Setting the Direction for Walkabout Creek

Directions Paper for the Walkabout Creek Concept Master Plan
June 2014

Gateway Visitor Centre
Master Planning initiative 2013–14
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Walkabout Creek—gateway to the bush in Brisbane’s backyard

This is an exciting time for Brisbane. Walkabout Creek and D’Aguilar National Park present a unique opportunity to inspire visitors and locals of all ages to spend more time in Brisbane’s natural areas and renew the community’s interest in spending time outdoors and exploring Queensland’s national parks.

The Queensland Ecotourism Plan 2013–2020 sets the vision to establish Queensland as a world leader in ecotourism, delivering best practice nature-based experiences that contribute to the conservation of our natural resources and cultural heritage. The Department of National Parks, Recreation, Sport and Racing (the department) has also released the long term Master Plan for Queensland’s Parks and Forests, with the goal that our local communities and visitors are active outdoors, value our diverse recreational opportunities and natural and cultural heritage, and have a life-long appreciation of our parks and forests.

Through this Gateway Visitor Centres master planning initiative, the department aims to support Queensland’s ecotourism aspirations, enhance existing experiences and identify new opportunities for Walkabout Creek and the surrounding D’Aguilar National Park.

Walkabout Creek is a long-established visitor attraction and education facility with a strong focus on Queensland Parks and Wildlife Service (QPWS) ranger-led interpretation and environmental education. Walkabout Creek houses the head office of QPWS South East region, and is the home base for rangers working in national parks across the region.

Only 12km from the city’s centre, Walkabout Creek has the enviable reputation as the ‘bush in Brisbane’s backyard’. It is also the recreation gateway to the adjacent D’Aguilar National Park; the closest and largest national park in Australia to a major capital city with 36,000 hectares of diverse habitats and areas to explore on foot, mountain bike, horse, trail bike or four-wheel drive, stretching between Brisbane to Woodford in the north.

The actions set out in the Walkabout Creek Concept Master Plan and this Directions Paper will revitalise Walkabout Creek as both a destination for adventure, recreation and wildlife experiences, and a visitor ‘gateway’ to other natural areas and national parks experiences in the region.

The Gateway Visitor Centre will be delivered in a staged approach in partnership with commercial operators, other stakeholders and the local community.

Through sustainably designed and operated facilities and new signature experiences, Walkabout Creek and D’Aguilar National Park will be places where locals and visitors of all ages can enjoy recreational pursuits, and connect with nature and each other. Walkabout Creek will also provide visitors with inspirational and educational information about Queensland’s national parks and the crucial role they play in protecting wildlife and conserving their habitats.
The vision for Walkabout Creek

Walkabout Creek is a celebrated destination for visitors and locals to connect with nature and delight in nature-based tourism and recreation in Brisbane, and the recognised gateway to D’Aguilar National Park and other South East Queensland national parks.

This is an ambitious vision which is supported by a series of aspirational objectives for 2020 that will ensure the sustainable future of Walkabout Creek.

The vision and aspirations support the Queensland Government’s tourism and recreation commitments in the Queensland Ecotourism Plan 2013–2020 and the Master Plan for Queensland’s Parks and Forests.

Our aspirations for 2020 are:

- to be a destination for community activities, events and functions which attract visitors and encourage enjoyment of the outdoors and nature
- to be recognised as a destination for outdoor, nature-based, recreation, tourism and adventure experiences in the “bush in Brisbane’s backyard”
- to be a ‘gateway’ to D’Aguilar National Park and other south east Queensland national parks
- to provide an iconic and contemporary national parks Gateway Visitor Centre delivering engaging interpretative experiences
- to be a destination where environmental education is integrated into all activities and offerings
- to meet target market needs and expectations for outdoor recreation and adventure experiences
- to establish a governance model that attracts viable and sustainable commercial investment opportunities.

