

The Community Builders Program Cluster Muster - Perenjori




Shire of
Perenjori
Embrace Opportunity





Acknowledgment of Country

We acknowledge the traditional owners of this land, **the Badimia People** and their continuing connection to land, water and community. In the spirit of reconciliation, I pay my respect to their Elders past, present and future for they hold the knowledge of an ancient culture, and aspirations for future generations.



Community Conversation Etiquette

- Discard old disputes, feuds & ideologies at the door
- Be mindful about what really matters
- Actively engage your heart & mind ... share your passions and what you care about
- Listen with respect & curiosity
- Share airtime ... keep ideas, opinions & comments short
- Focus on possibility & positive futures rather than debate the past
- Above all ... have fun!

NAME:



ruralaid.org.au
bankofideas.com.au







Perenjori: Astrotourism Town







Cyclone Seroja





An aerial photograph of a rural landscape. A straight road or railway line runs diagonally from the top center towards the middle of the frame. The landscape is a mix of green agricultural fields, some of which are divided into smaller plots, and areas of dry, brownish vegetation. There are several small clusters of buildings, possibly farmhouses or small villages, scattered across the landscape. The sky is clear and blue. The overall scene depicts a typical rural environment in a developing region.

PERENJORI



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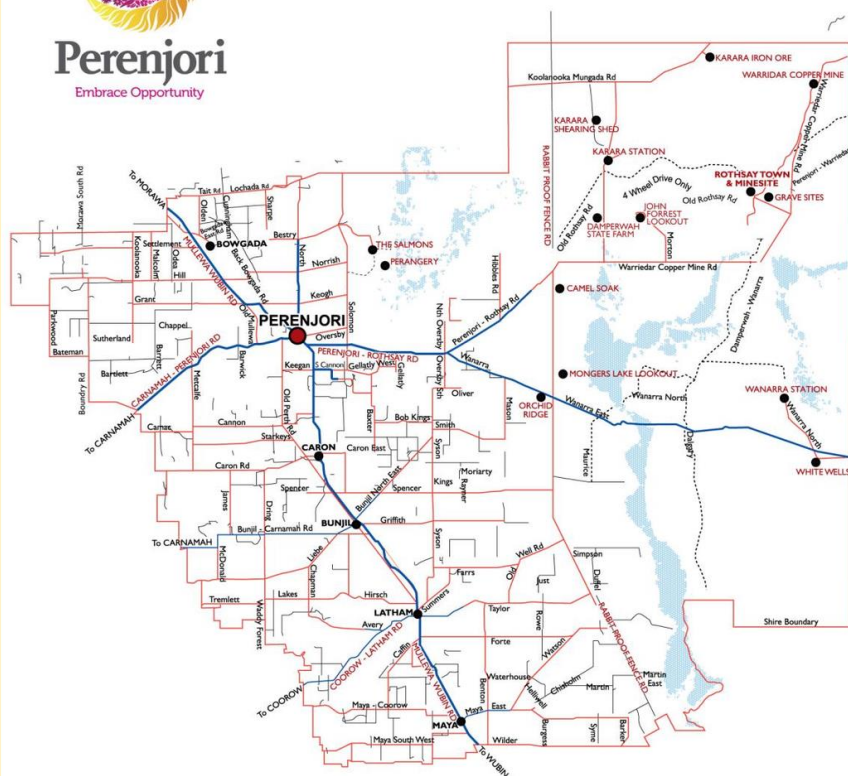
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ABOUT US

Perenjori, from the Aboriginal word "Perangary", meaning water hole, is situated 350 km north of Perth and 39 km south-east of Morawa in the northern agricultural region. We are the inland centre of mining, industry and agriculture development in the Mid-West. The shire consists of six townsites with Bowgada to the North of Perenjori and Caron, Bunjil, Latham and Maya to the South along the Mullewa - Wubin Rd.

Perenjori is one of nine government areas that make up WA's Wildflower Country and is part of the "Wildflower Way Tourist Drive" that runs from Dalwallinu to Geraldton. It is extremely well known for its abundance of wildflowers and wildlife.

