

Australian Tourism Development Program - Projects funded under round 3 (2006)



Organisation Name	Project Title	State	Funding	Project Description
CATEGORY 1				
Shear Outback Ltd	Shear Strife - A Baitlayers Tale...' Sound & Light Show	NSW	\$52,248	The project involves the development of a themed evening Sound & Light Show focusing on the industrial history of the Australian Shearing Industry as seen through the eyes of the Shearers' Cook (Baitlayer). The project will be located within the grounds of Shear Outback at the Australian Shearers' Hall of Fame. ATDP funds will be used towards the production and hardware installation costs for the development of the product.
Zig Zag Railway Co-operative	The Zig Zag Railway's Restoration of the Hospital Train	NSW	\$85,000	The Zig Zag Railway, the Blue Mountain's premier tourist railway, plans to restore and return to service a disused World War II Queensland Ambulance Car and three carriages. The train is set to operate on the Zig Zag line and become a permanent interpretive centre, when not in use, dedicated to acknowledging a culturally and socially significant era in Australia's history. ATDP funds will be used for the restoration and fit out of the engine and carriages and interpretive panels.
Sully Consultants Pty Ltd	The Old Cheese Factory - Rural Venture Centre	NSW	\$99,050	Within easy access of the heritage town of Braidwood and in the shadows of the magnificent Monga National Park, The Old Cheese Factory is poised to play a major role in the development of the Braidwood region as a unique tourism experience. The original 1920s cheese factory will be transformed to provide contemporary facilities for food production and training which will help develop the region as a food and beverage destination. Permanent exhibitions of the regions food heritage and a shop that stocks regional goods will help The Old Cheese Factory to become a prime tourist attraction. ATDP funds will be used towards the restoration and renovation of the factory.
Dubbo City Council	Teach Your Kids A Lesson	NSW	\$100,000	"Teach Your Kids A Lesson" is the enhancement of the visitor experience offered by the Old Dubbo Gaol tourist attraction. The project is set to arrest declining visitor numbers due to the outdated - 1970's format. The project is a modification of both the gaol's physical presentation and its operation as an attraction to replicate an authentic 1890's gaol. Visitors will enter and experience the gaol as a time capsule. The project encompasses new and refurbished exhibits, restoration of the original gaol entrance, staff wardrobe and props and fit out of a 30 seat theatre. A night time component will also be made possible capturing Dubbo's large overnight visitor population. ATDP funds will be used towards refurbishment of the entrance and exhibits, fit out of the theatre, interpretive signage, wardrobe props and the hangman's kit exhibit.

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The National Trust of Australia (NSW)	The Blue Mountains Heritage Centre at 'Everglades', a National Trust centre	NSW	\$100,000	This project will widen the indoor/outdoor heritage tourism experience within Everglades Gardens in Leura in NSW. The natural, cultural and built experience will be upgraded. There will be interpretive and multi-media presentations. The new technology centre will be located in an existing Everglades building. Internet access and links to websites for local heritage tourism operators will be added. The kitchen will be upgraded to cater for larger groups, and reproduction furnishings for expanded relaxation and enjoyment on site will be added. Japanese printed and audio information is also planned. ATDP funds will be used towards fit out of the exhibition space, painting, lighting, landscaping and signage.
Cavendra Pty Ltd	Addition of five rooms to Bamurru Plains luxury bush camp	NT	\$100,000	Bamurru Plains is a new and exclusive bush camp on Swim Creek Station. It is situated in a remote, secluded wilderness area between Darwin and the Kakadu National Park on the Mary River floodplains in the Top End of the NT. The camp offers visitors an exclusive wilderness experience focussed on the diverse natural and cultural heritage of the region. This project will build five more deluxe safari cabins to make it available to a wider market and allow the camp to handle peak season demand. ATDP funds will be used towards the materials and construction of the cabins.
Australian Pacific Touring Pty Ltd	Desert Oaks Wilderness Lodge - 4 Star tented cabin accommodation	NT	\$100,000	A four-star tented camp will be built on Kings Creek Station, near Kings Canyon in the Northern Territory, to cater for tourists seeking a unique and memorable central Australian experience. The project will see the construction of 10 four-star tented guest cabins, three staff cabins and staff ablution block and associated infrastructure. ATDP funds will be used towards building 10 tented guest cabins, three staff tents, toilets and the supply of services (power, water, gas).
Royal Flying Doctor Service of Aust Central Operations Inc	Royal Flying Doctor Service - Alice Springs Visitor Centre Redevelopment	NT	\$100,000	The visitor centre at the Alice Springs' base of the Royal Flying Doctor Service is an important element in the fund raising activities that enables the service to purchase essential medical equipment and aircraft. This 1970's facility is in much need of refurbishment to update exhibits and displays and to cope with the growing number of tourists to the centre. ATDP funds will be used towards the refurbishment including new museum displays and the construction of a new toilet block.
Murilla Shire Council	Murilla Shire tourism and interpretive signage project	QLD	\$50,000	This signage project is aimed at improving and enhancing the visitor experience to the Murilla Shire, some 340 kms west of Brisbane. ATDP funds will assist with the creation, production and erection of interesting interpretive tourism signage to assist visitors learn about the shire, its history, flora and fauna.

