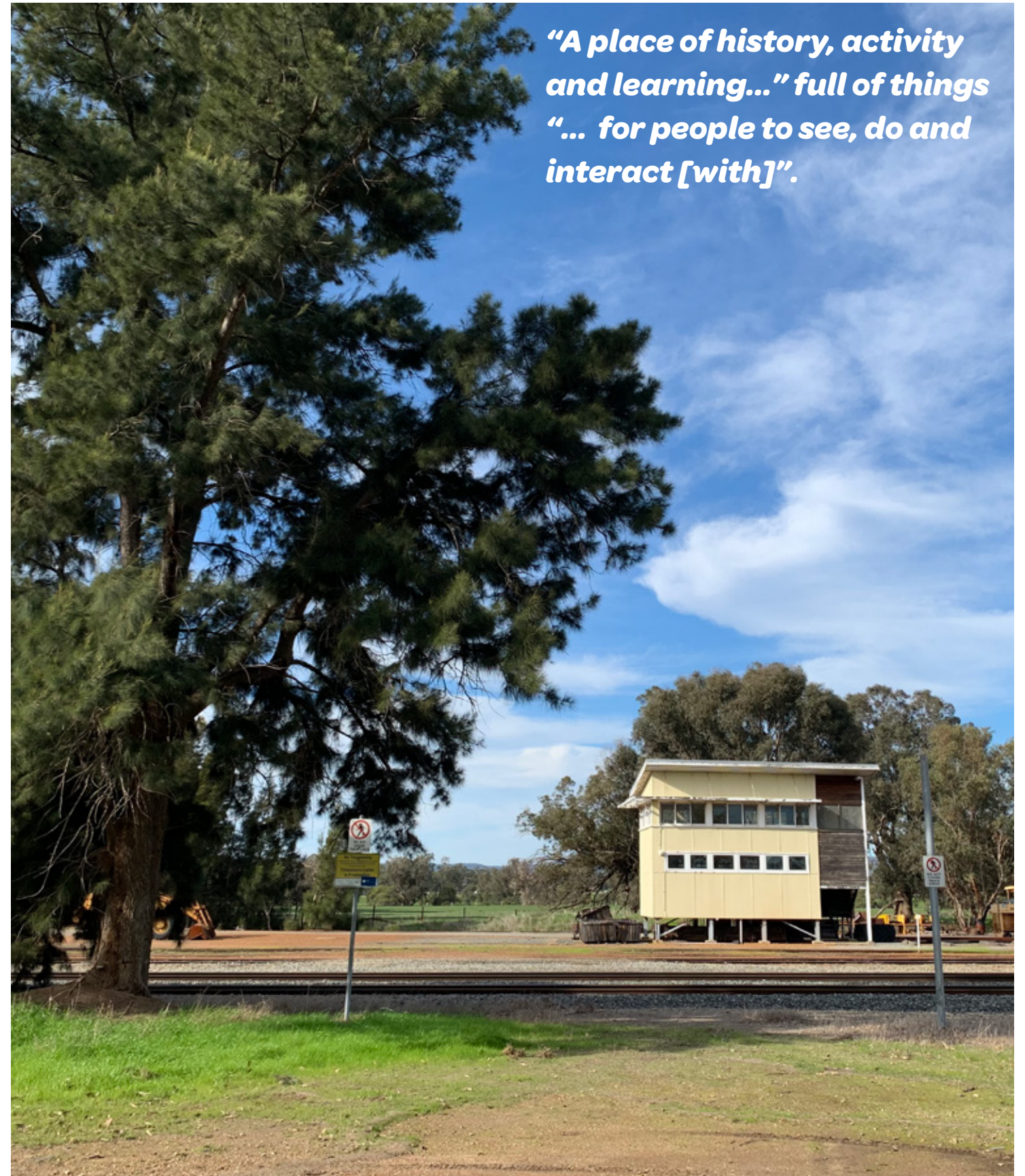
/ The Pinjarra bypass will effect access to the Pinjarra Heritage Railway Precinct and will need to be resolved to ensure the Precinct is successfully activated in the future.

/ The Pinjarra Community Men's Shed and the Pinjarra Community Gardens are important to Pinjarra and provide a meaningful service to the community. While their facilities have grown organically over the last few years, future development should be sensitive to the Precinct's ambitions and consistent with future master plans.

/ General amenity and quality of life upgrades such as toilet facilities, BBQ s, picnic areas, public seating and car parking would provide meaningful value for a diverse group of people who may use the Precinct.

/ 60+ opportunities to guide future development of the Precinct were raised (Appendix B).

“A place of history, activity and learning...” full of things “... for people to see, do and interact [with]”.



BACKGROUND INFORMATION

The *Pinjarra Heritage Railway Precinct Conversation Engagement Booklet* requested participants provide feedback on how they use the Precinct, what the Precinct means to them and Pinjarra; and how they would like to see it develop in the future. The first section of the booklet examined who currently uses the site and how they use it.

Responses indicate the Precinct is used primarily by local or neighbouring residents over the age of 45. The most frequent visitors are members of the Pinjarra Community Men’s Shed, and/or the Pinjarra Community Gardens.

50% of participants visit the site at least weekly, however 43% of participants visiting infrequently or not at all. This is consistent with one-on-one stakeholder conversations. Those who indicated they attended frequently stated they visited the Men’s Shed or the Community Gardens. The participants who visited infrequently or never still indicated they had an interest in the success of the Precinct.

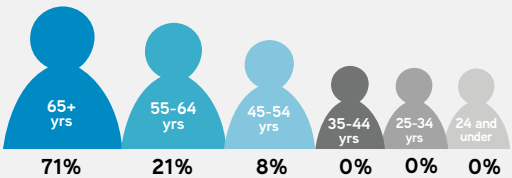
This also appears to reflect how participants responded when asked the days and times they visited the Precinct. While the Precinct appears to be more active on weekdays, there is still potential to increase visitation on both weekdays and weekends. Similarly, morning, afternoon and evening attendance were all low, suggesting an opportunity to increase attendance at the Precinct at all times of day. Only 14% of participants attended the Precinct in the evenings.

When asked what places people visit most frequently the majority of participants selected popular locations outside of the Precinct. The exceptions to this are the Men’s shed, which participants visited as frequently as Cantwell park or the Murray River walk.

Currently, 100% of people drive to the Precinct which indicates potential to enhance walking and cycling connections to the town centre and the Edenvale Heritage Precinct. Difficulties with legibility and navigation through the Precinct were also mentions for pedestrians and vehicles.

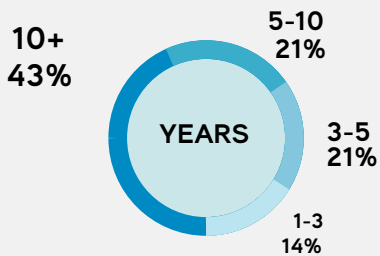
What is your age?

All participants surveyed were over the age of 45.

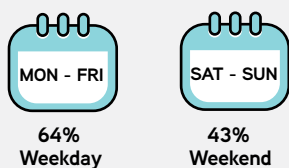


How long have you been a member of your group in the Railway Precinct?

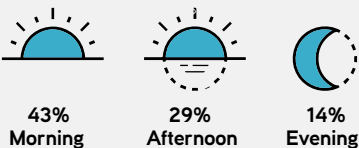
43% of participants surveyed have been visiting the Railway Precinct for greater than 10 years.



When do you visit the Precinct?



What time of day do you visit?

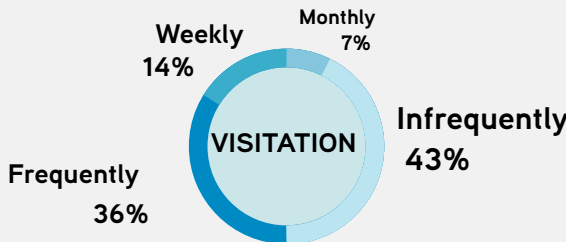


What Precinct user group do you belong to?

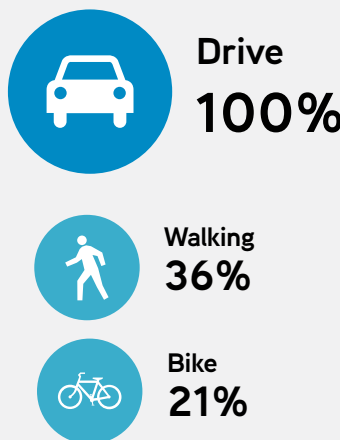
Men’s Shed	Community Gardens	Lions Club
29%	21%	21%
Hotham Valley Rail	Councilor	Murray District Historical Society
14%	14%	14%
Rotary Club	Overnight Camper	Rail Heritage Foundation
7%	7%	7%

How often do you visit Pinjarra Railway Precinct?

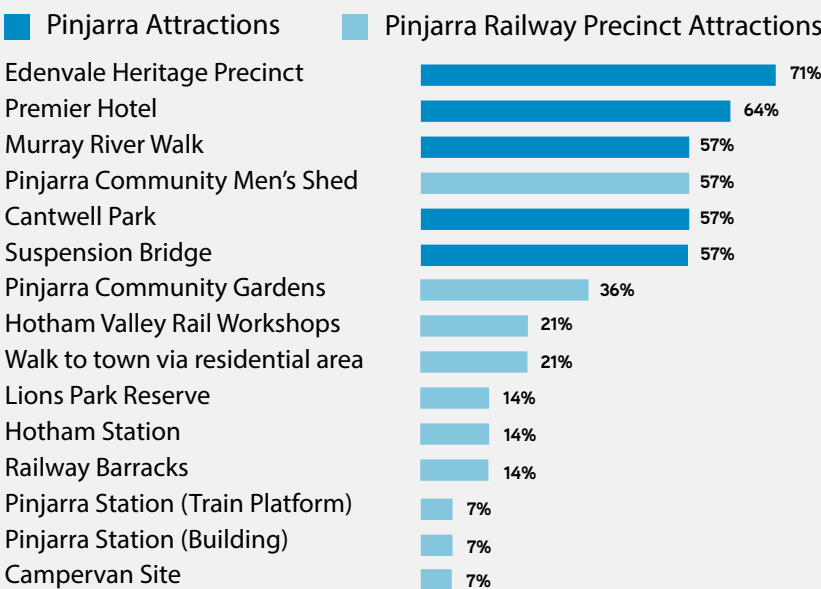
50% of respondents visit the site at least on a weekly basis. 43% of participants visit infrequently.



How do you get to the Precinct?



What places do you visit most frequently in and around the Precinct?



VISITOR PROFILES

Participants identified locals, overnigheters, day trippers, neighbouring townsfolk and young families currently use the Precinct. Students, young professionals and youth do not currently attend the Precinct.

Participants were asked to identify what activities attract each of these visitor types to the Precinct which has been collated and presented to the right.

Participants found it challenging to identify activities which would attract students, young professionals and youth visitor groups to the Precinct.

Who visits the Precinct most often?

Ranked by users' perception of who visits most often:

1.

PINJARRA LOCALS
2.

OVERNIGHTERS
3.

DAY TRIPPERS
4.

NEIGHBOURING TOWNSFOLK
5.

YOUNG FAMILIES
- DOMESTIC SHORT-TERM STUDENTS
- YOUNG PROFESSIONALS (25-35)
- YOUTH (13-18)

What does Pinjarra offer these visitors?

Presented in order of the most frequent response.

