

1 October 2009

The Principal Research Officer
Community Development and Justice Committee
Legislative Assembly
Parliament House
PERTH WA 6000

Dear Sir

Re: "Inside Australia" – Lake Ballard Sculptures

Further to advertisements run in local Western Australian newspapers, it gives us great pleasure to provide a short submission as to our involvement with the "Inside Australia" – Lake Ballard sculptures, for the Committee's consideration.

Australia's Golden Outback is the peak regional tourism marketing body that covers the "Inside Australia" exhibit at Lake Ballard.

In past years, we have promoted this spectacular art site as a "must see" new attraction for the Goldfields. This promotion has included featuring the statues in press and electronic media advertising and also hosting travel agents and journalists to the site, ensuring further knowledge and promotion of the location.

We trust our submission may be of interest and would be delighted to appear before the Committee if they feel this would be advantageous.

Yours sincerely

JAC EERBEEK
Chief Executive Officer



Out of the way. Out of this world.





australiasgoldenoutback.com

Inquiry into the “Inside Australia” project at Lake Ballard

**Submitted by
Australia’s Golden Outback**



Name & Details of Interested Agency

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Name of the Committee and the Inquiry

Inquiry into the "Inside Australia" project at Lake Ballard (Menzies)

Terms of Reference

Our comments on certain terms of reference are as follows:

Terms of Reference Point 2

The role taken by the Department of Culture and the Arts and the Art Gallery of Western Australia and other government departments and agencies in reference to this project.

Australia's Golden Outback is one of those organisations that has taken a role with reference to the Gormley statues at Lake Ballard.

Australia's Golden Outback is a regional tourism marketing body that receives the majority of our funding from Tourism Western Australia, with the aim of increasing holiday visitation to our entire region which incorporates the Gormley statues.

Being located in the Goldfields, some one and a half hours drive north of Kalgoorlie, this cultural exhibit adds a new tourism dimension to the region which in the past has relied on promoting vast red landscapes, goldrush history and mining in the area.

Australia's Golden Outback sees the Gormleys as a fresh new marketing icon for the region, appealing to a different demographic. Usually the industrial nature of the Goldfields tends to appeal to men, but this art site also appeals to females and consumers with a cultural interest.

Whilst our involvement with the Gormleys has been of a promotional nature, Tourism Western Australia's involvement has one of a developmental nature, with them being heavily involved on various committees and with Antony Gormley himself, to secure the long-term sustainability of the site.

Australia's Golden Outback strongly believes this world class art installation is not only of regional importance, but also of state and Australian tourism significance. As Mr Gormley's fame spreads, more and more people will be travelling the world seeking out his works.

Australia's Golden Outback uses every opportunity to highlight the Gormley statues and Lake Ballard as a new and unique attraction in the promotion for the Goldfields and Western Australia.

Terms of Reference Point 3

The costs and benefits and role this art installation project is currently providing to the local community of Menzies, the wider goldfields region, and to the wider Australian community.

The potential of the Gormley statues to attract visitors to Western Australia and the Goldfields region should not be underestimated. We know of examples where consumers from the UK have flown to Kalgoorlie with the sole purpose of viewing the Gormleys, then returning to the UK.

For this exhibit to reach its full potential, extra infrastructure needs to be developed near or around the site before it is ready for increased tourism.

Some of the challenges in presently attracting visitors to this site include the gravel road from Menzies to the statues. Because car rental insurance is void for normal 2WD vehicles travelling on gravel roads, this necessitates tourists to hire more expensive 4WD's to overcome the insurance problem.

Photography is a popular reason for visiting the statues, particularly at sun up and sunset when longer shadows extend across the lake. To facilitate this it really necessitates visitors overnighting close to the lake or in Menzies. Apart from camping in your own tent, there is no accommodation at the lake and Menzies only has limited accommodation in a caravan park and run down hotel, which is mostly booked out by mine workers. In the long term, providing an eco tent type village near the lake or improvements to the accommodation in Menzies will be required to accommodate longer stay visitors.

There are also other impediments such as the only service station in Menzies closing early on a Sunday afternoon. This occasionally leaves visitors returning from the lake, short of fuel for the return journey to Kalgoorlie.