Artist impression of the long term vision for new visitor centre
Concept Master Plan for Walkabout Creek
A time for change

Although located close to Brisbane’s city centre, Walkabout Creek has a relatively low public profile as a recreation and tourism destination. Originally built in 1979 and extended to include a wildlife centre and function rooms in 1990, the ageing infrastructure is nearly 35 years old and in need of upgrade to improve visitor appeal and accessibility and provide contemporary experiences.

Each year, around 54,000 people (primarily local residents and domestic visitors) visit Walkabout Creek for wildlife viewing and education programs, outdoor recreation, events and functions.

The Queensland Government has committed to capitalising on Walkabout Creek’s location to give people of all ages a wide range of options to play outdoors, have fun in nature, and learn practical life skills. Walkabout Creek will also support families and children participating in the Nature Play Queensland initiative, increasing the time children spend in unstructured play outdoors and in nature.

A suite of adventure activities is proposed for all ages and abilities to challenge themselves, develop outdoors skills and have fun. These include options for a commercially managed zip line or ropes course as a signature experience for Walkabout Creek.

A commercially managed events lawn and associated facilities will provide new opportunities for corporate events and a valuable facility for communities and organisations to host activities and events at Walkabout Creek in attractive natural surrounds.

A junior mountain bike skills park is an opportunity to encourage young riders to come along to Walkabout Creek with their families to gain training and experience in mountain bike riding.

Family Activity Trails linking with trails in D'Aguilar National Park, and a Nature Playscape will inspire families to spend time together and be active in nature. On the adjacent Enoggera Reservoir, canoe facilities will encourage visitors to get out onto the water.

Additional car parking and access facilities will be provided to respond to the anticipated growth in visitor numbers at Walkabout Creek resulting from the planned initiatives.

Walkabout Creek will maintain strong connections to the national parks in south east Queensland through its continued role as the QPWS South East regional office, and will enhance the Gateway Visitor Centre offerings including interpretation and promoting exploration of surrounding national parks and reserves.

Inspiring families to have fun in nature

Nature Play Queensland is a collaborative initiative to encourage the Queensland community to value unstructured play outdoors and in nature, i.e. nature play, and support families to prioritise it in children’s lives. The Nature Play Queensland program includes a ‘Passport to an Amazing Childhood’ which seeks to encourage kids and their families to complete passport ‘missions’ such as climbing a tree, visiting a beach, camping under the stars or visiting a local park. Families can form Family Nature Clubs where they meet with other families to make a regular date with nature. The nature play opportunities at Walkabout Creek will include unstructured play in the open spaces and some structured interactive elements focusing on small scale but high quality experiences.

Photo: Nature Play Queensland
Responding to the issues and opportunities

This Directions Paper is the result of a year-long Gateway Visitor Centre master planning initiative.

The department worked with a specialist contractor team, a cross-agency Reference Group and community stakeholders to identify the long term future for Walkabout Creek. An extensive public consultation process provided valuable feedback on the suggested options.

The top 10 issues from the public consultation (not in any order):

1. Maintain the name Walkabout Creek.
2. Bring forward development of the new Visitor Centre as early as possible.
3. Support for the wildlife centre and keeping iconic species.
4. Minimise impacts on the natural environment at the site and surrounds.
5. Consider the impacts of increased traffic, parking and noise.
6. Consider the Indigenous and non-Indigenous cultural heritage of the area and its interpretation.
7. Progress a zip line/ropes course experience to bring people to the site and encourage access to the national park.
8. Include links and trails around Enoggera Reservoir and into D’Aguilar National Park and Gap Creek Reserve for a range of users.
9. Progress ranger and volunteer led education at the site for school kids and all ages.
10. Consider public canoe access to the reservoir.

These points have been taken into consideration in the development of the Walkabout Creek Concept Master Plan and the strategies of this Directions Paper.
How we will achieve the vision

Through the master planning process, five themes have been identified as key to Walkabout Creek’s long-term success.