LOCALS



TOP 5

1. The Murray River
2. Cafes
3. Cantwell Park
4. Heritage
5. Peaceful, Semi-Rural Setting

Respondents also said:

Edenvale Homestead, Men's Shed, Community Gardens, the Recreation Centre, and Markets

OVERNIGHTERS



TOP 5

1. Specialty Shops
2. Better Murray River Connections
3. Tours/Trails
4. Ride-on or Miniature Railway
5. Enhanced Accommodation Options

Respondents also said:

Cafes, Cycling Tours, Historical Railway Museum, Picnics, Horse Racing, Markets, Workshops at Community Gardens or Men's Shed, Arts and Crafts, Edenvale and a Tourist Centre

DAYTRIPPERS



TOP 5

1. Historical Railway Museum
2. Markets (Night, Local Produce)
3. Better Murray River Connections
4. Specialt Shops
5. Hotham Valley Rail - Pinjarra to Dwellingup

Respondents also said:

Better Presentation, BBQ Family Area, Micro-Brewery, Sporting Events, Timber Industry Display, Tours/Trails, Workshops at Community Gardens or Men's Shed, Local Produce, Enhanced Advertising, Accommodation Options and a Tourist Centre

NEIGHBOURING TOWNSFOLK



TOP 5

1. 'Nothing'/'Not Much'
2. Peaceful, Semi-Rural Setting
3. Murray Arts and Crafts
4. Shopping
5. The Peaceful Environment

Respondents also said:

Sports, The Murray River, Community Groups, The Bakery, Night Markets, Horse Racing, Heritage and Work

YOUNG FAMILIES



TOP 5

1. 'Nothing'/'Not Much'
2. Peel Zoo
3. Public Parks
4. Cantwell Park
5. Roger May Machinery Museum

Respondents also said:

Community facilities like the Library, Recreation Centre and Pool; and evening activities like Outdoor Movies and Night Markets

YOUNG PROFESSIONALS



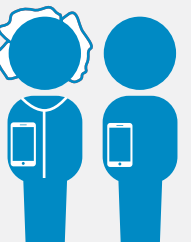
TOP 5

1. 'Nothing'/'Not Much'
2. Sports Clubs
3. Horse Racing
4. Night Food Markets
5. Outdoor Concerts and Movies

Respondents also said:

Recreation Centre, Public Pool and Skate Park

DOMESTIC SHORT-TERM STUDENTS



TOP 5

1. 'Nothing.
2. 'Not Sure'
3. 'Maybe Edenvale?'
4. -
5. -

There were no additional responses.

YOUTH



TOP 5

1. 'Nothing'/'Not Much'
2. Skate Park
3. Sports Clubs
4. Various Sport Facilities (Basketball Park/ Recreation Centre/ Pool)
5. Various Evening Activities (Concerts/ Disco's/ Karaoke)

Respondents also said:

Library

IDENTIFYING THE COLLECTIVE VALUES

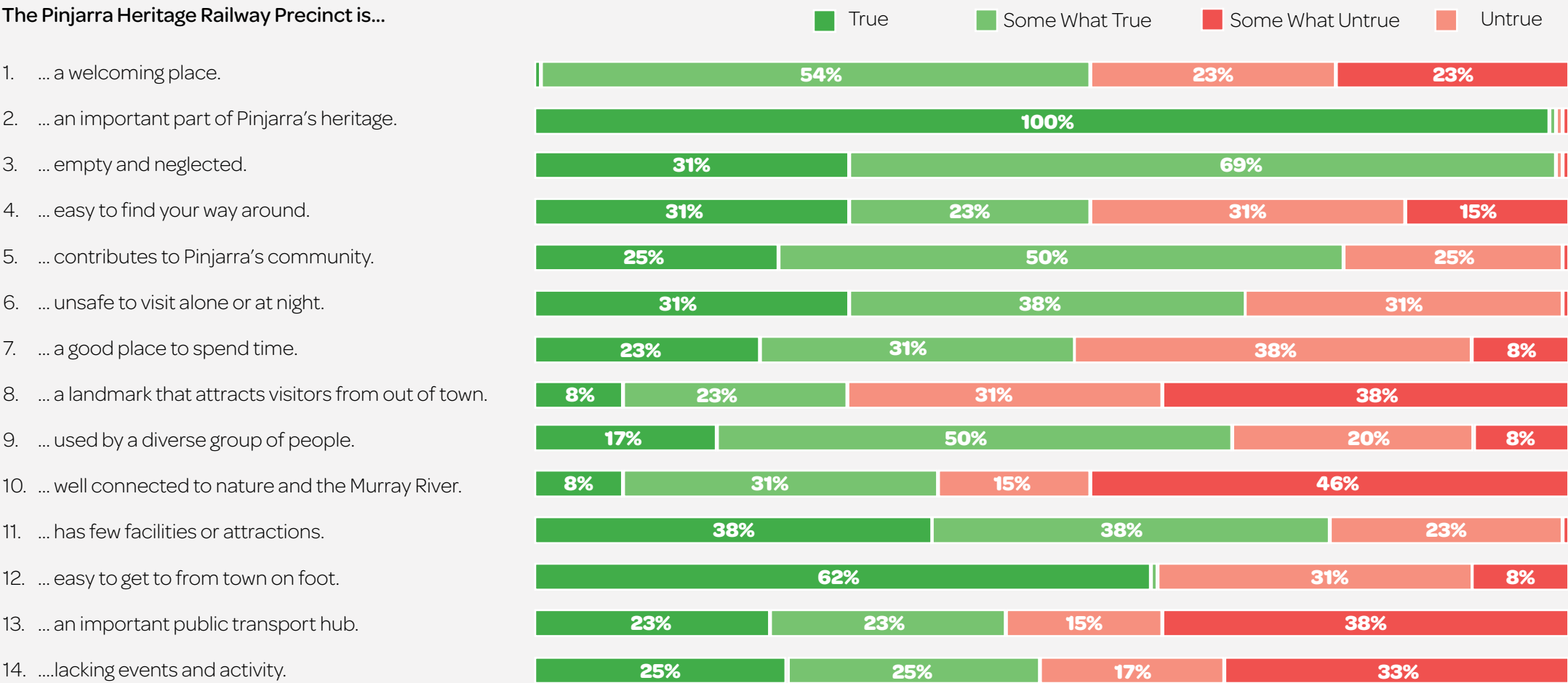
Participants were asked a series of short survey questions to understand the collective values of the Precinct.

Responses indicate:

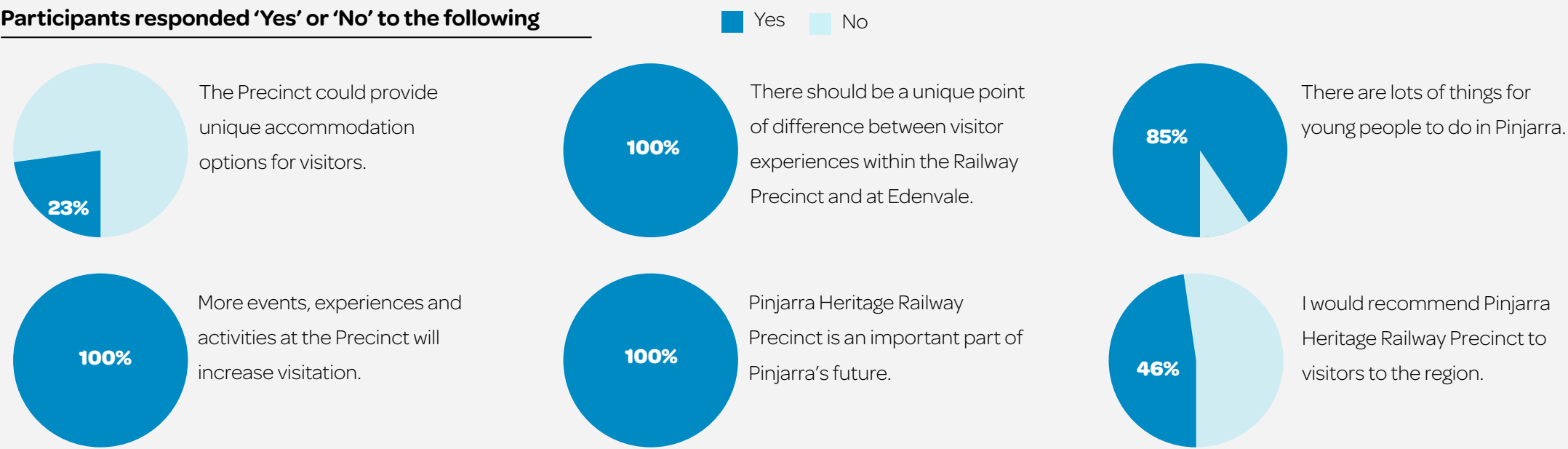
- / Participants universally agree the Precinct is important to Pinjarra’s heritage.
- / Participants mostly agreed that the Precinct contributes to the community, and is used by a diverse group of people.
- / Participants generally feel the Precinct is unsafe to visit at night or alone, is empty and neglected; and has few attractions or facilities.
- / Participant’s opinions varied on whether the Precinct was a welcoming place, was easy to find your way around, was a good place to spend time and was easy to get to by foot.
- / 69% of participants felt the Precinct was not currently a landmark that attracted visitors from out of town.
- / 61% of participants felt the Precinct was not connected to nature or the Murray River.

Participants were asked how they felt about the following

The Pinjarra Heritage Railway Precinct is...



Participants responded ‘Yes’ or ‘No’ to the following



VALUES AND THEMES

Participants were provided a glossary of adjectives with positive and negative value associations. They were presented a series of images and asked to identify which adjective best suited each image. Responses to each image are presented to the right, with the most frequent responses featured most prominently.

Popular terms used by participants included:	
Positive	Negative
/ Historical	/ Ugly
/ Calm	/ Noisy
/ Shady	/ Confusing
/ Treasure	/ Scruffy
/ Nostalgic	/ Old-Fashioned
/ Adventure	
/ Different	
/ Happy	
/ Alive	
/ Friendly	
/ Inclusive	