Population 518 people in shire, 259 people in town 2021. 2/3 men 1/3 women. 8300km²

HISTORY

Sir John Forrest conducted exploration 1869, and surveyed the area in 1896. Gold was discovered in 1894. When the railway line was officially opened in 1915, the town's estimated population was 100. Perenjori was officially announced as a town on February 16th 1916.

Over time the spelling of the town and shire changed to Perenjori. Today it is one of the largest agricultural Shires in WA, with a combination of farming, pastoral and mining leases. In 2012 the town hosted a centenary celebration of its history.

Historical sites around the town site include Camel Soak, the John Forrest Lookout, Rothsay Heritage Trail, and Monsignor Hawes Church.

Dan Woodall was the first permanent white settler to the region and managed Perangery Station in 1905. In 1906 Matt Farrell first came to Perangery carting goods from Rothsay to Yalgoo and Mount Magnet. He marked trees where he wished to take up land in the area. The four Farrell brothers, Thomas, William, Matthew, George, then took up the land. The Lands Department approved agricultural lots of 1,000 acres, instead of huge pastoral leases granted previously.



Perenjori has four Co-operative Bulk Holding (CBH) receival points and farmers grow a wide range of cereals and legumes. A raw idea from a dreamer, the vision of a farmer and a small country community's support and enthusiasm, culminated in an entry into the Guinness Book of Records for having 56 combine harvesters working in the same paddock simultaneously. The staging of a spectacle never before witnessed in such a scale, occurred on the 19th December 2003 on the Cannon Family's property at Bunjil. The harvesters cut a swath of 560 metres, stripped a 200ha (500 acres) wheat crop in twenty-four minutes actual harvesting time, producing 495 tonne of grain.

FACILITIES

Recreation Pavillion (football/netball/hockey fields)

Squash Courts

Aquatic centre (updated Mt Gibson funded)

Gym

Trott Park

Skate Park/Playground

CRC

Sports Club (Golf, Tennis, Bowls)

Primary School

REED Childcare

Early Childhood Health Centre

Medical Centre (2 days a week)

Latham Bowling Club & Gym

Fire Brigade

Library

Waste Disposal Dump points

Shire Tip

Cemeteries in both Perenjori and Latham



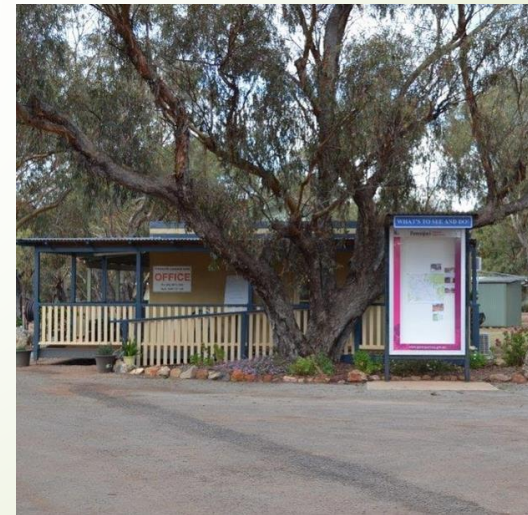


BUSINESS

Kings Civil
Bluehills Courier
Perenjori Tyres
Oakstar Assets
JG Hardware
Daphnes Cafe
Perenjori Collective (Local Artisans)
SaltBush
Perenjori Hotel
Independent Rural
JMH
Perangery Transport
Solomon Gypsum
Farmers
CBH
Perenjori Seed Cleaners

ASSETS- ACCOMMODATION

Caravan Park
Jindarring Nature Base Park
Lindum Farm
J's Accommodation
Perenjori Hotel



ASSETS - TOURISM

Pioneer Museum

Originally the local bank in 1929, the Perenjori Pioneer Museum will take you back in time to when the area was first established, over 100 years ago.

Have a look at the range of historical machinery on display, including ploughs, binders, seeders and heritage trucks.

Also on display is the huge mural depicting the area's agricultural history, from past to present.

Open during Wildflower season (July - October) 9am-4pm, or call (08) 9973 1105.



COMMUNITY GARDEN



Community Gardens located next to the Pioneer Museum
on the main street
(established in 2015 by the community)

ASSETS - TOURISM

Monsignor Hawes Church

Perenjori is located at the southern gateway to the Monsignor Hawes Heritage Trail. The trail celebrates the enormous contribution architect-priest Monsignor John Hawes made to the region and highlights 15 buildings of his design and other sites significant to his life.