1. Attracting visitors
2. Delivering authentic visitor experiences
3. Valuing our volunteers
4. Developing strong partnerships
5. Governance for a sustainable long term future

Future development at Walkabout Creek will be guided by a series of strategies within each of the above themes. While not exhaustive, the strategies set out below are considered critical to the success of the site as a destination for tourism, outdoor recreation, adventure and environmental interpretation.

1. Attracting visitors

The statewide Master Plan for Queensland’s parks and forests recognises the importance of parks and forests in meeting the needs of people seeking outdoor recreational and tourism opportunities. The Queensland Government has committed to developing iconic tourism and recreation hubs, including national park gateway visitor centres, to enhance tourism and recreation experiences and encourage commercial partnerships and investment.

With its strategic location, passionate staff and volunteers, there is the potential to significantly increase the number of visitors to Walkabout Creek and the adjacent national park. Success will depend on the provision of signature adventure experiences and facilities that reflect the natural values of the site and are not readily enjoyed elsewhere in Brisbane. The introduction of adventure activities as well as contemporary play spaces, events and environmental interpretation will be vital to attracting families, other local residents, visitors to the city, schools and special interest groups.

Artist impression of proposed canoe facility
Success will also rely on adequate promotion and marketing of these experiences, best delivered in partnership with tourism and recreation organisations and commercial partners.

Understanding the needs of the target visitor markets and their changing expectations will be essential to ensure Walkabout Creek can deliver, and where possible exceed, these expectations.

**Strategies**

1.1 Position Walkabout Creek as the gateway to D’Aguilar National Park’s world of adventure, with the promise of the experience ‘leaving you feeling alive, energised and rejuvenated and connected with nature’ while only minutes from downtown Brisbane.

1.2 Continue to retain the name for the site as Walkabout Creek.

1.3 Work in partnership with organisations such as Tourism and Events Queensland and Brisbane Marketing to create a brand for Walkabout Creek that is aligned with the Queensland National Parks consumer brand and Brisbane’s destination brand.

1.4 Ensure the Walkabout Creek brand is supported by appropriate images and messages that clearly communicate Walkabout Creek’s positioning.

1.5 Increase Walkabout Creek’s appeal to families and local residents seeking to get healthy and outdoors into nature, by expanding the range and quality of nature-based recreation activities for all ages and abilities.

1.6 Increase the number of visitors to Walkabout Creek by attracting events and functions that encourage enjoyment of the outdoors and nature and have low impact on the site and surrounds.

1.7 Increase school and education group visitors and become a preferred destination in the Brisbane area for education providers through the delivery of best practice nature based programs and experiences that inspire, captivate and educate students.

1.8 Identify the characteristics, needs and expectations of Walkabout Creek’s target markets through surveys and industry engagement, and establish a visitor satisfaction baseline.

1.9 Review and regularly update the Gateway Visitor Centre products and experiences offered to ensure they continue to meet visitor needs and expectations and their pricing is comparable with industry averages.
2. Delivering authentic visitor experiences

Walkabout Creek’s unrivalled setting in close proximity to Brisbane’s city centre and D’Aguilar National Park makes it one of the most accessible outdoor recreation and learning environments in south east Queensland.

As a Gateway Visitor Centre, Walkabout Creek has the potential to inspire local residents and visitors to lead healthy, active lives. Well-designed and delivered nature-based recreation and ecotourism experiences such as the proposed Family Activity Trails, zip line and ropes course, and Nature Playscape can motivate families to get together and encourage children to run, explore and learn about nature.

The adventure and recreation activities will be complemented by Walkabout Creek’s environmental education programs and the Nature Play Queensland initiative, extending the experiences available for schools and families.

The Queensland Parks and Wildlife Service (QPWS) rangers, with their knowledge and passion for conservation, are an important asset and provide a point of difference for Walkabout Creek and Queensland’s national parks. There is an opportunity to raise the profile of rangers and their nature conservation work so they become as iconic as Australia’s surf life savers and a draw-card for international and domestic visitors.