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Arabicas Coffee Australia Pty Ltd	The Coffee Works Collection	QLD	\$100,000	This project expands the Coffee Works, located at Mareeba in far north Queensland's coffee growing region, to house the world's largest, most significant collection of coffee and tea antiques. Spanning three centuries and all continents, the collection of 200 antiques systematically traces the development of ideas through design, innovation and invention of equipment associated with coffee and tea making. ATDP funds will be used for fit-out materials and installation, display shelving and lighting, and interactive and photographic displays.
Wildlife Enterprises Pty Ltd	Billabong Sanctuary Conventions and Special Events	QLD	\$100,000	Billabong Sanctuary located in Townsville, Northern Queensland, is a wildlife park featuring over 100 species of Australian animals, specialising in the fauna of north Queensland. Billabong Sanctuary caters to a mainly international market, independent travellers and groups, such as coach groups, specialty education and conferences. ATDP funds will be used to construct an all weather facility to hold conferences, events and other large functions in an outdoor weatherproof setting.
Draculas Pty Ltd	Dracula's Haunted House - Interactive Walk Through Attraction	QLD	\$100,000	Dracula's Haunted House is an interactive, multi-level "Thrillertainment" attraction in the heart of Surfers Paradise on Queensland's Gold Coast. The interactive walk-through, created in a five-story, purpose built building, will take visitors on an explosive journey of optical illusions, museum displays and amazing state of the art haunted thrills - with the contemporary comedy slant that has become Dracula's trademark. ATDP funds will be used towards carpentry, electrical, plumbing and pneumatic systems for the interactive walk-through.
Red Tractor Pty Ltd	Tourism Facility incorporating a Country Kitchen, Craft Shoppe, Bed and Breakfast and Swim School	QLD	\$100,000	This project will expand the services of the Clementine's Learn To Swim School, at Kurrimine Beach in far north QLD, into a tourist facility. Two Queenslanders will be renovated; one to incorporate a farmstyle bed and breakfast and the other a retail craft and coffee shop. ATDP funds will be used towards the renovation and fit out of the two Queenslanders for the B&B and the craft and coffee shop.
Leemor Pty Ltd	Havenhand Chocolates tourist based Retail and Cafeteria development	SA	\$59,105	Havenhand Chocolates are located in Waikerie, South Australia. The Havenhand development will upgrade the existing retail and manufacturing premises into a more tourist focused retail and cafeteria business. The retail showroom will be re-located to the more spacious location overlooking the river and refurbished. An outdoor style cafeteria will be built offering a chocolate desert themed menu. ATDP funds will be used towards materials and shop fittings for the relocation and refurbishment.