Monsignor Hawes' buildings are among the greatest achievements in Western Australia's architectural history and some consider him to be our leading designer of ecclesiastical buildings. The cultural significance of Monsignor Hawes work within Australia's natural environment is intrinsically and uniquely connected.



ASSETS - TOURISM

Peoples Pathway & Pioneer Museum

Local characters who have shaped the town are celebrated in 22 steel cut-outs along the People's Pathway. You'll also find some fascinating reminders of Perenjori's early years at the Pioneer Museum, and the ghostly remains of the region's first gold-mining town following the Rothsay Heritage Trail.

The Peoples pathway was installed in 2012 for the Perenjori centenary.



ASSETS - TOURISM

Karara Rangelands

Western Australia's nature, culture and history are alive in this immense 560,672-hectare park. It features banded ironstone ridges, permanent water holes, Aboriginal heritage and authentic outback camping opportunities.

The long connection of Aboriginal people to this land began well before the arrival of pastoralists and miners in the mid-1870s. The newcomers introduced animals and plants that in less than 200 years dramatically changed the landscape. Now the six former pastoral stations comprising Karara Rangeland Park are conservation areas .

Karara Rangeland Park and surrounds are renowned for wildflowers between July and September. Wildflowers carpet the land after good winter rainfall, but there is also a diversity of flowers during the drier months.

The many sites of historical interest include the ruins of Damperwah State Farm, cemeteries at Rothsay and Fields Find, John Forrest Lookout and Warriedar's historic buildings.

Camel Soak is a waterhole on a granite outcrop currently used by wildlife and visitors. It was a water source for camels and workers when building the Rabbit-Proof Fence and was important to Aboriginal people long before then.

The park is mostly two-wheel-drive accessible.

Charles Darwin Reserve -camping

Garon Dam

Bunjil Rocks



ASSETS - TOURISM

Rabbit Proof Fence

Originally called the Rabbit Proof Fence, the Vermin Proof Fence was conceived in an attempt to prevent rabbits entering the agricultural areas of the state and combat the devastation caused by to cereal crops and pastureland. It runs north and south 37km east of Perenjori.

The enormous task of building such a fence from the south to the north coast was undertaken in 1901 and when finished it stretched 1,827km from near Hopetoun in the south to Cape Keraudren, north of Port Hedland.

A fence west of Fence No 1 was constructed later and its line is crossed just east of Cunderdin on Highway 1. No 3 fence was later built out of Geraldton to meet No 2 fence and deter emus from invading the agricultural areas.

By 1907, the three fences were looked after by a staff of 35. 25 of these were fence runners. There were also three rabbiters and two camel drivers.

Handy Photo Hint: The best place to get a great photograph and view of the Rabbit Proof Fence is opposite Mongers Lake Lookout.



ASSETS - TOURISM

Wildflowers

Wreath flowers, Everlastings



ASTROTOURISM

stargazing at the caravan park and the salmons (north of Perenjori)



Image: Ellie Morris Photography

EVENTS

Perenjori Agricultural Show
Offroad Rally

Bluelight
Seniors Morning Tea/Indoor bowls
Arts & Crafts
Playgroup



FUTURE DEVELOPMENTS

Community Hub new development in old shop site



TOWNSCAPE



9 Projects commencing 2023

Street Verge Planting

Pedestrian Pavement

redevelopment

Aboriginal Interpretive Space

- southern entrance to town

Commercial Hub

Connections

CBH Timeline

Railway Station Development

Village Green Extension

Nature Trails through the

reserve to dam

Town Entries

MINES

Karara (ironore)and Rothsay (gold) operating
TGN & Accent Resources (iron ore)
Mt Gibson (support community with grants each year)

(trainloader situated just south of Perenjori townsite)



Carol Redford, Founder of Astrotourism WA



Night sky in Carnamah, Mid West region (Image credit: Michael Goh)- From RAC Magazine



FIRST IMPRESSIONS OF THE HOST COMMUNITY

1. As you drove towards the Host Community, what do you think of the messages from 20 kms out preparing you for what the town offers? Did you feel excitement?