The only coach tour company presently operating a day tour from Kalgoorlie to the statues is Goldrush Tours. They charge \$230 per person for the day trip and require a minimum of 10 passengers before they will guarantee departure. This tends to be too expensive for most consumers and the minimum 10 passengers is hardly ever reached.

With the indigenous Morapoi Station being located relatively close to the lake, there is perhaps potential for an indigenous tour of the region, which includes the Gormley statues. This tour would highlight indigenous history and indigenous cultural aspects of the lake and surrounding environment, finishing with the present Gormley installation.

The future potential for tourism generated by the Gormley's is enormous, if suitable facilities can be further developed allowing for an increased flow of visitors.

Terms of Reference Point 5

What steps, if any, need to be taken to promote this project as a significant visitor destination in WA.

As indicated, Tourism Western Australia's involvement with the Gormley statues has been more of a developmental nature. Australia's Golden Outback is the only tourism body that has seized on the unique opportunity to market the Gormley statues as a significant visitor destination.

We from time to time are also in communication with the Shire of Menzies and the Menzies Visitor Centre. Whilst these bodies provide visitor service information for tourists arriving in the town, they have not financially contributed to any joint promotion of the Gormley statues.

Despite our efforts to promote the statues as widely as possible in our publications and advertising, we do face "issues" relating to the right to use images of the statues.

Even though the statues were purchased by the state government in November 2008, the issue of who actually owns any images used for promotion is still unclear and poses occasional difficulties in our promotional efforts.

Some samples of advertising and other promotional material we have undertaken incorporating the statues can be found in the appendix.

Terms of Reference Point 6

The risks associated with any ongoing deterioration of or damage to the project.

The project as it stands is spread over some 10 square kilometres of salt lake, with no real protection for the statues.

Our frequent visits to the lake have shown the occasional statue has been stolen or damaged by vandals. Furthermore, it appears the very narrow ankles on the statues are prone to cracking due to the high expansion and contraction rate caused by extreme temperatures at the lake.

The special material used to cast the statues is not easily welded and damage such as cracked ankles needs special alloy welding rods, a difficulty for ongoing maintenance of the statues.

In the original concept for the art site, Mr Gormley envisaged some form of “caretaker” accommodation at the lake and he even designed a building to fit in with the aesthetics of the art site. As visitor numbers increase, there will no doubt need to be some form of permanent caretaker/ranger accommodation at the site.

Terms of Reference Point 7

The opportunities for fully completing this project in accordance with the original scope and vision for the project.

Originally Mr Gormley envisaged 100 statues to be placed on the site, but at present only 51 have been constructed and erected.

From our own experience, most people only visit the first 10 or so statues at the beginning of the exhibit, near Snake Hill. We believe very few tourists to date would have ever visited all 51 statues, as the time taken to accomplish this would definitely require overnight accommodation.

Whilst we can see great merit in completing the entire project with all 100 statues, from a tourism marketing point of view there is perhaps no real need for this to be undertaken as we can successfully promote the art element of the site, as it stands at present.

Terms of Reference Point 8

What organisational framework and financial support is necessary to protect this project into the future.

As already mentioned, with increased visitors some level of staffing is desirable at the lake. Maintenance work on the statues is also going to be an on going expense. It is logical that the Shire of Menzies is in the best geographical location to maintain the statues, but it is doubtful that the Shire’s own income is sufficient to cover the expense of maintaining and developing the site.

Somehow the state government may need to provide financial support or perhaps a degree of income can be derived by charging a nominal fee to access the site.

Should a ranger/caretaker residence be constructed near the site, this could perhaps incorporate a gallery and souvenir shop selling items including small replicas of the statues, subject to Mr Gormley's approval.

In addition, if some eco tent type structures could be built for overnight accommodation, this would again provide income for the maintenance and future development of the art site.

Any construction at the site would need to be very carefully planned as the whole Gormley art scape relies on the total remoteness of the lake.

Terms of Reference Point 9

What opportunities and benefits, if any, exist for additional art installation projects of this type in Western Australia.