Organisation Name	Project Title	State	Funding	Project Description
Vistara International Pty Ltd	Limestone Coast Aquaculture Accommodation and Regional Produce Shop	SA	\$100,000	This project will transform the former fish processing factory, located at Milcent on the South Australia's Limestone Coast, into an interactive aquaculture farm showcasing an environmentally sustainable way of growing fish by recycling water and waste products. A 14 bed, self-contained lodge accommodation and regional produce cafe will be fully developed to enhance the tourism opportunities of the aquaculture farm. Viewing platforms and paths will enable visitors to see the entire process of fish farming from pond to plate. ATDP funds will be used towards developing the lodge, cafe and viewing platforms.
City of Onkaparinga	Sustaining and Growing Food Tourism in Willunga	SA	\$100,000	The project is to develop a public space and secure the expansion and long term tenure of the Willunga Farmers Market. The project will adapt an existing public space in Willunga to accommodate the market layout and its considerable visitor numbers. ATDP funds will be used for infrastructure improvements to accommodate the market.
BLW Corporation Pty Ltd	Development of a heritage, reception, food and wine tourism centre	SA	\$100,000	The Centre will be located at Glen Ewin Estate, in the Adelaide Hills near Houghton, on the site of the old stables and coachhouse. The centre will comprise a ground floor entrance/exhibit area displaying historic artefacts from the McEwin property and displays of paintings, crafts and sculptures by local artists. A retail shop will sell local produce and wines from the Adelaide hills. The main building will include a 50-seat theatre for seminars and functions, and a restaurant to seat 75 people. The second storey of the building will comprise administration offices. ATDP funds will be used to fit out the centre facilities.
Innamincka Hotel Pty Ltd	Innamincka Hotel - reception and dining area redevelopment	SA	\$100,000	This project will see the development of a reception area and upgrading of the dining area, the 'Outaminka", at the Innamincka Hotel, situated on the banks of the Cooper Creek in far north east South Australia. These enhancements are necessary to cater for the growing demand from travellers through the Cooper Basin and will augment the 16 recently completed 3 1/2 star motel units. It will increase the town's capacity for coach tours and conferences and reduce the impact of seasonal lows experienced in the region. ATDP funds will be used towards materials for the refurbishments.
The Grantham Trust	Ratho Golf Links & Country Retreat	TAS	\$100,000	The Ratho Golf Links is recognised as Australia's oldest golf course and is located on Ratho Farm just outside the historic village of Bothwell in Tasmania's highlands north of Hobart. The owners of Ratho Farm plan to create a golf and country retreat. This project will see the restoration and expansion of the golf course to a full 18 holes, featuring all 12 original pre-World War 2 holes. The restoration of the convict cottages into accommodation and conversion of the homestead into public dining and heritage interpretation facility is also included in the project. ATDP funds will be allocated to the restoration and expansion of the golf course.

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Mount Misery Reserve Pty Ltd	Mount Misery Habitat Reserve Eco Activity Expansion	TAS	\$100,000	The project will build on an existing tourism service which is nestled high in the natural bush reserve of Mount Misery, 10 minutes from Huonville in the Huon Valley, Tasmania. A modern eco friendly studio style cabin, situated in a natural bush setting on a scenic cliff top overlooking the Huon Valley will be built and is designed to suit singles, couples and families and will accommodate up to six guests. Two nature based walks will be developed; an easy half-hour loop waterfall walk and a challenging four hour challenging return walk to Mt Misery. 32 interpretation panels will be erected throughout the village depicting the people and natural forces that created the nature reserve. ATDP funds will contribute to the construction of the cabin, materials and construction of the walking tracks and the interpretive signage.
Harmony Hill (Sashalom) Pty Ltd	Harmony Harvest Day Spa & Accommodation	TAS	\$100,000	Harmony Harvest Day Spa & Accommodation will be established on a beautiful hilltop site of 42 acres located off Old Bernies Road, some 5 km inland from Margate, 25 minutes south of Hobart. The development will include three day-treatment rooms, a reception area, a multi purpose central therapy room and two overnight accommodation cottages. A wide range of treatments will be offered utilising organically certified spa care and skin care products produced locally from predominantly Tasmanian sources ingredients. ATDP funds will be used to assist with construction costs of the project.
E P Baker Pty Ltd	Luxury self-contained villa unit accommodation at Taranna	TAS	\$100,000	This project will build three luxury 5-star self-contained accommodation units on land adjoining the existing Mussel Boys restaurant at Taranna on the Tasman Peninsula. Each unit comprises a lounge-dining area, a fully equipped kitchen, luxury bathroom with spa bath and bedroom. The three units will eventually form part of a holiday village of 12 units, overlooking picturesque Norfolk Bay. ATDP funds will assist in the materials and construction costs of the units.
Madhouse (VIC) Pty Ltd	Grand Ridge Microbrewery Tourism Project	VIC	\$100,000	The Grand Ridge Microbrewery Tourism Project will establish a professional tasting and viewing area catering for up to 150 guests at the Grand Ridge Brewery Mirboo North facility in South Gippsland. The facility will be a focal point for beer education attracting niche boutique beer customers and both domestic and international tourists. ATDP funds will contribute to the expansion and fit out of the tasting and viewing area.
Mount Avoca Pty Ltd	Mount Avoca luxury accommodation lodge development	VIC	\$100,000	Mount Avoca is an ultra-premium wine producer in the Pyrenees, centred in Avoca in western Victoria. The project will see the development of an eco-friendly and environmentally sensitive luxury accommodation as part of its strategy to increase tourism facilities in the region. ATDP funds will be used to assist in the development and construction of three self-contained fully independent, one-bedroom luxury lodges with under-cover parking, landscaped garden, and panoramic views of the vineyard, Pyrenees ranges and western plains.