2. How favourable an impression of the Host Community does the town's entrance statements provide?

1 2 3 4 5 6 7 8 9 10
NEEDS URGENT SATISFACTORY EXCELLENT

3. After taking a five-minute drive through the Host Community without stopping, what was your first impressions?

4. Rate and comment on the overall appearance of the mainstreet/CBD.

1 2 3 4 5 6 7 8 9 10
NEEDS URGENT SATISFACTORY EXCELLENT

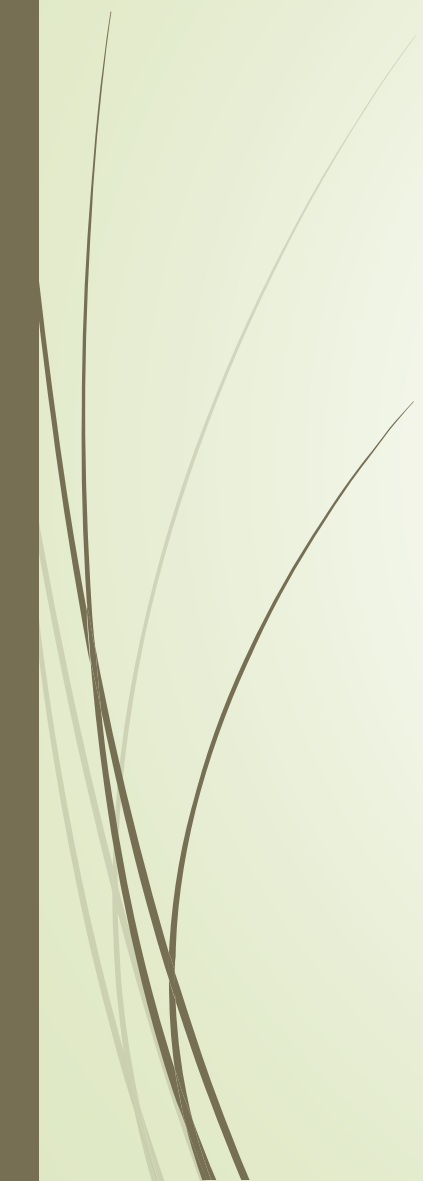
What did you like most?

Rate and comment on the window displays in the mainstreet /CBD .

1 2 3 4 5 6 7 8 9 10
NEEDS URGENT SATISFACTORY EXCELLENT



WA Tourism Commission in 1998



"You only need 20 carloads of visitors overnight, each night, for one year to have the same economic impact as a factory with an annual payroll of \$1.5million. The same 20 carloads of visitors arriving each night creates 21 jobs in the local economy each year."



Tourism New South Wales



**'A full time permanent
job is created by
every additional 18
international visitors,
or 177 domestic
Trips in NSW'**

Comparison of the Annual Economic Impact of 100 Visitors a day vs 100 New Manufacturing Jobs

100 Tourists per Day

- Population increase of 459
- 140 new households
- \$777,777 increase in personal income
- \$144,000 increase in bank deposits
- \$1,120,000 in retail sales
- 7 more retail outlets
- 111 new industry related jobs

100 New Manufacturing Jobs

- Population increase of 360
- 100 new households
- \$410,000 increase in personal income
- \$229,999 increase in bank deposits
- \$331,000 in retail sales
- 3 more retail outlets
- 65 new industry related jobs

(Source: US Chamber of Commerce)



Key Goals of a Tourism Strategy

- ☐ How to increase the number of visitors?
- ☐ How to increase the length of their stay?
- ☐ How to increase the amount each visitor spends, especially on local products and services?
- ☐ How to increase visitor satisfaction so they will return and / or tell others?