HISTORICAL
NOSTALGIC



CLEAN, HONEST,
HUMBLE

UGLY
UNINTERESTING,
UNINVITING



HISTORICAL
NOSTALGIC, QUIRKY
POTENTIAL

SCRUFFY, UGLY,
EMPTY



NOISY,
CONFUSING,
BUSY, UGLY,
INCONVENIENT



CALM, SHADY,
SERENE, SPACIOUS,
PLEASANT

EMPTY



TREASURE,
HISTORICAL,
NOSTALGIC

OLD-FASHIONED



ADVENTURE,
DIFFERENT,
QUIRKY, UNIQUE



ALIVE, CLEAN,
SPACIOUS, HAPPY

SCRUFFY,
INCONVENIENT, UGLY

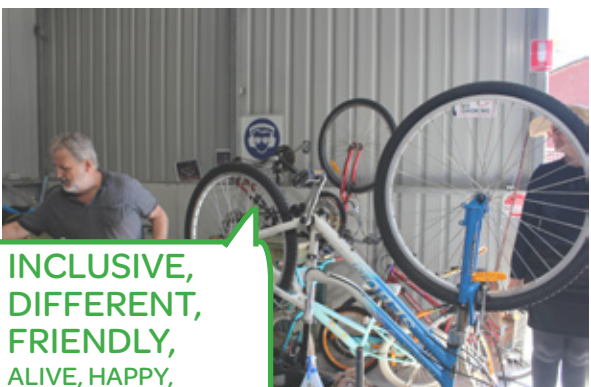


HISTORICAL

SCRUFFY,
USELESS, UGLY,
CONFUSING



HAPPY, ALIVE,
FRIENDLY,
INCLUSIVE,
GREAT, VIBRANT



INCLUSIVE,
DIFFERENT,
FRIENDLY,
ALIVE, HAPPY,
HONEST, USEFUL



HISTORICAL
FRIENDLY, HONEST,
NOSTALGIC

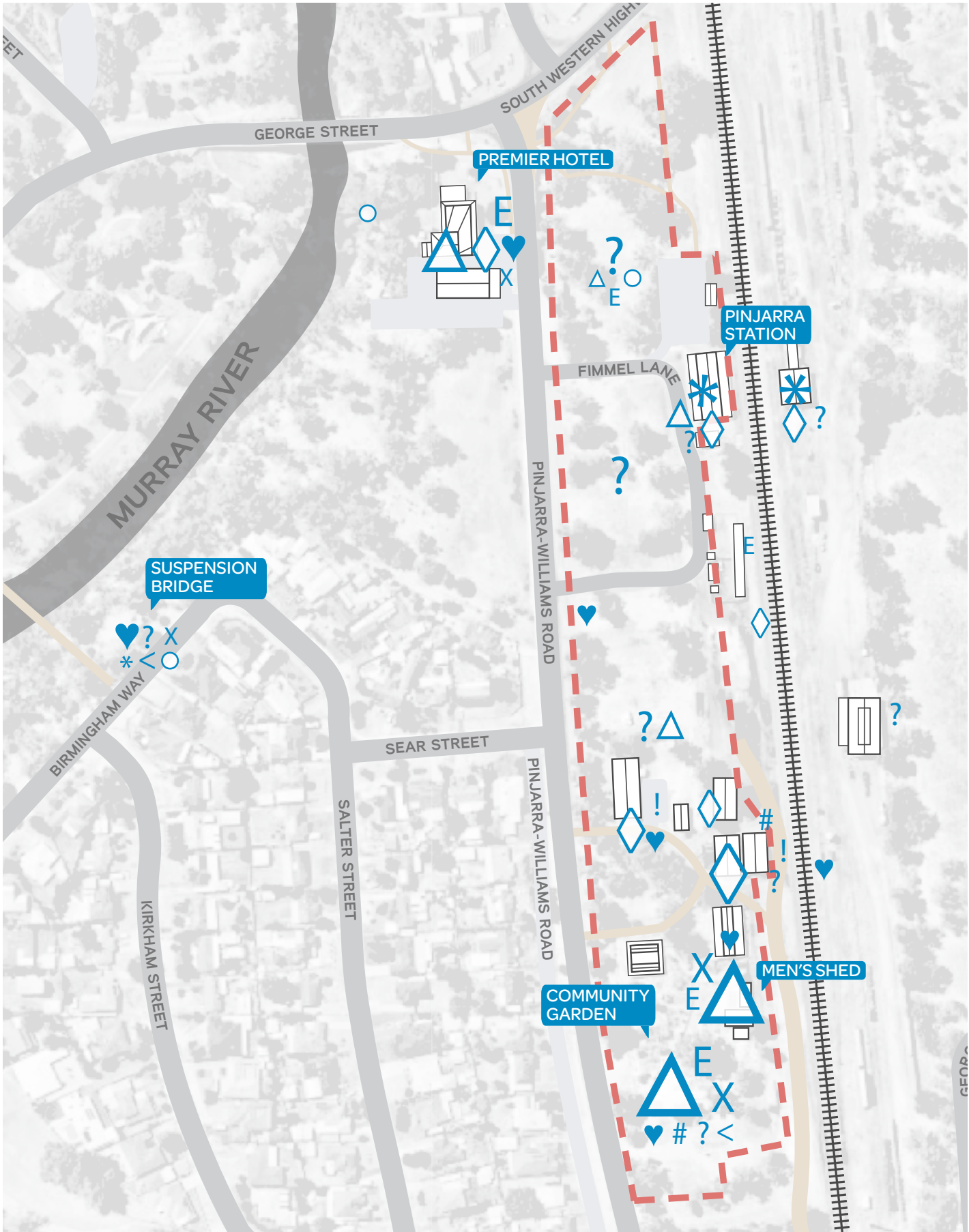
OLD-FASHIONED,
SCRUFFY

MAPPING THE ACTIVITY OCCURRING IN THE PRECINCT

Participants were asked to map the different activities they had observed occurring in and around the Precinct. Responses are indicated in the plan to the right. The size of the symbol indicates where multiple participants have provided the same information. The larger the symbols size the more frequently participants agreed that the activity occurred in this place. key findings include:

- / The southern end of the precinct, around the Pinjarra Community Gardens and Pinjarra Community Men’s Shed are consistently identified as places of frequent use, places where people meet and places where events occur.
- / The Railway Barracks and Hotham Valley Rail were viewed as significant buildings, but one participant stated they did not feel safe there.
- / The Pinjarra Station and Hotham Valley Rail Station were both viewed as significant by participants but underutilised.
- / Participants felt the caravan park, the central area and Lions park were underutilised.

LEGEND	ICONS
Places I use often	X
Places I think are attractive	♥
Significant places	*
Significant buildings	◇
Significant natural assets	○
Spaces that are underutilised	?
Places I find ugly or worn down	#
Places I have seen people meeting	△
Places where events happen	E
Places I have heard/seen birds & wildlife	<
Places I have seen graffiti	%
Places I don't feel safe	!



Stakeholder engagement plan

TESTING THE THEMES WITH STAKEHOLDERS

The following six themes were identified through site analysis and desktop review of the Precinct. PLACE Laboratory tested the themes with participants during stakeholder engagement. All of the themes were generally supported by participants.



Transport and Connectivity: The Precinct is an important landmark for visitors arriving by car, marking their arrival in Pinjarra. Connections to the Precinct by foot and bike need to be addressed to encourage greater visitation.

Response: 92% of participants agreed with this statement with more than half (58%) saying the Precinct required enhanced public transport amenities.



Providing Hospitality Options: Domestic visitors are Pinjarra’s primary target tourist group however more accommodation options are required to encourage them to stay longer.

Response: 75% of participants agreed with this statement and more than half strongly agree (58%). 8% disagreed with this statement. Conversations with stakeholders confirm that most users felt small scale hospitality may be appropriate (kiosk or cafe) but should not compete with the town centre.



Celebrating the Rail Experience: The Pinjarra Railway Station is an important place in WA’s railway history. Alcoa freight trains and passenger trains from Perth to Australind, stopping twice daily, still visit the station.

Response: 100% of participants agreed the heritage of the Precinct should be celebrated; 83% strongly agreed.



Expanding Community Focus: The Precinct is currently used by a diverse, but limited, range of stakeholders and could grow into a space that appeals to even more of the community.

Response: 92% of participants agreed that he Precinct should continue to expand its role in the community.



Diversity of Activities: Pinjarra’s population is anticipated to increase to 27,000 by 2050 and will require a greater diversity of entertainment, health and recreational services.

Response: 82% of participants agreed that the Precinct was a suitable location to diversify Pinjarra’s attractions.



Identity: The precinct is steeped in history and has many unique and attractive features that could be refined into a strong identity.

Response:100% of participants agreed it was time to refine the Precinct’s identity and create a unique visitor experience; 92% strongly agreed.



Strongly Agree Agree Unsure Disagree

UNCOVERING VALUES: PINJARRA AS A PERSON

Participants were asked to describe the Precinct as a person in three words. The three words use most frequently were : OLD, TIRED and NEGLECTED. Uninteresting was also used by two participants.

Words used to describe the precinct included:

- / Adolescent
- / Neglected
- / Semi-rural
- / Amputee
- / Old
- / Shy
- / Decrepit
- / Participation
- / Tired
- / Dull
- / Plain
- / Underdeveloped
- / Heritage
- / Potential
- / Unhappy
- / Impoverished
- / Quiet
- / Uninteresting
- / Learning
- / Relaxing
- / Unloved
- / Lifeless
- / Sad
- / Well-educated
- / Mature
- / Scruffy

Participants were also asked to describe the Precinct as a person in a short paragraph. A sample of participants responses are provided to the right.



"A SENIOR CITIZEN THAT HAS BEEN A HARD WORKING TRADIE BUT FORGOTTEN BY THEIR FAMILY AND FRIENDS AND WANTS TO RECONNECT WITH THEM AGAIN. MAY NEED HELP FROM A THIRD PARTY."

"DRESSES PLAINLY, GIVING THE IMPRESSION OF BEING A LITTLE PLAIN, BUT IS QUITE KNOWLEDGEABLE AND NICE. IF YOU ARE ABLE TO BREAK THE ICE, YOU CAN HAVE LONG AND MEANINGFUL CONVERSATIONS ABOUT MANY HISTORICAL SUBJECTS."

"SHE IS AN ADOLESCENT TEENAGER WHO PEOPLE CAN SEE SHE HAS THE POTENTIAL TO GROW INTO AN ATTRACTIVE, KNOWLEDGEABLE WOMAN WITH GUIDANCE

"AN OLD MAN WITH HIS BEST DAYS BEHIND HIM. HE IS FULL OF STORIES BUT HIS HEALTH IS FAILING."

"IF I MET THEM AT A PARTY, I WOULD AVOID THEM THINKING THEY WERE CLOSED OFF AND WE HAD NOTHING IN COMMON. HOWEVER, IF I DID TALK TO THEM I WOULD DISCOVER THEY WERE QUITE OPEN AND HAD A LOT OF INTERESTING THINGS TO SAY."

"A HOMELESS, DRUG ADDICT."

ASPIRATIONS: PARTICIPANTS RESPONSE TO BENCHMARKING

Participants were provided with a list of benchmarked precincts and asked to indicate which they had visited and whether they enjoyed their experience.

Participants generally responded well to the benchmarking although not all had visited each of the Precincts. Kuranda Station, Queensland proved to be popular with participants. Several people commented on how well presented the Station was, how it contributed to Kuranda’s village as a tourism destination, and to its general atmosphere; and that it was a good example of the potential of the Pinjarra Railway Precinct.



KURANDA STATION, QUEENSLAND

- 👍 “Beautiful and well kept”
- 👍 “Train journey is magnificent. The rail station at Kuranda is first class...”
- 👍 “A great place to visit, we went up by train one day then by car the next. Very well presented.”
- 👍 “ Welcoming, vibrant, markets, great pub nearby”
- 👍 “[Has] potential for Pinjarra ”



THE GOODS SHED, CLAREMONT

- 👍 “The atmosphere is welcoming and intriguing”



PREMIER MILL, KATANNING

- 👍 “Quality, history, unique”



CITY FARM, PERTH

- 👍 “Vibrant space, great care”
- 👍 “Nice spaces for hire and events”
- 👍 “[Good] for all the reasons above [the facilities outlined in booklet]””



CASTLEMAINE, VICTORIA

- 👍 “Well preserved, old buildings”