Strategies

2.1 Attract commercial partners to deliver signature experiences for visitors and school groups to the site, including a commercially operated Activity Centre offering activities such as a zip line, ropes course, junior mountain bike skills park and canoe facilities.

2.2 Develop a sustainably designed and operated Gateway Visitor Centre that promotes the natural assets of south east Queensland and ranger-led environmental education and interpretation.

2.3 Integrate interpretation that includes the conservation work of QPWS rangers and the site’s Indigenous and non-Indigenous heritage into educational activities.

2.4 Extend the recreation and adventure activities available to visitors through the development of a Family Activity Trail, canoe access to Enoggera Reservoir for both public and commercial users, and a Nature Playscape.

2.5 Provide a range of opportunities for school groups including environmental education programs and adventure activities in D’Aguilar National Park. Opportunities are to be aligned with the school curriculum, local school requirements and the Nature Play Queensland initiative.

2.6 Investigate longer term opportunities to increase camping opportunities for education groups in D’Aguilar National Park.

2.7 Retain the QPWS ranger-led wildlife encounters and wildlife exhibits, pending a review of market demand and the sustainability of captive wildlife as a feature of Walkabout Creek in the future.

2.8 Ensure people with disabilities have access to the activities on site wherever possible.

2.9 Raise the profile of QPWS rangers as ambassadors of Queensland’s national parks, and ensure rangers are a visible and engaging component of the visitor experience, and present in marketing collateral and promotional activities.

2.10 Engage with local historic societies in investigating the adaptive reuse of the two heritage houses for community and historic groups and potentially commercial operators.

2.11 Develop high quality and creative exhibits and interpretive products that connect and engage visitors intellectually and emotionally with Queensland’s national parks and their conservation.

2.12 Regularly review the staging of Walkabout Creek development initiatives to maximise outcomes for the community, commercial partners and the Queensland Government.

Walkabout Creek, D’Aguilar National Park.
Photo: Anna Dietroff, Queensland Government
3. Valuing our volunteers

A sustainable national parks visitor centre requires a passionate, customer-focused team of people with the relevant skills and commitment to providing high quality services. An active volunteering program is essential to support the efforts of staff, and ensure Walkabout Creek attracts passionate and motivated volunteers.

An enhanced Gateway Visitor Centre volunteer program will provide opportunities for local residents, students and the wider community to become important champions for Walkabout Creek and D'Aguilar National Park.

Strategies

3.1 Review where volunteer help is most needed to support Gateway Visitor Centre activities, including operational support and fundraising.

3.2 Continue to deliver a volunteer program that fosters a team of volunteers with the knowledge and commitment to assist in delivering Walkabout Creek functions and services.

3.3 Enhance volunteer management as a core function of QPWS at Walkabout Creek and ensure staff have the skills and training to guide and motivate a team of volunteers.

3.4 Identify and document for staff and volunteers the roles, responsibilities and outcomes expected of volunteers and their own expectations of the Gateway Visitor Centre staff.

3.5 Increase the number of volunteers through regular promotional activities and partnerships targeting the local community, the business community and local clubs.

3.6 Recruit volunteers that are enthusiastic and passionate about Walkabout Creek and D'Aguilar National Park, and committed to going the extra mile to enhance visitor experiences.

3.7 Increase volunteer engagement by introducing a recognition and reward program that regularly acknowledges the efforts of volunteers.

Artist impression of proposed activity centre and events lawn
4. Building strong partnerships

Achievement of the vision for Walkabout Creek as a Gateway Visitor Centre is dependent upon an effective relationship with Seqwater as land manager for the adjacent Enoggera Reservoir. Other key stakeholders for Walkabout Creek include the community, Brisbane City Council (BCC), Queensland Outdoor Recreation Federation, Brisbane Marketing, Tourism and Events Queensland, Department of Education, Training and Employment, local schools and other education institutions, and tourism, events and recreation operators.