HOLBROOK

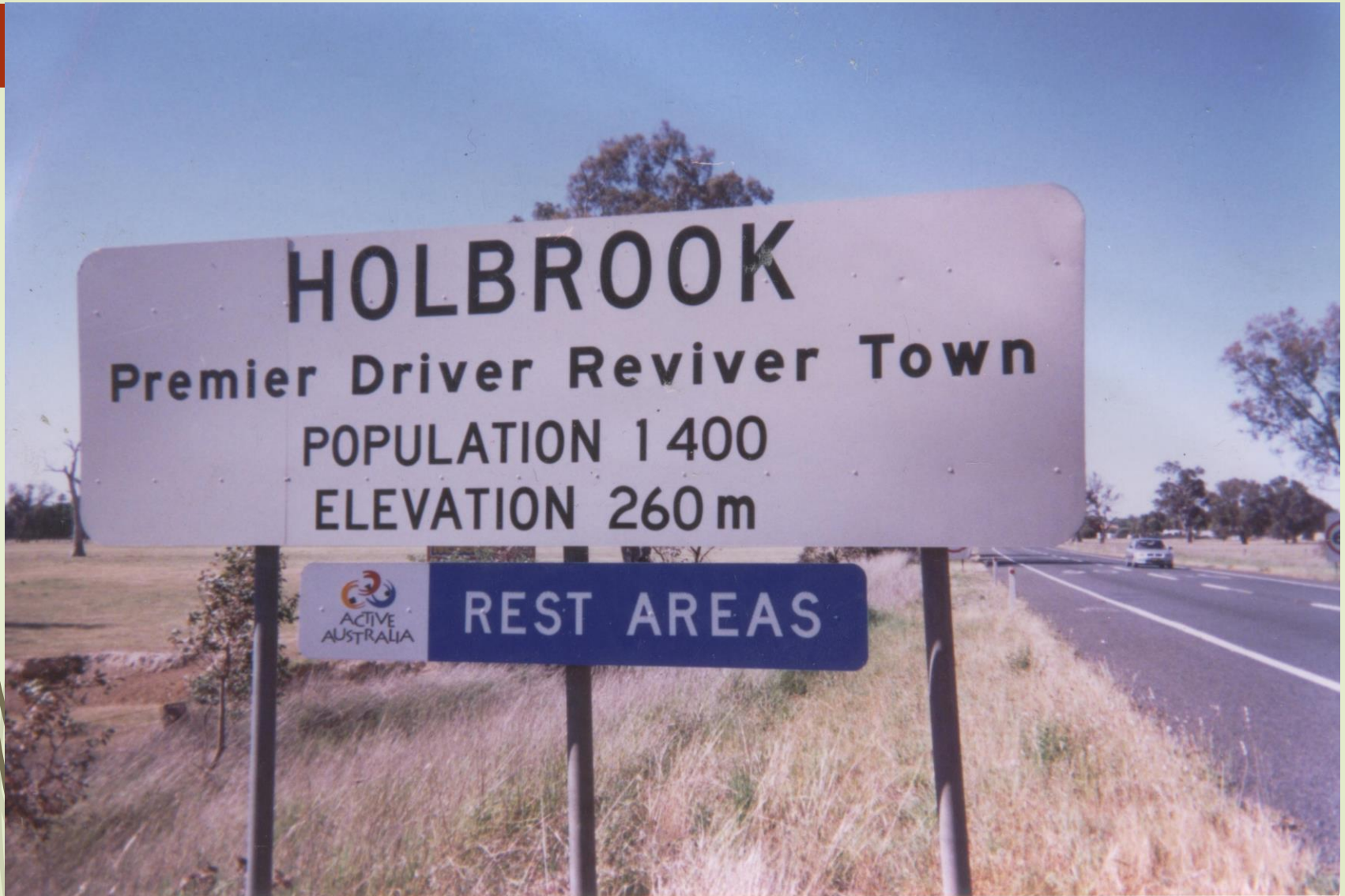
Premier Driver Reviver Town

POPULATION 1 400

ELEVATION 260 m



REST AREAS



Gundagai

3 km

M31