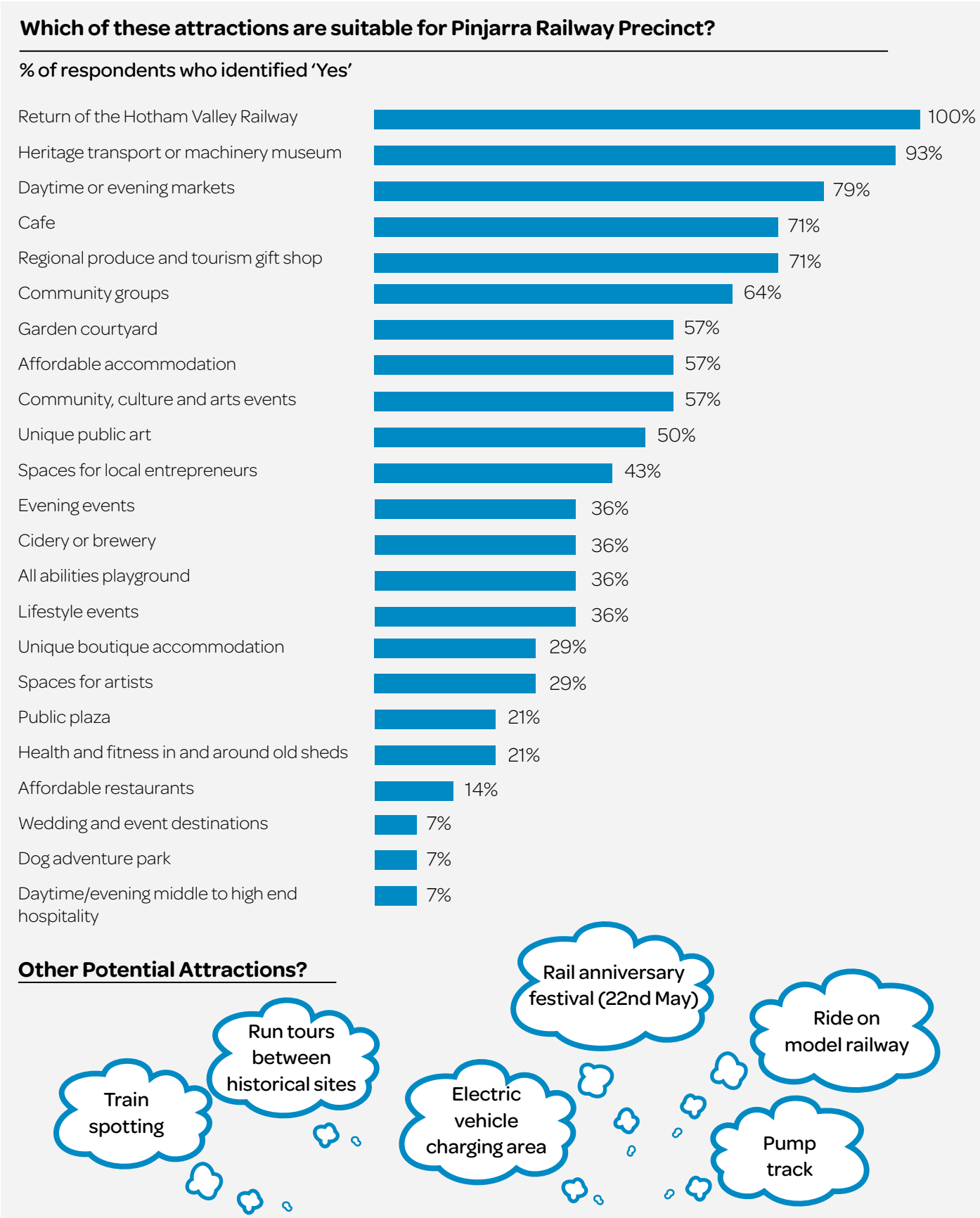


MIDLAND RAILWAY SQUARE, MIDLAND

- 👍 “Interesting, clean, safe”

ASPIRATIONS: THE POTENTIAL OF THE PRECINCT

Participants were given a list of potential attractions and asked to indicate if they thought they were suitable for the Precinct.



Priority Attractions Identified by Stakeholders.

Respondents were asked to select up to 5 attractions/ facilities they believe are suitable for the Precinct.

TOP 5



Heritage Tourism

1



Machinery Exhibits

2



Local Community Projects

3



Market Grounds

4



Gardens and Public Spaces

5

LEAST SELECTED

These attractions were the least selected by participants, each receiving only 1 vote. Participants were only able to prioritise 5 attractions/ facilities, and some of these may still be desirable in the Precinct. Further inquiry with stakeholders may be beneficial to understand these rankings.

Several participants mentioned the Pinjarra Community Gardens were investigating the feasibility of hosting weddings and formal events.



Movie Nights/ Concerts/ Festivals/ Plays



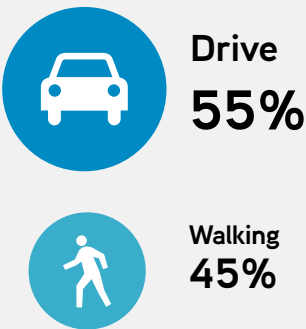
Weddings + Formal Events

ONLINE SURVEY: KEY FINDINGS AND SUMMARY

The Shire of Murray conducted an online survey which invited the public to give their feedback on the Precinct. The questions were derived from the Stakeholder Engagement Booklet from PLACE Laboratory.

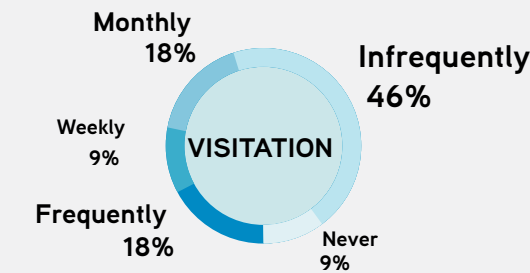
Eleven community members responded and their feedback is summarised below.

How do you get to the Precinct?



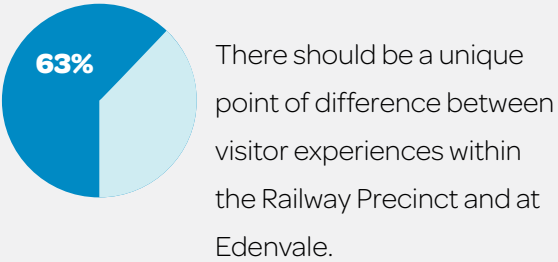
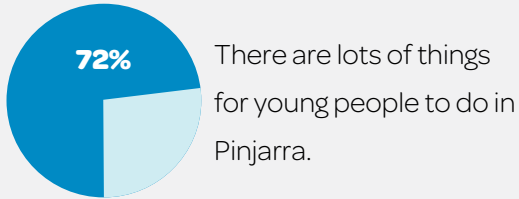
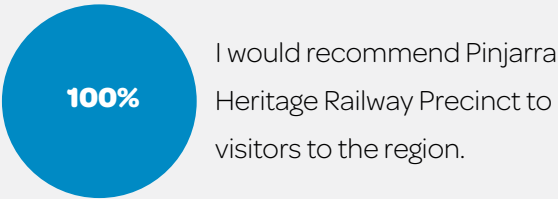
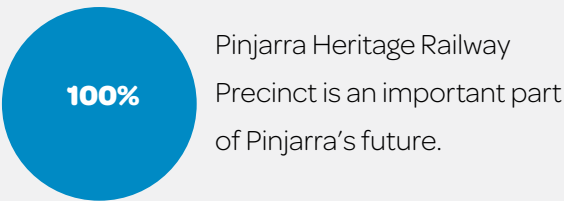
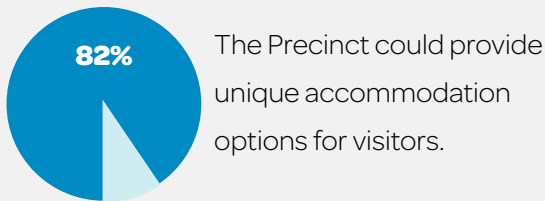
How often do you visit Pinjarra Railway Precinct?

Only 27% of online respondents visit the site at least on a weekly basis. 54% of participants visit infrequently or not at all.

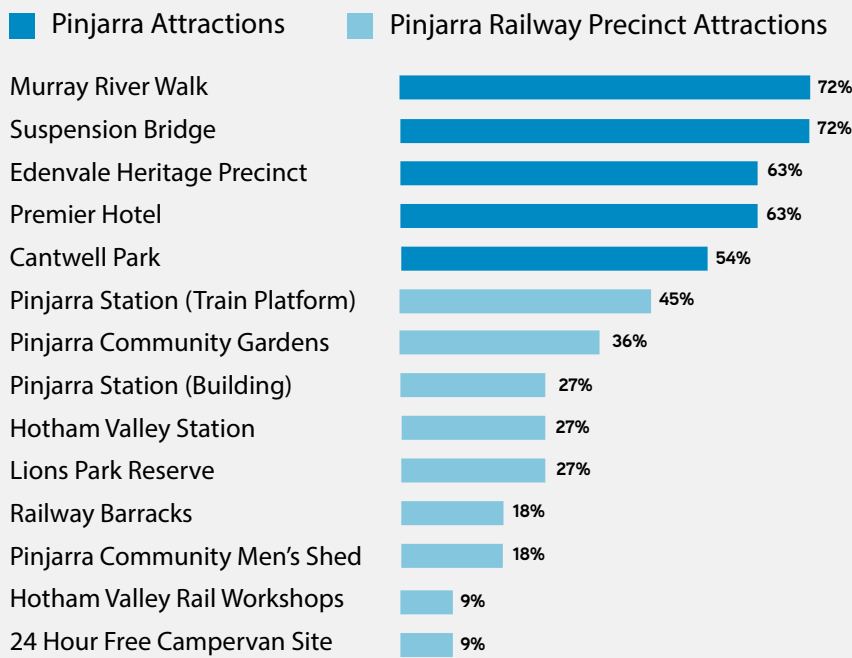


Participants responded 'Yes' or 'No' to the following questions.

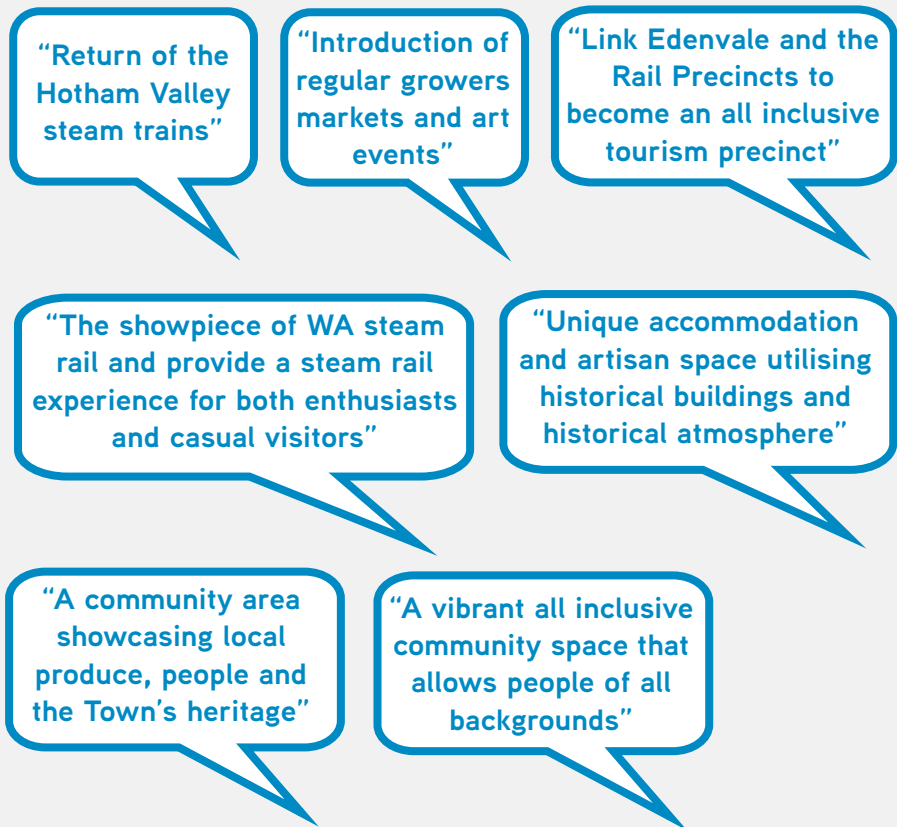
Yes No



What places do you visit most frequently?



What is your ultimate vision for the Pinjarra Railway Precinct?



Which 5 attractions would you like to see in the Precinct?

There was popular support for community and tourism based attractions. The top results in order included Markets, Community culture and arts events, Outdoor event space, Return of the Hotham Valley Tourist Railway, and Heritage Tourism such as movie nights, live music, festivals and plays.



Potential day and night activities for the Precinct to encourage visitation

DAY ACTIVITIES	NIGHT ACTIVITIES
/ Growers markets	/ Music events
/ Pop up arts events	/ Night markets
/ Arts events	/ Food trucks
/ Guided walks/ tours	/ Ghost tours
/ Canoeing/rafting on the river	/ Mental health campout
/ Outdoor craft classes	/ Aboriginal cultural experience incorporating fire and dance
/ Train rides	/ Fine dining
/ Markets	/ Evening dinners on the Hotham Valley train
/ Play ground	/ Evening classes at Men's Shed
/ dog park	/ Campfire yarning circle
/ Explore railway history	/ Monthly evening community concerts
/ Visit community gardens	/ Long table under the stars
/ Attend Men's Shed workshop	/ Art displays
/ Visit railway and rolling stock display	/ History tours
/ Artisan creative space	/ History theatre
/ Unique cafe	
/ Music recitals	

PARTICIPANT CONVERSATIONS

Participants were contacted by telephone on two occasions and asked a series of questions. The most frequent responses are recorded below.