Commercial partnerships will continue to be important in the delivery of the café, functions and events services. New commercial partnerships will be required for the development and management of a commercially operated Activity Centre offering the proposed suite of adventure activities. The department will seek to establish a governance and centre management approach that enables appropriate partnerships to be successfully established and maintained.

Strategies

4.1 Maintain an open and effective partnership with Seqwater in the planning and management of access to and recreational use of the Enoggera Reservoir.

4.2 Attract commercially viable partners that are committed to delivering the vision for the site and applying best practice in environmentally sustainable design and operation.

4.3 Support the commercial operation of the café, events and functions at Walkabout Creek through Stage 1 developments.

4.4 Partner with the Department of Education, Training and Employment and local schools in continuing to deliver the Connect with Nature schools program and developing additional experiences, including tailored curriculum packages, that maximise outcomes for students.

4.5 Seek opportunities to work collaboratively with Brisbane Marketing and local tourism attractions to deliver a richer overall Brisbane tourism experience and to leverage the marketing efforts of these other tourism products.

4.6 Develop partnerships with major events and festivals at the site and adjacent national park that attract visitors and encourage enjoyment of the outdoors and nature.

4.7 Partner with local tertiary institutions to identify and promote volunteer roles suited for youth and seek recognition for the roles as work experience within study courses.

4.8 Engage with local historical societies, Indigenous groups and the community in ensuring the site’s heritage values are acknowledged and effectively presented in interpretation products and experiences.

4.9 Develop mutually beneficial working relationships with Brisbane Marketing and tourism and recreation operators who use Walkabout Creek.

Ranger interpretive talk at Walkabout Creek, D’Aguilar National Park. Photo: Anna Osetroff, Queensland Government
5. Governance for a sustainable long-term future

The future success of Walkabout Creek is dependent on a governance model that allows the Gateway Visitor Centre to respond to commercial opportunities and challenges and remain contemporary and attuned to the needs of its target markets.

A more commercially focused approach offers a number of other benefits including encouraging public/private partnerships in the delivery of visitor experiences. It could also give Walkabout Creek’s management team the ‘local ownership’ and flexibility to manage, invest and innovate, while incorporating appropriate safeguards for public investment within Queensland Government structures.

By creating a more sustainable business with public/private business partnerships and an appropriate governance and management model in place, Walkabout Creek will be able to contribute more fully to both the tourism economy and local communities, and deliver value for money from the Government’s continued investment.

Strategies

5.1 Determine and transition to an appropriate model of governance for management of the site, which will deliver the Gateway Visitor Centre’s objectives and priorities and improve outcomes and return on investment for the Queensland Government.

5.2 Foster sustainable commercial operations through streamlined permitting and adherence to the department’s Best Practice Ecotourism Development Guidelines.

5.3 Investigate land management options for the site, such as a recreation area declaration under the Recreation Areas Management Act 2006.

5.4 Encourage a collaborative approach to the delivery of seamless visitor experiences and marketing across all tenures at the site.

5.5 Provide the Centre manager and relevant staff with the appropriate training and experience covering business management, visitor attractions, and commercial acumen, and the authority to implement operational decisions.

5.6 Develop quantitative and qualitative performance measures that support the development of outcomes-based centre management and align with the objectives of Walkabout Creek as a Gateway Visitor Centre.
What will be delivered and when

Implementation of the development opportunities identified in the Walkabout Creek Concept Master Plan will occur in two stages. This staged approach will maximise the benefits that can be achieved for Walkabout Creek, the local community, tourism industry and visitors within the reality of existing budgets and resources.

Stage 1 includes a number of key facilities for the local community and visitors that will be delivered by the department in 2014–2016 from existing funds. The Concept Master Plan identifies a number of other opportunities which will require a public/private partnership with a commercial operator.