Organisation Name	Project Title	State	Funding	Project Description
RVS Holdings Pty Ltd	TARA - Bintara Brewery, Vintara Winery, Tara Cafe Consolidation and Expansion	VIC	\$100,000	The TARA project will relocate the Bintara brewery from Main Street Rutherglen to the Vintara Winery in Fraser Road Rutherglen thus creating a unique complex of brewery, winery, cafe and function centre. ATDP funds will be used to construct and fit out the tasting room and boiler room and install a waste water treatment plant.
Kondinin Shire	Wave Rock- A Sense of Place	WA	\$99,900	Wave Rock in the Great Southern of Western Australia has long been one of the state's tourist icons. Tourists from many parts of the world know this site and have memories of its ancient, primeval symmetry so symbolic of this country's natural majesty. This project will redevelop the site, build new infrastructure as well as introduce new interpretative materials and displays. ATDP funds will contribute towards upgrading visitor facilities, including the park entry, picnic area, step access to the top of Wave Rock and interpretive signage.
City of Albany	Amity 'Arrival' Precinct - Renovation and heritage interpretation of the Brig Amity.	WA	\$100,000	This project will see the renovation of the Brig Amity and enhancement of the precinct in Albany surrounding the Amity, the site of Australia's first European settlement in Western Australia. The project will include renovations to the Brig Amity to improve the visitor experience and to facilitate the interpretation works program. It will also include the development of maritime and cultural heritage themes, guided tour programs, and the installation of interpretive systems and public artworks. The theme to be developed is that of "arrival" which will recognise the site as WA's first European settlement and also include interpretation of the local Aboriginal response to the arrival of European people to their land. ATDP funds will contribute to these activities.
Stonebay Holdings Pty Ltd	Microbrewery, Restaurant, Hop Garden, Licensed Lawn Area and Children's Playground	WA	\$100,000	Cowaramup Brewing Company will fit out a purpose built microbrewery and restaurant 4kms from Cowaramup in the Augusta-Margaret River Shire, south of Perth. The microbrewery will feature a state of the art brewing system which can be viewed by the public through opening bi-fold windows allowing the distinctive brewing aromas to be experienced by visitors. A bar and tasting area, restaurant, landscaped licensed lawn area is also included in the project. The facility is family friendly and incorporates a children's playground with farm animals including ducks, sheep, guinea fowl and cows, and a hop garden, the first such garden in WA since commercial hop growing ceased in Pemberton in 1975. ATDP funds will be used towards the fit out of the bar and restaurant, playground equipment, lighting and landscaping.
Cape Naturalist Lighthouse	Cape Naturalist Lighthouse Revitalisation Project	WA	\$100,000	The Geographe Bay Tourism Association will upgrade the facilities at the heritage listed Cape Naturalist Lighthouse, located near Dunsborough in Western Australia. ATDP funds will be used to construct a new entrance building near the car park which will house an improved maritime museum and retail shop.
Total projects funded in Category 1		29	\$2,745,303	

Organisation Name	Project Title	State	Funding	Project Description
CATEGORY 2				
Disabled WinterSport Australia	Accessible Alpine Tourism - Quality Barrier-free Tourism Experiences	NSW	\$315,190	This project will develop and implement a regional approach to accessible tourism in Australia's alpine areas that will enable people with disabilities to actively participate in alpine activities year round. ATDP funds will be used towards the development of a knowledge base of facilities, resources and opportunities; developing enhanced inter/intra regional communication, including between accommodation providers, transport operators, activity providers and land managers; undertaking training workshops for the tourism community to encourage development of integrated accessible tourism experiences; development and distribution of a resource package on accessible tourism; and development and implementation of an integrated accessible tourism marketing plan.
Oberon Council	The Tablelands Way	NSW	\$409,000	The Tablelands Way project is being developed to encourage traffic to move off major highways to explore the Tablelands, Blue Mountains, South Coast, Hunter, Canberra and Central West. The Tablelands Way connects Canberra, through Goulburn and Taralga, with Oberon and then on through Lithgow and Mudgee to the Hunter region. Stage I of this project will position the Tablelands Way in the eyes of travellers and travel influencers as an iconic gateway. This gateway, in addition to being a wonderful scenic drive, traverses world heritage wilderness areas, national parks, Jenolan, Wombeyan and Abercrombie caves, and the historic country regions of Taralga and Goulburn. Within a short drive of the Tablelands Way is the wine and food area of Orange. The National Capital and the Hunter provide natural extensions of the gateway. ATDP funds will assist with further research, banner flags, interpretive signage, maps, brochure and web development and influencer and consumer awareness campaigns.
Wollongong City of Innovation	Grand Pacific Drive - Sydney to Wollongong and beyond	NSW	\$499,700	The Grand Pacific Drive project is focused on the development and marketing of 140 km scenic drive along the NSW south coast encompassing the Royal National Park, Wollongong, Shellharbour, Kiama, Shoalhaven and linking to the Southern Highlands and Canberra. The project entails directional signage, reassurance signage and information displays to showcase the diverse array of regional products, historical and cultural interpretive signage to enhance visitor experiences; and tactical marketing campaigns including public relations and a research strategy for domestic and international markets. ATDP funds will be used for brochure and map development, print and television advertising, web development, and directional and interpretive signage.