SESSION ONE

QUESTION 1 What would you improve at the Precinct?

The most common response was a **cafe, restaurant or food outlet**.

Other popular responses included:

- / Create a Railway museum
- / Restore the Railway assets
- / Improved landscaping and regeneration
- / Enhanced signage and wayfinding
- / Static railway displays

QUESTION 2 What would you improve at the Precinct for all user groups as a collective?

Popular responses included:

- / Upgraded amenities (toilets, BBQ s, picnic)
- / Enhanced landscaping
- / Restore/ regenerate/ tidy up the Precinct

QUESTION 3 What would you improve at Precinct for visitors?

Upgrade the caravan site was the most frequent response.

Upgrade the toilet amenities and **create an Aboriginal food garden** were mentioned by at least two respondents.

SESSION TWO

QUESTION 1 What is your ultimate vision for the Precinct?

The highest ranked answer was **to see the Hotham Valley Rail reconnected to Pinjarra**. **Improved signage, interpretation materials and an information point** were also popular responses.

QUESTION 2 What quick wins do you think the Precinct needs to achieve this outcome?

Preservation and restoration of railway assets, a site tidy up and amenity upgrades scored the highest.

Participants also raised:

- / Resolve access to the Precinct following construction of the proposed bypass.
- / A strategic plan for the Precinct’s long term development.
- / A landscaping strategy and upgrade.
- / Interpretive information boards.

QUESTION 3 When the Department of Fire and Emergency Services move what could happen to the vacated station premises?

The majority of participants felt that the building should have a **mixed use, tourism with a museum and cafe/tearoom function**.

Other proposed uses included:

- / Community meeting rooms
- / Interpretive displays
- / Pop Up event venue space
- / Model Train space
- / Arts and Crafts Displays

Constructive one-on-one conversations allowed participants to articulate and explore their concerns for the Precinct in the present and opportunities for its future.

Participants consistently raised the following topics:

- / The Precinct is viewed as an important part of the town of Pinjarra and Western Australia’s history. Despite this, the Precinct has become run down, and does not reflect its heritage. Participants were also concerned the Precinct was not maximising its potential.
- / Participants have a strong desire to see the Precinct reinvigorated, and restored to its former function.
- / The Precinct has become an important home for the Pinjarra Community Men’s Shed and the Pinjarra Community Gardens, both viewed as adding value to the Precinct. Both organisations have grown organically on site and subsequently some stakeholders have described them as looking messy. Future development should be aligned to an overall plan for the Precinct.
- / Participants are concerned that there are only a few significant heritage buildings left on site which are falling into disrepair, and may soon be unrecoverable. Similarly, participants note the rail assets in the Precinct are falling into disrepair.
- / Many participants noted the Precinct would benefit from enhanced connections to the town centre by foot and car, and recommended upgrades to the river walk and the Premier Hotel to make the Precinct feel more connect to the town. Several participants were concerned the proposed by-bass would cut the Precinct off from town, and needed to be resolved through considered design.
- / Participants identified that there had been conflict between some user groups in the past, and there was opportunity to work better in the future.
- / Participants feel that quality of life improvements such as toilet, storage, signage and wayfinding; and public seating upgrades were required.
- / Participants identified over 60 different opportunities to improve the Precinct.

The 15 most frequently mentioned opportunities are presented below. To see the full list of opportunities, please refer to Appendix B.

Top 15 most discussed opportunities for potential at Railway Heritage Precinct

- / Establish a rail museum (open air or enclosed)
- / Small scale hospitality (cafe or kiosk)
- / Maximise the potential of, and connection to, the Premier Hotel
- / Reinststate a traditional station cafe/bar/tearoom
- / Introduce rail markets to the Precinct
- / Reconnect the Hotham Valley Railway
- / Reconstruct the train overpass
- / Adapt the Railway Barracks as accommodation
- / Introduce railway attractions for families and enthusiasts
- / Host events, festivals or promotional activities (such a steam engine display event)
- / Significant landscape upgrades to support diverse public uses
- / Introduce a town entry statement using existing railway assets
- / Implement a signage and wayfinding strategy
- / Connect with the traditional owners history across the Precinct
- / Connect the railway, Edenvale and the town centre with a river walking circuit



LANDMARK DESTINATION

- / Upgrade to Pinjarra’s northern entry will divert heavy traffic away from the town’s main street into Pinjarra-Williams Road further separating the Precinct from the town. The Precinct needs to present as a vibrant landmark to attract people to visit.
- / Precinct needs to capture the past and be a contemporary place for the present and future needs of the town and visitors.
- / The safe and easy pedestrian amenity will need to be carefully considered with consolidated points of entry, pathways and shade. The Pinjarra-Williams Road streetscape needs to read as attractive and slow road.

LEGEND

- Current bypass location
- Points to resolve bypass crossing
- Precinct arrivals by new bypass
- Precinct arrivals from Dwellingup
- Landmark Attractor
- Entry Statement



EXTEND THE PRECINCT

- / The Precinct should feel like a welcoming place for locals and tourists. Consider the opportunities to extend the existing town’s pedestrian network and green infrastructure to the Precinct to enhance the visitor’s experience. This will also create stronger connections to the river.
- / The interstitial spaces between the Precinct buildings and railway structures frame the views of the hills and make the Precinct feel open. Future additions should be mindful of these important sightlines.

LEGEND

- River Green zone
- Potential walkability connection across Pinjarra (indicative only)
- Significant destinations from the Precinct
- Significant viewpoints to the hills
- Enhanced wayfinding from the suspension bridge and town centre
- Enhance green link to the Murray River

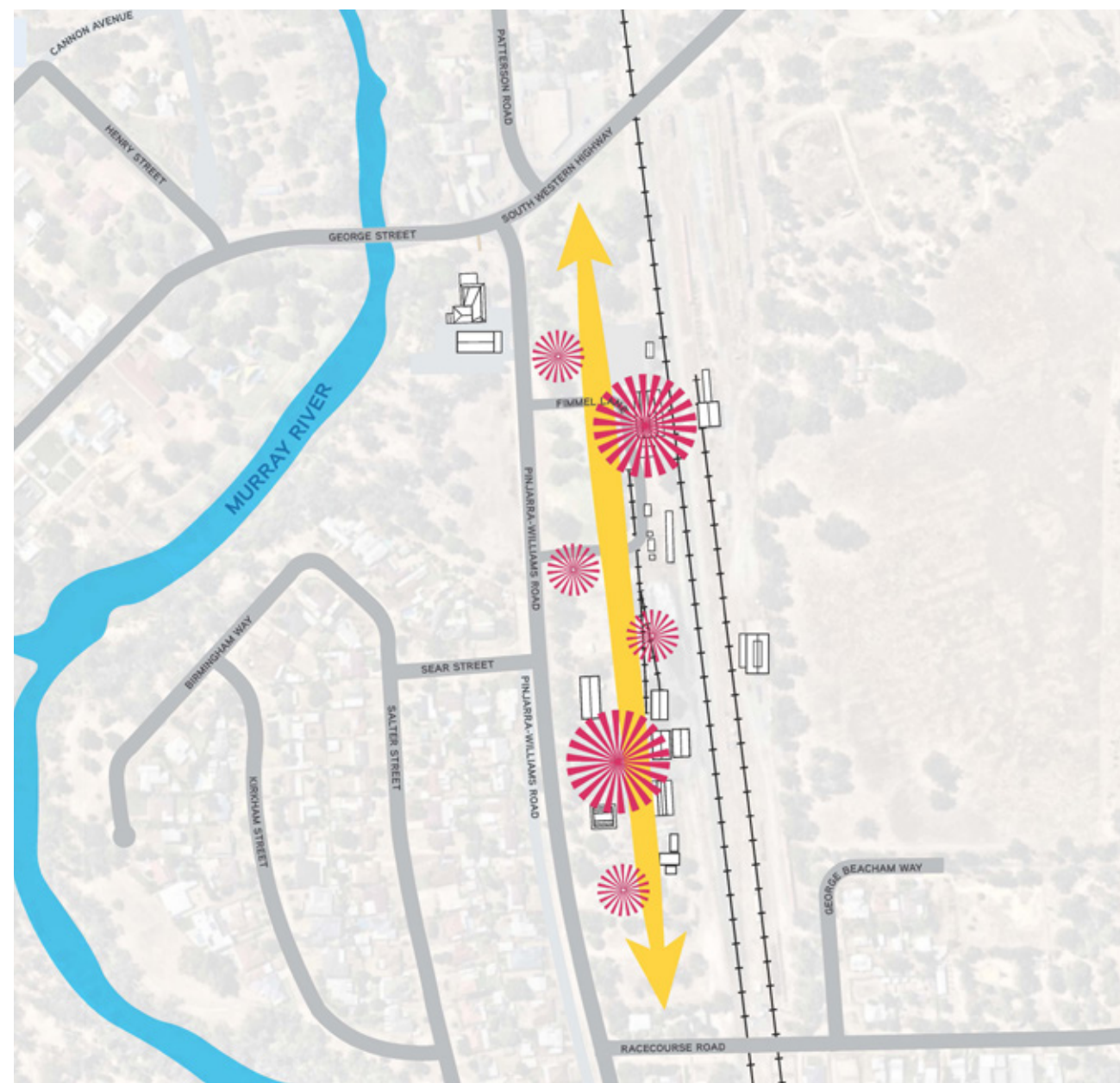


SENSE OF ARRIVAL

- / The train station needs a welcoming place to create a sense of arrival.
- / Consider the opportunity to develop the historic Premier Hotel area into a Hospitality Precinct that leads visitors into town and to the river.

LEGEND

- Proposed bypass (indicative only)
- Premier Hotel (hospitality, accomodation and river contr
- Enhance the green edge and create a buffer from the bypass
- Visitor arrival area
- * Increase visitor arrival numbers by train from Perth, Bunbury, Dwellingup
- Current tree canopy



ONE PRECINCT

- / The Precinct needs to feel coherent, with intuitive wayfinding, consistent materiality and interconnected spaces.
- / Create a long linear pedestrian spine to increase the visitor's wayfinding experience. This spine could also reinforce the linear heritage landscape of the railway yards.
- / Create sticky spaces programmed to encourage people to linger with heritage with interpretative elements, shade, seating, play opportunities and signage, to name a few.

LEGEND

- Precinct's linear spine
- 'Sticky' points of interest for visitors (indictive only)



RAILWAY LEGACY

- / Consider how the heritage buildings, artefacts, landscape elements and stories can work as a collective to contribute to the identity of the place, the town and the region.
- / The railway legacy should be celebrated, yet new complimentary contemporary visitor experiences and fresh ideas should also be explored to create new memories.

LEGEND

- Modern built infrastructure
- Existing heritage built architecture
- Removed heritage built architecture



EVERYDAY LIFE

- / The community groups have strong links to the Precinct and they should be encourage to participate in the reinvigoration of the Precinct . It should be a place not just for events but for everyday life experiences.
- / The mature trees tell a story to about the past cottages, and the Precinct should consider ways to celebrate this living artefact of a bygone age.