The Gormley statues have demonstrated, that the addition of an art site to a remote location creates enormous interest for the region and has the potential to provide numerous benefits the local community.

If we ever hear a criticism about the Gormley installation, it comes from local Western Australian based artists. They believe this installation should be have created by a local, but naturally we would then not have the marketing advantage of promoting this location as a world class art site, created by a world class artist!

Despite this we believe an enormous opportunity exists for local Western Australian artists to be given a similar opportunity as Mr Gormley, creating art works in other parts of the vast Australia's Golden Outback.

Coastal art installations around Esperance, in the Cape Le Grand and Fitzgerald River National Parks, would add a new dimension to these spectacular natural attractions. Other installations in the Wheatbelt and Gascoyne-Murchison region would also serve

to attract extra visitors and could even lead to the development of a self drive trail, from art site to art site.

We believe the state should sponsor/host an annual sculpture exhibit somewhere in remote regions perhaps as an ongoing part of the Festival of Perth.

Appendix

Samples of print media advertising undertaken by Australia's Golden Outback utilising Lake Ballard and the Gormley statues.

Australia's Golden Outback

Western Australia

The Outback. Out of the way. Out of this world.



Holiday Planner 2008



australiasgoldenoutback.com



The Real Thing

Lake Ballard..... award winning sculptures!

Australia's Golden Outback



Only 4 hours north of Esperance you will enter WA's historic goldfields. Everyone has heard about Kalgoorlie, its wide streets, mining history and myriad of attractions, but only one and a half hours north you will find the Gormley Statues of Lake Ballard, recent winner of a West Australian newspapers photographic competition. You'll be amazed by 51 world class sculptures set over a 10km² salt lake, which changes colour depending on seasons and conditions. For info on Esperance, the Gormley Statues and other attractions in Australia's Golden Outback, view our holiday planner at www.australiasgoldenoutback.com



australiasgoldenoutback.com





OUT OF THE WAY. OUT OF THIS WORLD.



**But within the reach of your
Apollo Campervan.**

In 2003, famous London based UK sculptor Antony Gormley came to Western Australia as part of the Festival of Perth. Wanting to create an "Inside Australia" exhibit, he hired a plane, found a salt lake called Lake Ballard and convinced 100 locals at nearby Menzies to strip naked as models for his art! Just drive 1¾ hours north of Kalgoorlie, Western Australia's historic Goldfields region, you'll be rewarded with seeing Antony's 51 world class sculptures set some 400 metres apart over a 10 km² salt lake. For info on seeing the Gormley statues and many other attractions in Australia's Golden Outback, visit www.australiasgoldenoutback.com



australiasgoldenoutback.com



AUSTRALIA'S GOLDEN OUTBACK

A photographers paradise... Lake Ballard.

Out of the way. Out of this world.



A photographers paradise is waiting in the Goldfields. The West Australian's award winning Holiday at Home photograph was taken at Lake Ballard, site of the famous Gormley Statues. Created in 2003, this "Inside Australia" exhibit has gained world recognition and is only a short drive north of Kalgoorlie.

Roaming the lake, you'll be amazed by 51 world class sculptures set over 10km². The entire artscape is truly a fantastic exhibit. For info on Lake Ballard, the statues and other attractions in Australia's Golden Outback, view our holiday planner at www.australiasgoldenoutback.com



Drive the Golden Outback

Goldfields Self Drive Adventures.

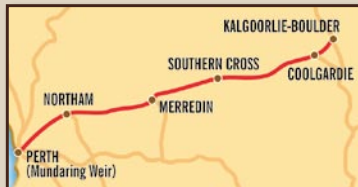


3 Day Self Drive - Golden Pipeline Heritage Trail

Journey along the historic Golden Pipeline Heritage Trail from Perth to Kalgoorlie.

Day 1: Perth - Merredin 260km, 3.5 hours

From Mundaring follow the route of the historic water pipeline, built more than a 100 years ago - and still the longest fresh water pipeline on earth. Enjoy scenic farm scapes, nature walks and explore historic water pump stations and lookouts. Cross the Meckering Earthquake faultline on the journey to Merredin.



wildflowers. Kalgoorlie is an ideal place to spend a few days viewing its history, magnificent architecture, local attractions and museums.