Stage 2 represents the longer term opportunity for the site—the construction of a new Gateway Visitor Centre building and facilities. Delivery of Stage 2 is subject to funding being secured in future years.

This funding allocation is consistent with the Queensland Government’s commitment to improving the State’s financial position. Funding for Walkabout Creek must be assigned on a priority basis, where the need is greatest.

Stage 1—Opportunities

The focus of Stage 1 is on delivering an enhanced outdoor recreation, nature-based tourism and adventure destination on the edge of Brisbane. During Stage 1, the current visitor centre will continue to operate as usual, including the wildlife centre, the café, functions centre and the QPWS South East regional office.

Stage 1 includes a number of priority actions to attract visitors and improve the quality of their experience.

1. Canoe launch facilities on Enoggera Reservoir, will pose a design challenge due to difficult topography, however will increase the recreational opportunities at Walkabout Creek.

2. A junior mountain bike park with a purpose-built track will enable young riders to gain skills and experience in mountain biking and encourage them to explore the national park tracks.

3. A Family Activity Trail, linking the Park’n’Ride to the existing visitor centre at Walkabout Creek and D’Aguilar National Park, will encourage visitors of all abilities to explore the site and connect with trails in the national park. To make the Family Activity Trail accessible for all abilities, the existing wildlife enclosure may have to be reduced in size and accommodate species appropriate for close visitor interaction.

4. Open spaces with picnic facilities and shady areas will be provided that encourage nature play and outdoor use by visitors, schools and tourists.

5. A commercially managed events lawn and associated facilities will provide an ideal setting for corporate events, outdoor functions and gatherings, including marshalling for charity walks/runs and open space for larger group events.

6. Subject to commercial operator interest, a zip line and/or ropes course as a signature experience for Walkabout Creek, offered out of a purpose built Activity Centre.

In addition to these priority actions, a number of development opportunities have been identified as highly desirable for the site but are subject to funding.
Stage 1—site overview
Proposed capital works 2014–2016

Priority actions (in order of priority and subject to funding availability)

1. Design and construction of canoe launch facilities including a loading zone and car park.
2. Design and construction of Family Activity Trails.
3. Provision of open space areas with picnic facilities and shady spots.
4. Design and construction of a junior mountain bike skills park.
5. Provision of new signage to support facility development on site.

Priority actions (subject to commercial operator engagement)

6. Creation of an events lawn for open space events and functions (potential public/private partnership).
7. Development of facilities to support the Activity Centre including a new ‘service’ access road, bus set down, parking for people with disabilities (PWD) and toilets.
8. Zip line or ropes course (as part of an adventure Activity Centre).
9. Canoe launch facilities for commercial access.

Highly desirable

11. Trailhead development and links to trails around Enoggera Reservoir and Brisbane City Council’s Gap Creek Reserve.

Proposed operational investment 2014–2016

Priority actions (in order of priority and subject to funding availability)

1. Initiate an Expression of Interest for commercial partners to construct and operate an Activity Centre consistent with Best Practice Ecotourism Development Guidelines.
2. Review the Connect with Nature and early childhood programmes to identify how best to incorporate the Nature Play Queensland initiative.
3. Review traffic access and car parking in terms of safety and access to and from the site, capacity and configuration.
4. Deliver a marketing program of activities in conjunction with commercial partners.
5. Engage with local historical societies in investigating the adaptive reuse of the two heritage houses.
6. Reinvigorate the volunteer program.
7. Decide and transition to a new governance model.
8. Regularly review and update the products and experiences offered.

Highly desirable

9. Review current education packages to ensure alignment with the school curriculum and local school requirements.
10. Consult with the Department of Transport and Main Roads and Translink to re-establish the route 385 bus to stop at the Visitor Centre.
11. Investigate an overarching coordinating mechanism such as a recreation area declaration.
12. Investigate the long term market demand for and sustainability of captive wildlife exhibits at Walkabout Creek beyond 2015.
13. Identify and establish other relevant commercial and community partnerships.
14. Identify opportunities to integrate Indigenous and non-indigenous information into site interpretation.
15. Establish a visitor satisfaction baseline.