LEGEND

- Green public space to be upgraded for public use
- Community organisation space, in need of maintenance and upgrades
- Current day tree canopy
- Current activity 'hot spots'

CHAPTER 05

CONCLUSION

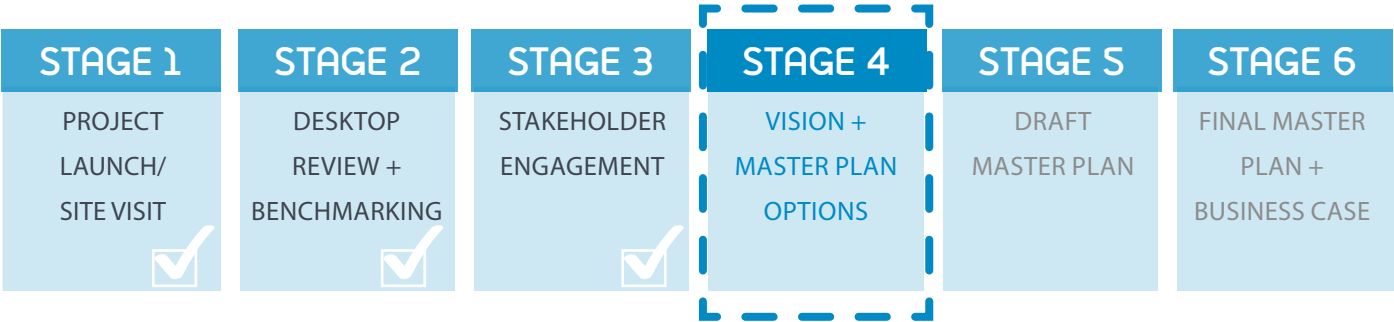
NEXT STEPS

The PLACE Laboratory and Pracsys team are excited to commence the draft options for discussion with the Shire of Murray and Stakeholders. The process we will follow is outlined below:

- / Refine workshop outcomes to define Place Themes, Guiding Principles and Sense of Place Statement.
- / Based on the background analysis and vision workshop, prepare a high-level supply and demand estimates for the land uses identified as possible.
- / Prepare Master Plan options (no more than 3) with supporting analysis from an economic and social point of view including activation, tourism and economic sustainability.
- / Present to the Shire Officers and Working Group the themes, principles and sense of place statement, options and decide preferred direction.
- / Prepare a briefing note (5 pages) summarising economic and social point of view including activation, tourism and economic sustainability.



Photograph: Luke Summerton Photography





SHIRE OF MURRAY

Background Review and Analysis to Inform
Options Development for Pinjarra Heritage
Railway Precinct



Document Control				
Document Version	Description	Prepared By	Approved By	Date Approved
v 1.0	Briefing Note	Mark Timoney Lucy Heales	Lucy Heales	15 April 2020
v 1.1	Minor Additions	Mark Timoney Lucy Heales	Lucy Heales	8 July 2020

Disclaimer

This report has been prepared for the **Shire of Murray**. The information contained in this document has been prepared with care by the authors and includes information from apparently reliable secondary data sources which the authors have relied on for completeness and accuracy. However, the authors do not guarantee the information, nor is it intended to form part of any contract. Accordingly, all interested parties should make their own inquiries to verify the information and it is the responsibility of interested parties to satisfy themselves in all respects.

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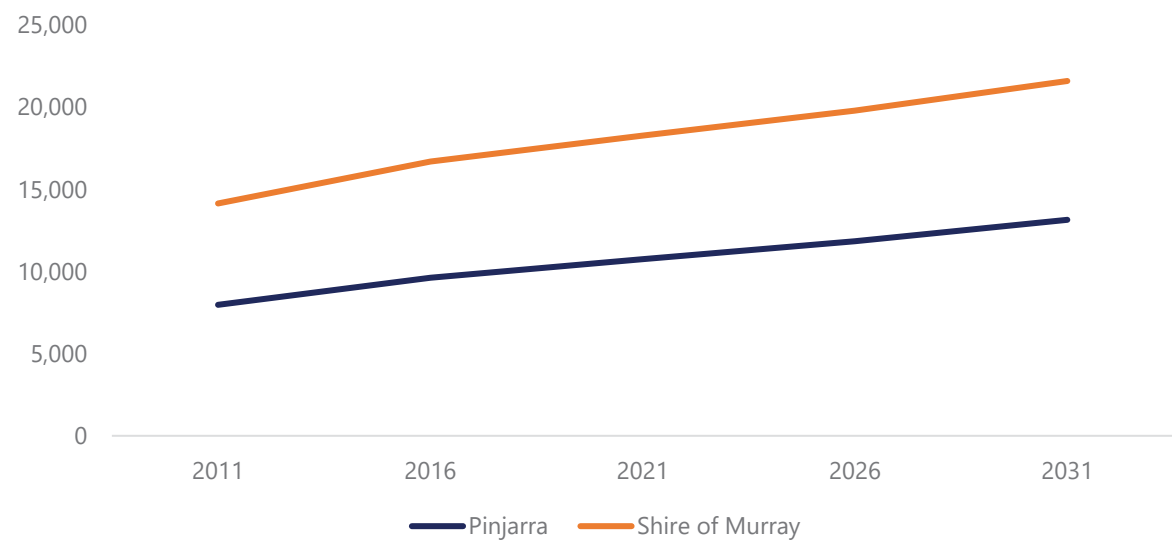


1 LOCAL AREA TRENDS & OPPORTUNITIES

1.1 Local Population Trends

Population projections

Figure 1. Population Growth (2011 to 2031)



Source: ABS Census 2011, ABS Census 2016, WA Tomorrow 2016

Under current State Government planning, the population of Murray is projected to increase from the current 17,900 to 21,610 residents by 2031 with the majority of growth happening in Pinjarra. According to demographers Forecast.id, the Shire population forecast for 2041 is 80,781 – a more than four-fold increase in the current population.¹ It is also expected that major investment projects within the Shire can drive additional growth over and above natural growth level. The challenge is to plan for and accommodate this growth while improving the socio-economic performance of the area.

The majority of people who live within the Mandurah – Murray region work there as well, which means that effective and active planning around growing population, employment and community services availability, is required. This additional population will require an adequate level of population-driven (community) services.

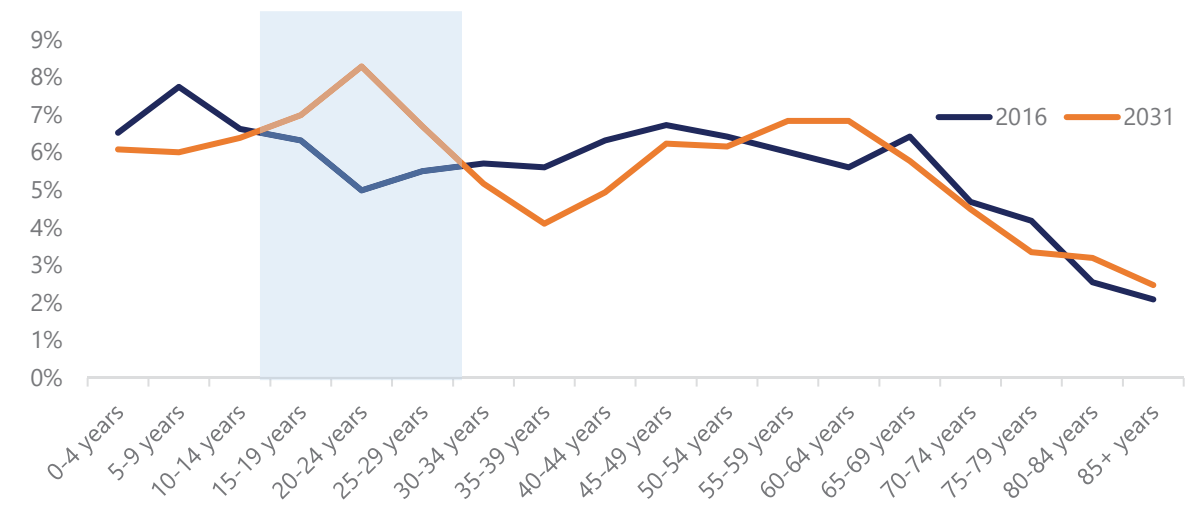
Implications: The growing population will require additional population-driven services such as entertainment, health, retail, recreational and cultural services.

¹ Forecast.id, 2020



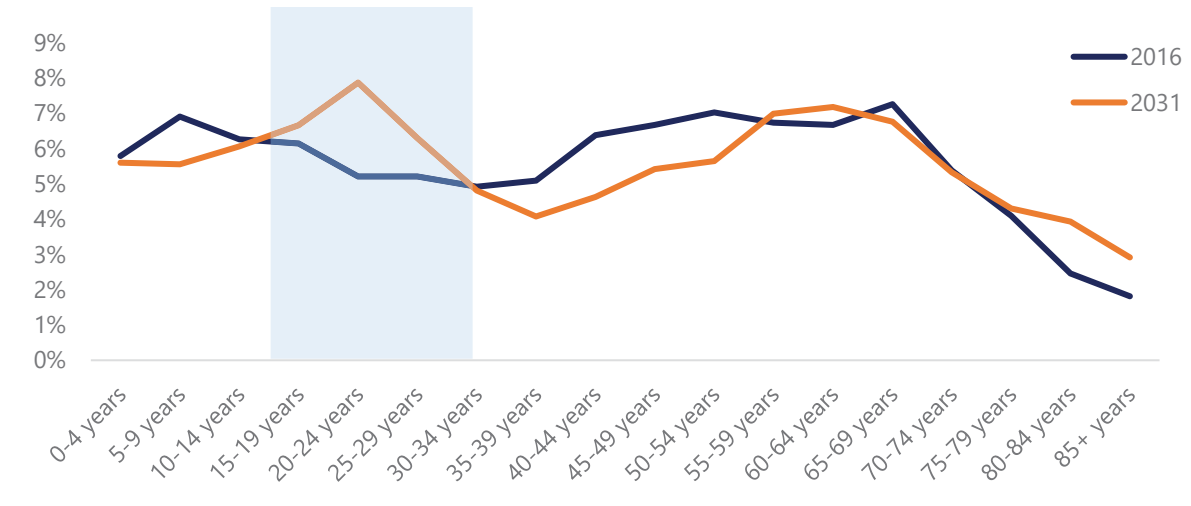
Age

Figure 2. Pinjarra (SA2) Age Distribution (2016 to 2031)



Source: ABS 2016, WA Tomorrow 2016

Figure 3. Shire of Murray Age Distribution (2016 to 2031)



Source: ABS 2016, WA Tomorrow 2016

The age profile of Pinjarra is projected to change dramatically with a considerable increase in the proportion of young adults (20 to 35 years) in the next ten years.