Holbrook

2 km

2 km

Holbrook
NEXT 2 EXITS

Commander Norman Holbrook VC









Holbrook
NEXT 2 EXITS



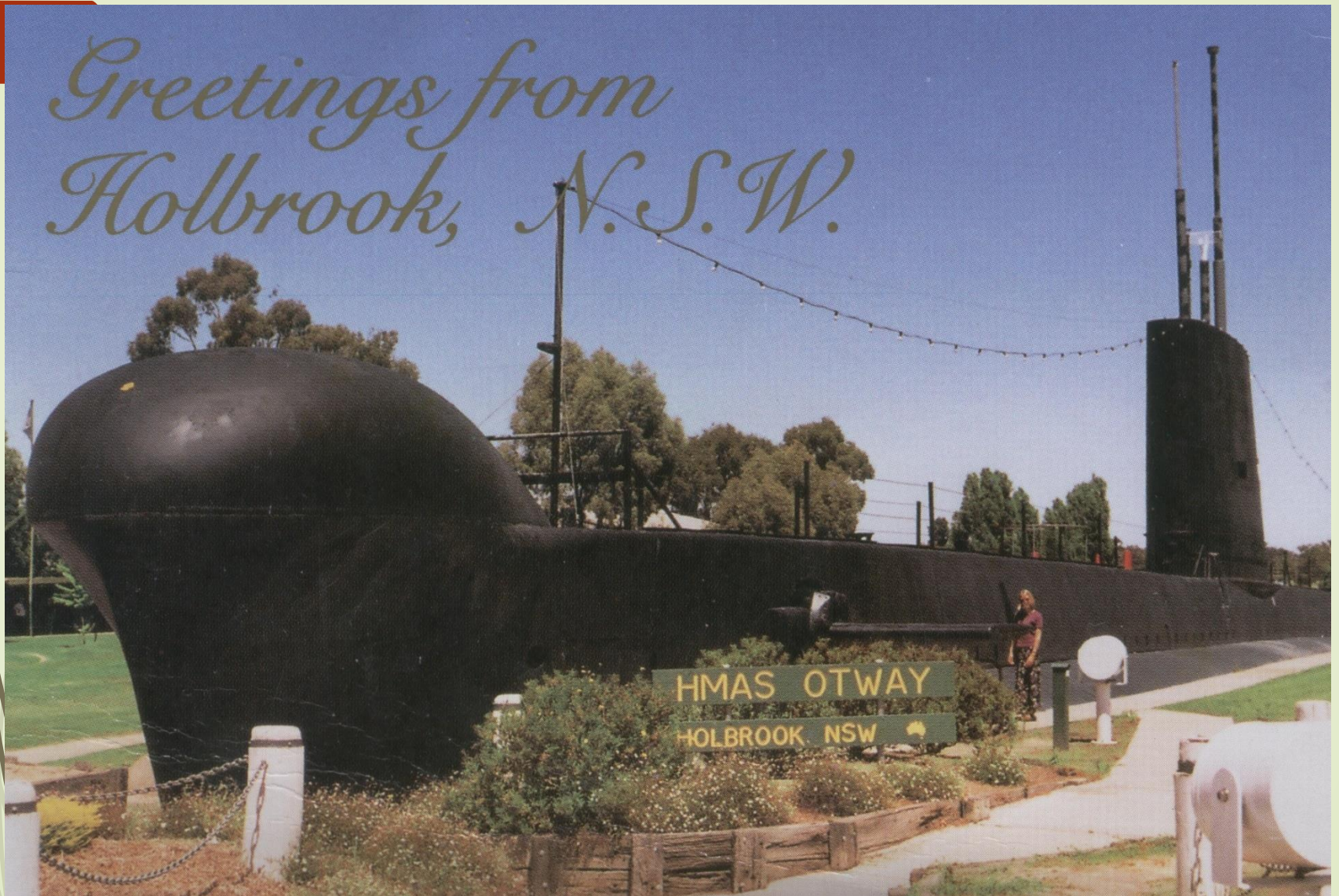
AHOY!

