

SHARK BAY WORLD HERITAGE CENTRE — REPORT

917. Hon Matt Benson-Lidholm to the Parliamentary Secretary to the Minister for Regional Development

- (1) Will the Minister advise whether she has reviewed the consultant's report on the Shark Bay World Heritage Centre?
- (2) If yes to (1), I ask the Minister to table the report?

Hon WENDY DUNCAN replied:

1. Yes.

In 2007 a working group was formed to investigate strategies for ensuring the long-term financial sustainability of the Shark Bay World Heritage Discovery and Visitor Centre. The Working Group included representatives from the Shire of Shark Bay, the Department of Environment and Conservation, Tourism Western Australia, the Gascoyne Development Commission in addition to the then Member of Parliament for the Mining and Pastoral Region, Hon Vince Catania and the then Parliamentary Secretary to the Minister for the Environment, Hon Sally Talbot, who also chaired the Working Group.

The Working Group appointed an independent consultant, Peter Backshall of MarkeTrade, to provide a business and marketing plan for the Shark Bay World Heritage Discovery Centre that presented a detailed financial and operational assessment of the Centre, evaluated existing and potential new activities of the Centre, and identified measurable achievements and a process for review. Funding for the consultancy was provided by the Department of Local Government and Regional Development, the Gascoyne Development Commission and the Shire of Shark Bay.

This business and marketing plan, entitled Shark Bay World Heritage Discovery & Visitor Centre Business & Marketing Plan 2009 — 2013, was completed in November 2008. It encompassed a review of the Shark Bay Interpretive Centre Business Plan (2004) and forms part of the undertakings set out in the 2004 Financial Assistance Agreement between the Shire of Shark Bay and the Minister for Regional Development. It replaced the Shark Bay Interpretive Centre Business Plan (2004) and should guide the Shire of Shark Bay in managing the Centre into the future.

2. I hereby table the attached report — Shark Bay World Heritage Discovery & Visitor Centre Business & Marketing Plan 2009 — 2013. [See paper 1126.]