A key action of the Shire’s Pinjarra Town Centre Revitalisation Strategy is to attract and retain creative/knowledge-based entrepreneurs and businesses in the Shire. As the distribution point for the NBN to the broader south-west, Pinjarra is ideally situated to accommodate residents who are able to work remotely, are operating an online business or are looking for an alternative lifestyle to living in the



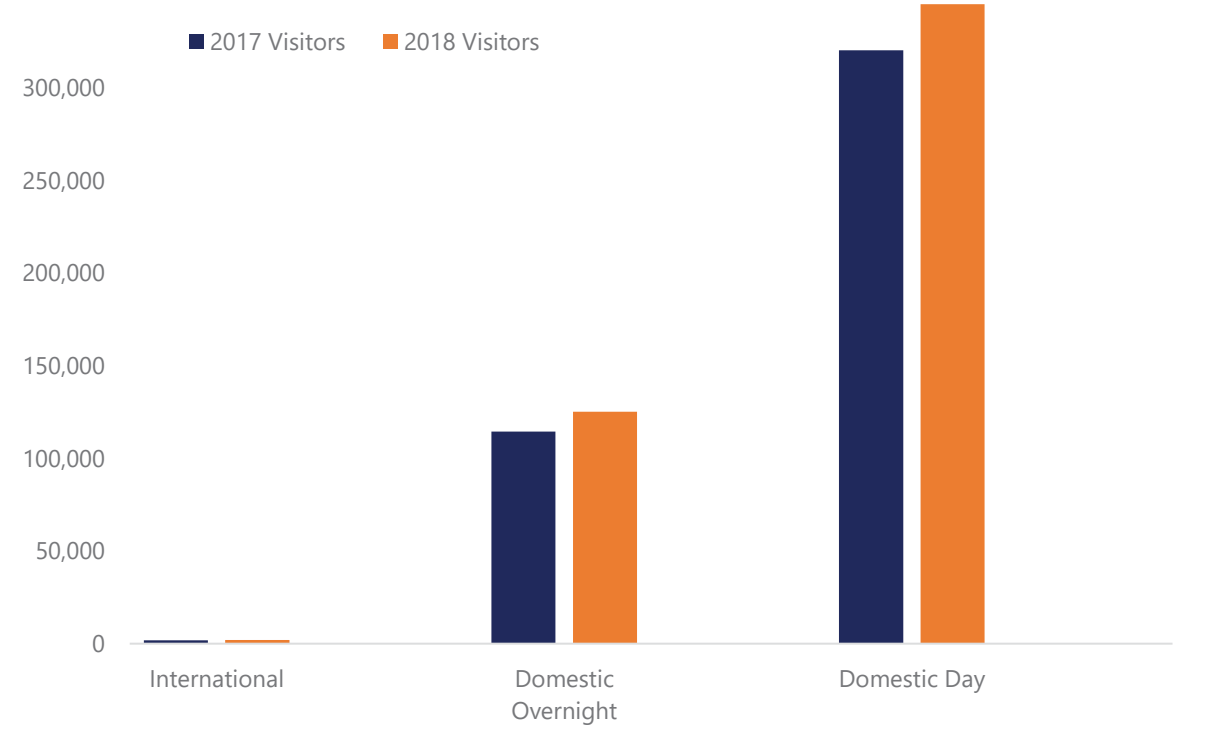
more urban metropolitan area. Pinjarra is ideally located to provide a relaxed ‘town’ lifestyle, where housing is more affordable and situated within walking or cycling distance of amenities. Catering for the needs of changing demographics is an important consideration in supporting the planning objectives for Pinjarra.

Implications: Planning needs to consider the needs of changing demographics in addition to the current demographic profile (primarily older residents) of the Shire. Key emerging demographics include younger adults with the opportunity to attract working age persons that have the freedom to work remotely. Uses such as cafes, restaurants, pubs, shopping, active recreational areas and cultural venues will be in demand with younger professionals.

1.2 Tourism Trends and Opportunities

Shire of Murray Tourism Trends

Figure 4. Shire of Murray Visitor Numbers

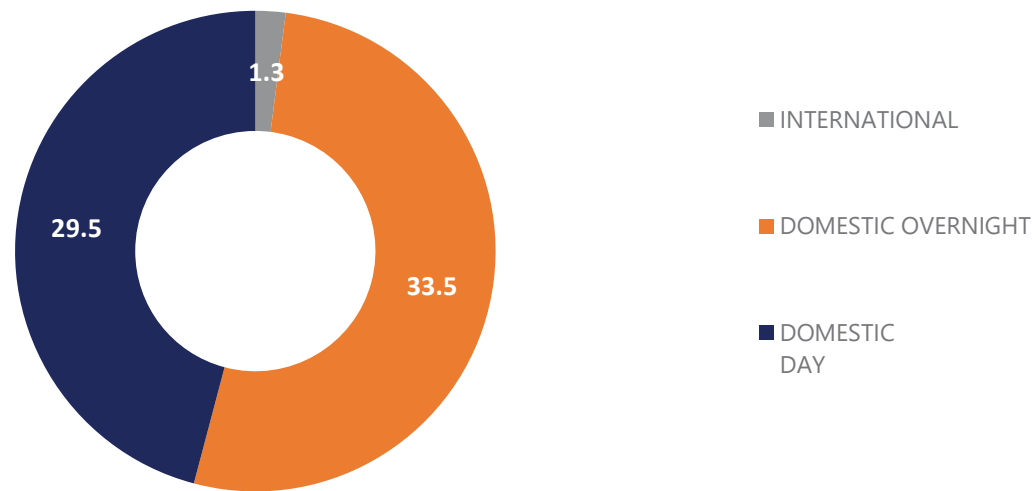


Source: Tourism Research Australia 2017 & 2018

The number of visitors to the Shire of Murray increased by 10% from 437,000 to 480,000, between 2017 and 2018. The vast majority of visitors are day-trippers (74%), followed by domestic overnight visitors who stay in the Shire on average two nights (26%). International visitors represent less than 0.5% of tourists and are mainly residents of the UK, Malaysia, USA, New Zealand and Germany.



Figure 5. Shire of Murray Tourist Spend (\$ million)



Source: Tourism Research Australia 2018

Even though domestic overnight visitors constitute only 26% of the Shire of Murray visitor market, they contribute the majority (52%) of tourism expenditure.

An opportunity exists for the Shire of Murray and particularly Pinjarra to encourage day-trippers to extend their stay in the area by providing a range of additional attractions and activities.

Hypothetical Scenario

If the Shire can encourage at least 5% of its day visitors to extend their stay by two nights in the Shire (for example, a weekend trip), this would result in an additional \$3.2 million in tourism expenditure per annum, enough to support around 50 additional tourism-related Full Time Equivalent (FTE) employees.²

Targeting the domestic market is a great opportunity for the Shire, particularly in light of the recent Covid-19 pandemic. Since Australia, and particularly Western Australia, is expected to recover better than most of the world, it is likely that international travel will be significantly affected, and as a result domestic travel is likely to spike. It is a great opportunity to capture these additional tourists by providing high-quality accommodation, activities and attractions.

Implications: There is a great opportunity for Pinjarra to provide high-quality accommodation and activities that will attract additional domestic visitors and encourage day-trippers to prolong their stay. Domestic visitors is the key market segment for the Shire of Murray that can bring significant benefits. Developing infrastructure to support this segment will likely put the Shire in a position to attract greater international visitation in future.

² Modelled by Pracsys based on the Tourism Research Australia 2018 data on number of visitors and average expenditure by type.



Tourism Motivation

Pinjarra has a rich indigenous and colonial history with a strong focus on heritage and cultural experiences. The Shire of Murray Tourism Marketing Plan identified four core domestic visitor markets with common key motivators of cultural, arts and heritage exploration. Nature and wildlife are the key motivators for the Shire, followed by the aquatic and coastal experiences and food and wine in a family-friendly setting. Potential tourists are interested in food and wine experiences in relation to local culture – either Aboriginal food activities or local and artisan produce.

The focus for Pinjarra is much more on heritage and cultural experiences with the area having a strong connection to the Bindjareb people, and the town’s colonial beginnings going back to the 1830s.

The Pinjarra Railway Precinct is a site of historical significance due to the role it played in supporting early industry within the region. Historical assets including buildings and railcars remain within the area. The historical significance and heritage assets located within the precinct can be utilised to drive visitation to the precinct. Potential land uses that compliment town centre and provide amenity with heritage and cultural experience focus would appeal to the tourism market. Potential café or restaurant with connection to local culture could be an option.

Implications: Exploration of culture, arts and heritage is a key motivator for domestic visitors. The Railway precinct provides a unique opportunity to leverage the historical significance and assets of the area. Potential land uses that compliment town centre and provide amenity with heritage and cultural experience focus would appeal to the tourism market. Potential café or restaurant with connection to local culture could be an option.

1.3 Short-Stay Accommodation Opportunities³

Dwellingup Trails Town

The Shire has received funding of \$8.4M from the State and Federal Governments to develop Dwellingup as a ‘Trails Town’. The vision is for the town to become a destination for regional, national and international mountain bikers and other trail users, including hiking, paddling and equine activities. The Trails Centre, Pump Track and Skate Park development are expected to attract an additional 64,000 visitors per annum. The Adventure Trails development is expected to attract an additional 23,000 visitors per annum. This is an 18% increase (87,000 additional visitors) in the Shire of Murray visitors compared to the current level.

³ Information for this section is based on the information provided by the Shire of Murray in preparation of the Mandurah and Murray: A Shared Economic Future Regional Economic Development Strategy 2018



Dwellingup has limitations in its ability to expand accommodation facilities to cater to additional visitation. Pinjarra is ideally located to link the population centres of Mandurah and Perth with Dwellingup and surrounding nature-based activities. It is anticipated that Pinjarra will be the location for a high proportion of permanent accommodation that caters for ‘trails’ tourism and related workers.

Other Local Projects

Rural Bushfire Centre of Excellence

The Bushfire Centre of Excellence will be a significant training facility, with approximately 400 people expected through the centre in the first year of operation, growing to slightly over 1,000 people per annum by 2022/2023. This creates a substantial need for short stay accommodation, pitched at a mid-to high-level market range.

Murrayfield Airport Development

With a global shortage of pilots, there is the potential for Murrayfield to start training 30 student pilots a year, increasing to as many as 120 per year. Accommodation needs will be for short to medium-stay facilities.

Implications: Pinjarra is an ideal location to host tourist and short-term visitors in the Shire of Murray. Opportunities exist to provide tourist services that will be in demand by leisure visitors and other short-term visitors such as students and trainees.

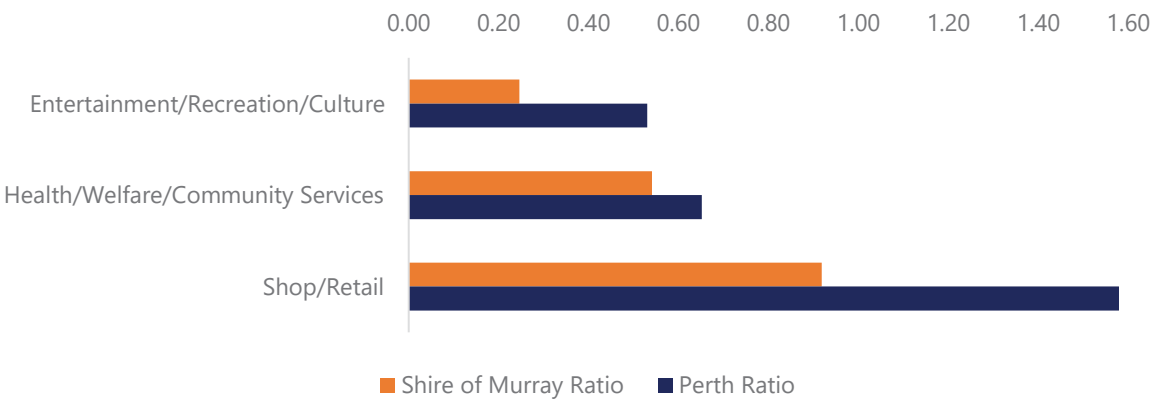


2 BRIEF LAND USE ASSESSMENT

2.1 Service Ratios

Service ratios can be used to assess the level of provision of population driven floorspace (community services) for a given population. They are based on the ratio of m² of floorspace per person in an identified catchment. This analysis uses service ratios to compare the provision of population driven floorspace in the Shire of Murray to the provision in the Perth and Peel Metropolitan Area and identify any potential gaps.