Welcome to
HOLBROOK



THE SUBMARINE TOWN

*Greetings from
Holbrook, N.S.W.*





HOLBROOK 20 kms



Holbrook





SUBMARINE

CAFÉ

**Takeaway
FOOD
COFFEE**

Sit in the Park





EXPERIENCE Australia's
Submarine History

LOOK through HMAS
OTWAY'S Working Periscope

EXPLORE Oberon Class
Submarine Control Room

AMAZING Hologram Show



Gallipoli VC rest area

Throssell VC

Second-Lieutenant Hugo Vivian Hope Throssell, 10th Light Horse



CITATION

29-30 August 1915, at Kaiakij Aghala (Hill 60),
Gallipoli Peninsula

were picked up and thrown
of Turkish counter-attacks.
10th LHB successfully tur

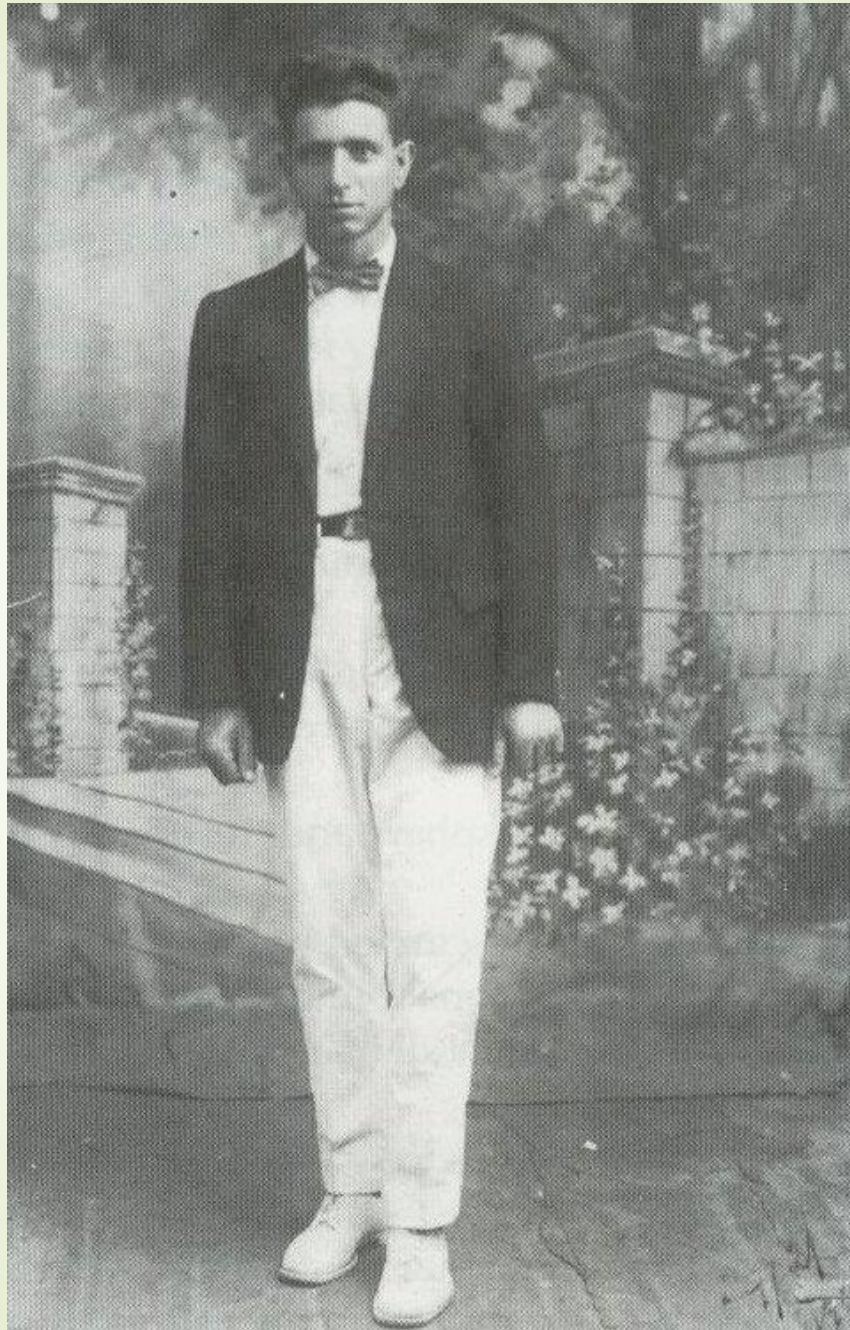
Beatles tribute: Huge yarn bombing project transforms HMAS Otway into yellow submarine



NORTH QUEENSLAND
TOURISM
AWARDS











St. George's Park Sanatorium, N.Y.



Souvenir Folder of



PARONELLA PARK

G. K. BOLTON PRINTERS, CAIRNS





Mena Creek Falls, Páronella Park.