Accommodation options:

Motels, B&B, caravan park, camping, backpackers

Day 2: Merredin - Kalgoorlie 340km, 3.5 hours

Head east to the Goldfields, stopping at Southern Cross where gold was first discovered in the late 1800s. On the way you'll see gold rush ruins, interpretive displays and stunning spring-time

Accommodation options:

Hotels, motels, outback pubs, apartments, caravan parks, camping, backpackers

Day 3: Kalgoorlie - Perth 600km, 6 hours

Return to Perth along the Great Eastern Hwy or perhaps travel down to Norseman and take the Granite and Woodlands Trail self drive route back to Perth, via Wave Rock.

3 Day Self Drive - Golden Quest Discovery Trail

Discover ghost towns, meet local characters and experience the Gormley statues.

Day 1: Day 1: Kalgoorlie - Kookynie 196km, 2.5 hours

Depart Kalgoorlie and the adventure begins in Coolgardie. Visit gold rush museums before heading north on the Golden Quest Discovery Trail. Have a drink at Ora Banda and continue to Menzies and Lake Ballard's remarkable Gormley sculptures. Continue north, stop at Niagara Dam before arriving in Kookynie where you're likely to find the local population of 13 at the Grand Hotel.



Accommodation options:

Hoover House, outback pubs, motel, caravan park

Day 3: Leonora - Laverton - Kalgoorlie 484km, 6 hours

Head north, visit the Windarra Minesite of Poseidon fame. Continue to Laverton and wonder at the new \$1.2 million Great Beyond exhibit. Head back to Kalgoorlie down the western side of the trail.

Accommodation options:

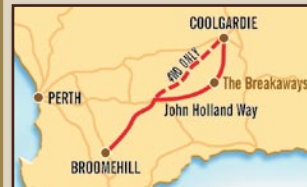
Outback pub, caravan park

Day 2: Kookynie - Leonora 87km, 1.5 hours

For a real outback adventure, travel to Leonora and the ghost town of Gwalia. This historic precinct oozes gold rush charm, visit Gwalia Museum and Hoover House, the former home of the American President, Herbert Hoover.

3 Day Self Drive - John Holland Way (4WD)

Seize your spirit of adventure. Carved out through rugged bushland by pioneer John Holland, this track connects Broomehill and the Goldfields.



Day 1: Broomehill - Newdegate 200km, 2.5 hours

For a dose of John Holland history, visit the museum at Broomehill before driving towards Nyabing. You'll pass by Lake Grace, a shallow salt lake with a superb lookout over the surrounding countryside. Make sure you visit Walkers Wines. Continue through rich farmland, taking in Holland Soak and Silver Wattle Hill before arriving in Newdegate, known for its natural reserves.

Accommodation options:

Holland Track Farm, caravan park

Day 2: Newdegate - The Breakaways /Sandalwood Camp 220km, 3-4 hours

Explore Emu Rock before crossing the Rabbit Proof Fence. 2WD vehicles continue along the John Holland Way towards Coolgardie - stay overnight at The Breakaways camping area. For a 4WD adventure, there's the option of the Holland Track beginning in Hyden. This route to Coolgardie is 220kms but will take 5-6hrs. This route runs through natural bushland and stunning rock formations.

Accommodation options:

Camp out at The Breakaways or Sandalwood Camp

Day 3: The Breakaways - Sandalwood Camp - Coolgardie 250km, 4-5 hours

Today complete this epic journey through the remote outback either via the John Holland Way or the 4WD only Holland Track - enjoy vistas of virgin bush, salt lakes, nature reserves and granite outcrops.

**NEW
QANTAS**
Direct Flight Packages

Kalgoorlie & Goldfields Escapes

Fabulous new destination from Adelaide

Australia's newest holiday destination is now closer to Adelaide. Every Sunday & Tuesday Qantaslink flies direct Adelaide to Kalgoorlie, opening a great opportunity for weekend and longer escape packages.