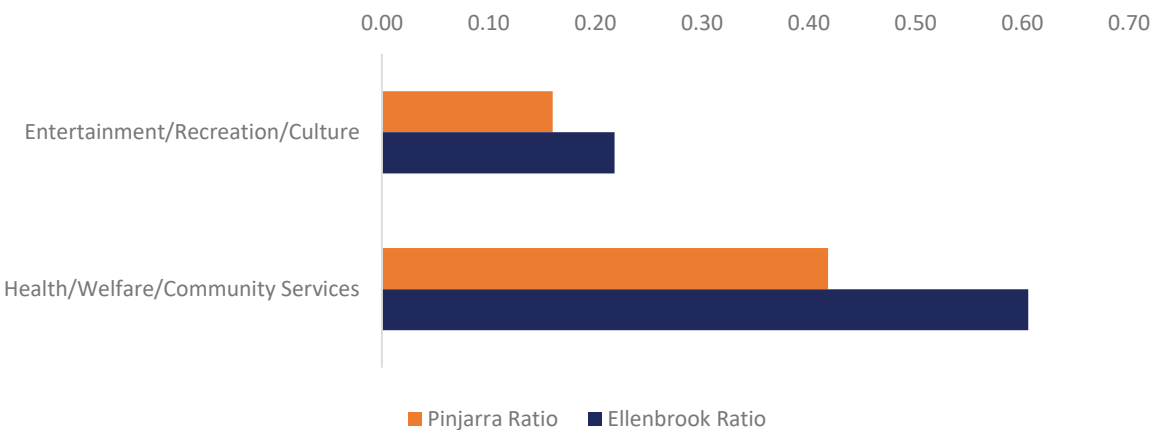
Figure 6. Service Ratio Assessment - Shire of Murray vs Perth Metropolitan Area



Source: ABS 2016, Department of Planning, Lands and Heritage 2017

When comparing the service ratios for the Pinjarra Secondary Centre to the Ellenbrook Secondary Centre, similar picture emerges.

Figure 7. Service Ratio Assessment - Pinjarra vs Ellenbrook

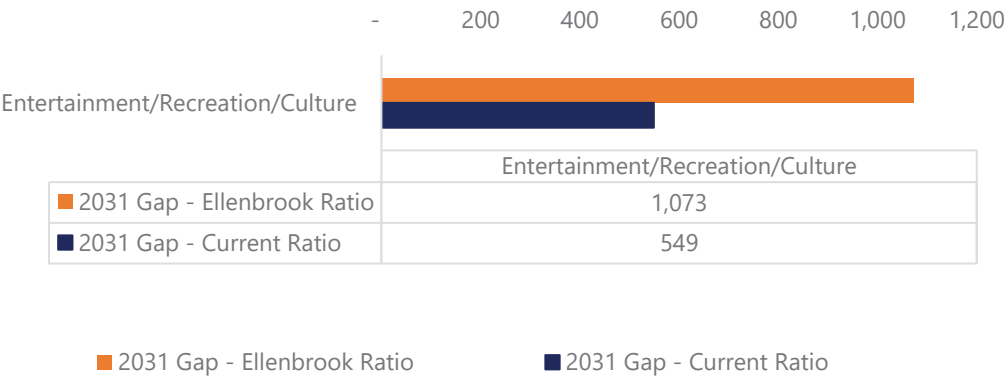


Source: ABS 2016, Department of Planning, Lands and Heritage 2017



There is a gap in the provision of Entertainment, Recreation and Culture floorspace in Pinjarra.⁴ Taking the metropolitan area service ratios and applying them to the local population provides an estimate of the gap in floorspace. Please note this is conservative as the amount of entertainment floorspace is currently increasing in the Ellenbrook with expansion of the Main Street. The gap is more significant if comparing to the Perth Metropolitan average provision.

Figure 8. 2031 Projected Entertainment, Recreation and Culture Gap (m²)



Source: ABS 2016, Department of Planning, Lands and Heritage 2017, WA Tomorrow 2016

The gap in entertainment floorspace provision will increase as population grows, so there is a clear opportunity to provide entertainment, recreation and culture uses within Pinjarra. The activity generated by this type of floorspace will be key if the Shire aims to attract more visitors and young adults.

Implications: There is a gap in entrainment, recreation and culture uses within Pinjarra and the broader Shire of Murray that will increase with population growth.

2.2 Activity Centre Plan

The Pinjarra Town Centre Activity Centre Plan identifies a Heritage and Arts precinct within Pinjarra. Although the Pinjarra Railway Precinct is outside the planning area of the Activity Centre Plan, the Railway precinct borders the Heritage and Arts precinct. Given the historical importance of the Pinjarra Railway precinct, land uses identified for the Heritage and Arts precinct may be similarly relevant to the Railway precinct. The Activity Centre Plan lists preferred land uses: **ground floor** - art gallery, civic use, restaurant/café, small bar, serviced apartment, shop, convenience store, community purpose and

⁴ Please note there is a gap in Health provision, however this land use is not preferred for the Railway Heritage Precinct, so it is not discussed any further.



exhibition centre; **upper levels** – bed and breakfast, holiday accommodation, office, serviced apartment and multiple dwelling.

Implications: This vision aligns with the opportunities to provide entertainment, recreation and cultural floor space and tourism attractions adjacent to the Heritage and Arts precinct.



3 CONCLUSION

Based on the background review, analysis of local population, analysis of tourism trends and a brief land use assessment, the following implications for option development were identified:

- Significant growth in population is projected for Pinjarra. The growing population will require additional population-driven services such as entertainment, health, retail, recreational and cultural services.
- Changing demographics indicate that planning for the area should not only consider catering for the current demographic profile (primarily older residents), but also for younger adults that Pinjarra is working on attracting. Uses such as cafes, restaurants, pubs, shopping, active recreational areas and cultural venues will be key in attracting younger professionals.
- Domestic visitors is the key tourist market segment for the Shire of Murray and could bring significant benefits. There is an opportunity for Pinjarra to provide high-quality accommodation and activities that will attract additional domestic visitors and encourage day-trippers to prolong their stay.
- Exploration of culture, arts and heritage is a key motivator for domestic visitors. The Railway precinct provides a unique opportunity to leverage the historical significance and assets of the area. Potential land uses that compliment town centre and provide amenity with heritage and cultural experience focus would appeal to the tourism market. Potential café or restaurant with connection to local culture could be an option.
- Pinjarra is an ideal location to host tourist and short-term visitors to the Shire of Murray associated with major projects such as the Dwellingup Trails and the Rural Bushfire Centre of Excellence. Opportunities exist to provide tourist services that will be in demand by leisure visitors and other short-term visitors such as students and trainees.
- There is a clear gap in provision of entertainment, recreation and cultural uses within Pinjarra and the broader Shire of Murray that will increase with population growth.
- The Pinjarra Railway precinct has a great opportunity to address the gap in entertainment, recreation and cultural floor space in alignment with the overall vision for the area.

Overall, the analysis has identified that there is a broad need for additional entertainment, recreation and cultural uses along with short-term (tourist) accommodation needs within Pinjarra that the site can address. These needs are driven by both changes in local population and tourism trends.



4 APPENDIX – DOCUMENTS REVIEWED

The following documents and data sources were reviewed in the preparation of this briefing note:

- Shire of Murray Destination Assessment Report; Distinctly Tourism Management; 2019
- Peel 2018 Visitor Factsheet; Tourism WA; 2019
- Pinjarra Heritage Trail: Interpretation Strategy; Eddie Marcus; 2014
- Pinjarra Railway Yards Conservation Plan; Considine and Griffiths architects Pty LTD, Erickson & Taylor; 1998
- Pinjarra Town Centre Revitalization Strategy and Activity Centre Plan; Shire of Murray; 2017
- Destination Perth 2018 Factsheet; Tourism WA; 2019
- Market Profile 2018-19: Intrastate; Tourism WA; 2019
- Market Profile 2018-19: Interstate; Tourism WA; 2019
- Visitor Count – Pinjarra Visitors Information Point (email); Shire of Murray; 2020
- Dwellingup Adventure Trails Factsheet; Shire of Murray; 2019
- Edenvale Heritage precinct: Interpretation and Management Plan 2012; Annabel Wills Architects Pty Ltd, Savagely Creative and Creative Spaces; 2012
- Murray Foreshore: Landscape Report August 2014; Blackwell & Associates; 2014
- Edenvale Heritage Precinct: Conservation Plan; Annabel Wills Architects Pty Ltd, Eddie Marcus; 2012
- The Glebe Land: Development and Management Plan; Michael Toobey and Associates; 2007
- State Planning Policy 4.2 – Activity centers for Perth and Peel; Department of Planning, Lands and Heritage; 2010
- Mandurah and Murray: A shared Economic Future; Regional Economic Development Strategy 2018
- Forecst.id Shire of Murray
- Department of Planning; Land Use and Employment Survey 2015/17
- ABS Census; Shire of Murray 2016
- Tourism Research Australia; Shire of Murray; 2017 & 2018
- Peel Tourism Economic Development Infrastructure Strategy; 2016 – 2020
- Shire of Murray Tourism Marketing and Communications Plan 2020-2023

APPENDIX B

STAKEHOLDER COMMENTS

The Ideas presented below were raised by stakeholder engagement participants when asked to comment on the potential of the Pinjarra Railway Heritage Precinct.

- / Establish a rail museum (open air or closed)
- / Small scale hospitality/café - so as not to detract from the centre of town (kiosk style)
- / Maximise the potential of the Premier HotelG
- / Rail café/bar or tearooms at the station
- / Introduce/ reintroduce markets to the Precinct
- / Reconnect the Hotham Valley Rail
- / Review and restore rail assets of the Precinct (trains and carriages)
- / Reinstate the overhead pass to the Hotham Valley Rail
- / Use the Railway Barracks for accommodation
- / Introduce displays for rail enthusiasts and families
- / Host events, festivals and promotional activities such as steam locomotion displays - or a steam train to Perth, event.
- / Landscape upgrades to establish a rail appropriate garden/ public space
- / Introduce a train entry statement to Pinjarra at the northern end of the Precinct
- / Better signage and wayfinding
- / Introduce a bush tucker garden at the community gardens
- / Create a walking circuit around the River
- / Establish a visitors' centre at the station.
- / Review the current Hotham Valley Rail workshop tenancy to allow for restoration and reactivation of the Good Shed and Carriage Shed
- / Increase the free stay length of duration at the campervan park
- / Restore the rundown buildings on site
- / Establish better walking connections to town and Murray River
- / More public amenities (seating, barbeques, gazebo, picnic areas)
- / Conduct walking tours
- / Promote the Hotham Valley Railway dinner train
- / Implement bicycle facilities - repair shop, hire, storage
- / Traveling, progressive dinner on the train with multiple stops
- / Create railway themed accommodation
- / Hold a bike race to Dwellingup along the rail
- / Introduce blacksmithing facilities
- / Use the Southern edge as a revegetation zone for a native arboretum and/or bushwalk
- / Consider putting accommodation at the Premier hotel
- / Upgraded outdoor facilities (tables, chairs, barbeques)
- / Upgrade the rail carriages to accommodation
- / Connect with the Aboriginal heritage of the site
- / Re-establish the Railway tennis courts
- / Consider TAFE partnerships with the Precinct for course skills.
- / Build a replica of the original station (north of current building)
- / Implement interpretive signage information for visitors
- / Remove the caravan site and relocate it
- / Wine tasting nights at the station or on the train
- / Reinstate or reference the railway houses that used to be within the Precinct
- / Include machinery, farming, and industry displays at a potential museum
- / Create a meeting place/ square or plaza
- / Create a park and Barbeque kind of space for a diverse user group
- / Run a picnic train from Perth once a year during wildflower season (like done in the 1890's)
- / Have a stationary display train for children to climb on
- / Establish interactive walkways
- / Open up the river edge at the Pinjarra Hotel to connect with the town centre
- / Activate the riverway (boats, canoes etc.)
- / The railway barracks could be used to support a rail market
- / Convert the campervan location to an open-air market
- / Create a fairy garden
- / Invite small, 'ma and pa' business owners to lease a space.
- / Use the station for catering
- / Use the barracks for small businesses
- / Put visitor information boards in place for people stopping on their drive
- / Promote wildflower tours in the region from the Precinct
- / Build a skate park
- / Create an electric vehicle charging station
- / Upgrade the campervan location
- / Use the paddock across from the Precinct as a potential accommodation site
- / Use the Southern edge as a dog exercise area
- / Create a tourist app for the Precinct
- / Implement some public art
- / Put a pump track in