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Gulf Savannah Development Inc	Savannah Way, Coordinated Implementation of Australia's Adventure Drive	QLD	\$495,920	The Savannah Way is a themed tourism drive "across the top" connecting Cairns, Katherine and Broome. A marketing plan has been developed and implemented for the Queensland section of the drive. This project will develop and implement similar plans for the Northern Territory and Western Australian sections of the drive. ATDP funds will be used towards development and implementation of the plans.
Toowoomba and Golden West Tourist Association	Drive Tourism Program - Phase Two Extension	QLD	\$500,000	This project will implement key tourism infrastructure along five strategic road corridors, four of which link Queensland to other eastern states: the Pacific Coast Touring Route from Sydney to Cairns; the Great Inland Way from Sydney to Cairns inland); Australia's Country Way from Sydney to Rockhampton via Tamworth; the Capricorn Highway from Rockhampton to Longreach; and the Leichhardt Highway/Newell Highway from Melbourne to Rockhampton. The project links over 15 regional tourism associations, 66 local government authorities, eight main roads districts and 30 accredited panels and marketing collateral. ATDP funds will be used towards signage, interpretive panels, fact sheets, brochures and other marketing collateral.
Bicycle South Australia Inc	Cycle Tourism Resource Kit - cycle tourism investment in regional Australia	SA	\$239,650	Cycle tourism is an important and growing niche market for Australia. A process of extensive consultation will be undertaken with five key regional cycle tourism communities. These are located in the Munda Boddoo trail region in southern Western Australia, Murray to the Mountains Rail Trail in north eastern Victoria, Redlands and Noosa Shires in Queensland, southern Flinders Ranges in South Australia and in Tasmania. These areas currently demonstrate successful cycle tourism development. A Cycle Tourism Resource Kit will be developed to assist regional communities throughout Australia to invest strategically in cycle tourism. Through a series of integrated tool kits and tool boxes, the Resource Kit will be a process driven - 'how-to manual' that will empower regional communities to strategically invest in cycle tourism. ATDP funds will contribute to the costs of the consultation process and development of the kit.
Flinders Ranges Tourism Operators Association Inc	Mountains of Memory: The Flinders Ranges Geotourism Strategy	SA	\$250,000	The Mountains of Memory project will develop coordinated branding, communications and interpretive frameworks linking South Australia's southern, central and northern Flinders Ranges. The project will identify ways of providing value-added experiences based on the region's rich natural and human heritage. In this phase the linked branding and interpretive frameworks will be established in detail, training programs established and merchandising opportunities identified. This is the first stage in developing the Flinders Ranges as a National Landscape. ATDP funds will be used developing the plans.