W.A's Goldfields is a must see, friendly locals, mining history, historic streetscapes and a pub on almost every corner. Visit outstanding attractions, the Mining Hall of Fame, see the awesome Super Pit, or take a prospecting tour. Kalgoorlie-Boulder has it all.

Perhaps take the car rental package and drive to some of the fascinating locations around Kalgoorlie like the Gormley Statues at Lake Ballard, mining history around Coolgardie or perhaps head further south and drive to the stunning coastal scenery and national parks around Esperance.

3 day / 2 nights ^{from} **\$328** Kalgoorlie Escape per person twin share

Grab a taste of the Goldfields on this weekend escape, Direct Qantas flights available Sunday & Tuesday.

Holiday includes

- Return Adelaide to Kalgoorlie Qantaslink, departs Sun
- 2 nights Kalgoorlie accom. at property of your choice

2 nights (per person twin share)	Cost	X nites
Best Western Hospitality Inn (dix)	\$328	\$80
All Seasons Kalgoorlie Hotel (std queen)	\$349	\$90
Quest Yelverton Kalgoorlie	\$389	\$110
Rydges Hotel Kalgoorlie (dix stud.)	\$428	\$130

Optional Sightseeing

	Cost
• Finders Keepers Super Pit tour	\$60 (per person)
• Heliwest 10 mins Super Pit flight	\$80 (per person)
• Car rental AWD (100kms per day free)	\$74 (per day)

5 day / 5 nights ^{from} **\$738** Goldfields Drive Adventure per person twin share

Explore the Goldfields in an all wheel drive vehicle. After 2 nights in Kalgoorlie, head north along the Golden Quest Discovery Trail. Visit the Gormley Statues, call in to Kookynie & visit Gwalia historic site & museum. Stay 2 nights in Leonora & return to Kalgoorlie for the final night.

Holiday includes

- Return Adelaide to Kalgoorlie Qantaslink, departs Tue
- 3 nights choice of accommodation in Kalgoorlie
- 2 nights Leonora Motor Inn, Leonora
- 5 days Budget RAV4 AWD, unlimited kms

5 nights + 5 days car (per person twin share)	Cost
Best Western/Leonora Motor Inn	\$738
All Seasons Kal./Leonora Motor Inn	\$772
Quest Yelverton Kal./Leonora Motor Inn	\$832
Rydges Kal./Leonora Motor Inn	\$890

5 day / 5 nights ^{from} **\$788** Esperance Drive Getaway per person twin share

Pick up a rental car, check into the Best Western Kalgoorlie for 2 nights. You now have freedom to explore the Goldfields before driving a scenic 4 hours to beautiful Esperance. Be sure to stop at Coolgardie's Goldfields Exhibition Museum and Norseman's Beacon Hill look out. During your 2 night stay at Best Western Esperance perhaps explore some National Parks before your return drive to Kalgoorlie, and one last night's stay at the Best Western Kalgoorlie.

Holiday includes

- Return Adelaide to Kalgoorlie Qantaslink, departs Tue
- 3 nights Best Western Hospitality Inn, Kalgoorlie
- 2 nights Best Western Hospitality Inn, Esperance
- 5 days Budget RAV4 AWD, unlimited kms

5 nights + 5 days car (per person twin share)	Cost
Accommodation and car as above	\$788



For more information on
Golden Quest Discovery Trail
visit www.goldenquesttrail.com



For bookings or further information contact
City Centre Travel
75 King William St, Adelaide

Hurry, phone now
(08) 8221 5044



Gormley Statues, Lake Ballard

LUC TTA 64062

* Packages valid for travel 9 May - 30 June 09 and include airline taxes and charges. Prices per person twin share, extra cost for single accom. Prices correct at time of publication but subject to increase. Prices are cash & surcharge may apply for credit card payment. Car rental in both 5 day/5 night packages are unlimited kms. Optional car rental in the 3 day/2 night package is 100 free kms per day, excess .27c per km. For all car rentals, registration recovery fee \$5.50, admin tax of 3.5% & airport fee 9.5% (if applicable), paid directly to Budget. RAV4 insurance excess is \$5,500, optional excess reduction available. All products subject to availability