Stage 2 New Gateway Visitor Centre (subject to future years funding availability)

The development of a new Gateway Visitor Centre has been identified in the Concept Master Plan as a long term opportunity for Walkabout Creek. This opportunity is subject to the department securing additional funding.

The Walkabout Creek Concept Master Plan proposes a contemporary Gateway Visitor Centre that includes an interpretive space, an improved eating experience for all visitors, gallery and event venue, and new opportunities for commercial partners such as alfresco dining on the waterfront.

In the design and costing of the new Gateway Visitor Centre, consideration will also be given to the facilities required for the Centre to be an effective trailhead such as shelter/space for gathering walkers and a cleaning station for mountain bikers.

Sustainability principles will be integrated throughout the design, construction and operation of a new Visitor Centre, consistent with the department’s Best Practice Ecotourism Development Guidelines.

Other Stage 2 actions include:

- continual refresh of products and experiences offered and education packages.
- ongoing delivery of Stage 1 actions.

Where to go for more information

For more information about the Gateway Visitor Centre Master Plans initiative and the Walkabout Creek Concept Master Plan, visit www.nprsr.qld.gov.au. Concept Master Plans have also been developed for Mon Repos Turtle Centre and David Fleay Wildlife Park.

Find out more about Walkabout Creek at www.nprsr.qld.gov.au/parks/daguilar/walkabout-creek
Walkabout Creek - Overview of the Proposed Staged Implementation

Ongoing Review of D’Aguilar National Park Infrastructure

Improving and increasing the National Park infrastructure and buildings over time including trails and camping facilities to allow greater access and meet niche market needs (i.e. mountain bikers, horse riders, guided tours.)

Stage 1: Planning & Detailed Design of Activity Centre

Stage 1a: Construction of Activity Centre

Stage 1b: Operation of Activity Centre

Stage 2a: Design & Construct the Visitor Centre

STAGE 1 - Jun 2014 – Dec 2014
- NPRSR issues an Investor Prospectus (EOI) for Walkabout Creek Activity Centre.
- Appoint preferred commercial operator/s for Activity Centre.
- Develop design, construction and tendering documents for Stage 1.
- Detailed design of Activity Centre incorporating commercial operator requirements (considering integration of new visitor centre should it be funded).
- Determine all necessary planning & approvals including Recreation Area declaration.
- Tender Review and Building Contractor Appointment for Stage 1.

STAGE 1 - Jan 2015 – Jun 2015
- Gain all necessary planning, environmental and building approvals
- Undertake necessary marketing, business development and interpretation planning for the site.
- Building contractor constructs the Activity Centre facilities, trails etc.
- Commercial operator commences construction of agreed aspects of Activity Centre.

- Commercial operator completes construction and potentially commences operation of Activity Centre
- Building contractor completes construction of Activity Centre
- Creation of marketing assets for Activity Centre which could include ‘look and feel’ identity, style guide, social assets, collateral, digital systems and tools and segment communication plans

STAGE 2 - Timing Determined by Funding
- NPRSR to attract and secure funding for new Gateway Visitor Centre
- Commission geotechnical investigations.
- Commission Architect Design Team to complete detailed design of Visitor Centre
- Creation of marketing assets for Visitor Centre including new Walkabout Creek brand collateral, digital systems communication plans
- Consider new Centre management business model for developing and managing the new Centre
- NPRSR issues an Investor Prospectus (EOI) for new Gateway Visitor Centre
- Negotiate terms and appoint preferred commercial partner for commercial operations associated with the new Visitor Centre and D’Aguilar National Park
- Building contractor constructs the Visitor Centre and car parks