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Flinders Island Tourism Association	Development of a sustainable future in the Furneaux Group of Islands	TAS	\$138,587	This project is aimed at enhancing the visitor experience of the Furneaux Group of Islands as a nature-based destination. The project involves the development and implementation of walking tracks, bird viewing platforms and hides, safe sites for rock and beach fishing, directional, interpretive and trail signage and a booklet. ATDP funds will be used towards these activities.
Huon Valley Council	Brand Implementation Strategy for the region south of Hobart	TAS	\$331,700	This project aims to ensure that visitors to the region south of Hobart experience the essence of the recently developed regional brand. It will be conducted in three phases; each addressing the barriers to tourism to the area. The first phase involves the production of tourism development strategies for each of the four sub-regions. The second will develop and implement a thematic interpretation plan that will form links across the region through the stories and values presented under the Huon Trail Brand and the final phase involves brand alignment and marketing. ATDP funds will be directed towards development of the plans, interpretive and directional signage and marketing.
Australian Ski Areas Association Ltd	A national approach to growing the Australian alpine resorts industry	VIC	\$250,000	The project aims to develop a unified approach to alpine tourism in Australia. The alpine areas include Thredbo, Perisher Blue, Charlottes Pass and the Selwyn Snowfields in NSW), Mount Hotham, Mount Buller, Falls Creek, Mount Baw Baw and Mount Buffalo in Victoria and Ben Lomond in Tasmania. The project will produce a marketing and product development plan based on coordinated national research into the key areas for growth for the domestic and international markets. ATDP funds will be used towards the research and development of the plans.
Mansfield Shire Council	Adventure Victoria: cooperating to expand Victoria's high country adventure tourism	VIC	\$250,000	The project will bring together four adventure tourism operators to expand adventure tourism in Victoria's high country. By collaborating, they aim to create a critical mass in Victorian adventure tourism that will enable further research into market segmentations and development of a longer term strategic plan to build a brand image for adventure tourism in north east Victoria, provide a broader and more attractive product range of adventure tourism products than any individual operator can currently supply, improve the efficiency in the marketing, communication and finances, improve reservations systems for visitors and create opportunities for other Victorian operators to join, and grow Victoria's adventure tourism market. ATDP funds will be used towards research, the development of branding, brochures, image library and the website and marketing.

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Macedon Ranges Shire Council	Connecting People with Places and Experiences across the Macedon Ranges	VIC	\$436,000	Phase 2 and 3 of the Connecting People with Places and Experiences Strategy will build on the Phase 1 which is currently in the market and aims to build on and increase awareness, visitation and yield for tourism operators across the Macedon Ranges region. The strategy will be delivered via 4 themed campaign modules which target consumers in the intrastate, interstate and international markets and connect them with food and wine, arts and culture, attractions and Aboriginal experiences in the region. ATDP funds will be used towards signage, brochures, calendar of events, product manuals and media familiarisations.
Melbourne & Surrounds Marketing Inc	A stones throw from Melbourne - an integrated cross-regional marketing campaign	VIC	\$500,000	The aim of this project is to encourage regional dispersal, increase length of stay and yield in the regional areas within 90 mins of Melbourne. Seven regional tourism organisations: Ballarat, Geelong and Bellarine Peninsula, Daylesford and Macedon Ranges, Nagambie and Strathbogie Ranges, Yarra Valley and Dandenong Ranges, Mornington Peninsula and Phillip Island, are collaborating on the project in conjunction with Destination Melbourne. ATDP funds will be used towards a touring map, an interactive website, visitor information, collateral and marketing activities.
Tourism North West Inc	The Warlu Way Development Strategy	WA	\$385,000	This project will develop the Warlu Way, a drive trail linking the major towns of Tom Price, Karratha and Port Hedland in Western Australia's north west. It will incorporate iconic sites from Exmouth in the south to Broome in the north with the main trail traversing through the Pilbara region. It will link protected iconic areas including the Ningaloo Marine Park, Cape Range, Karijini, Millstream-Chichester National Parks and the Burrup Peninsula. The project will capitalise on major infrastructure developments planned for these areas, with a strong emphasis on creating and nurturing economic enterprise opportunities for Indigenous communities with the tourism industry. ATDP funds will be used for the development and implementation of the Warlu Way plan, including directional and interpretive signage, branding and marketing, brochures and guides, and tourism opportunities for Indigenous communities.

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Shire of Laverton	Outback Way-Integrated Tourism Plan	WA	\$487,390	The Outback Way is a 'Journey through the heart' of our nation from Laverton in Western Australia to Winton in Queensland. This project will see the development and implementation of an integrated tourism plan. The development of the plan will include the various communities on the Outback Way, in particular the indigenous communities to ensure any economic development, products and solutions respect cultural sensitivities and create a unified brand for the Outback Way. The development and implementation activities will enhance awareness, safety, accessibility and marketability of the route. The Outback Way will develop the most appropriate tourism service products to enhance the new experience whilst linking iconic tourist attractions across the nation. ATDP funds will be used towards the development and implementation of the integrated tourism plan.
Total projects funded in Category 2		15	\$5,488,137	