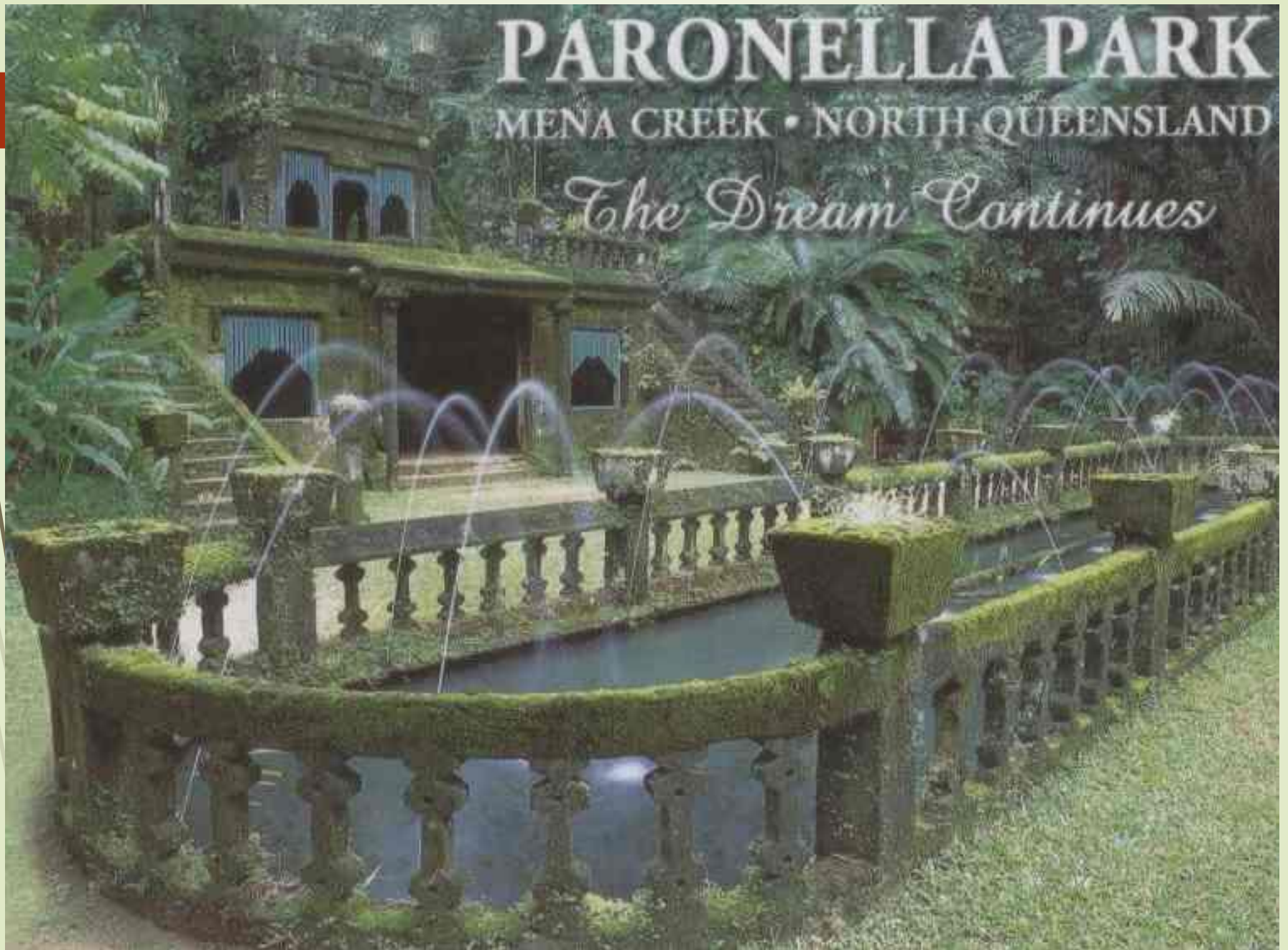


THE MODERN PICTURE THEATRE

PARONELLA PARK

MENA CREEK • NORTH QUEENSLAND

The Dream Continues



Number 1 in RACQ's 150 Must Do's Award voted by the public in 2009

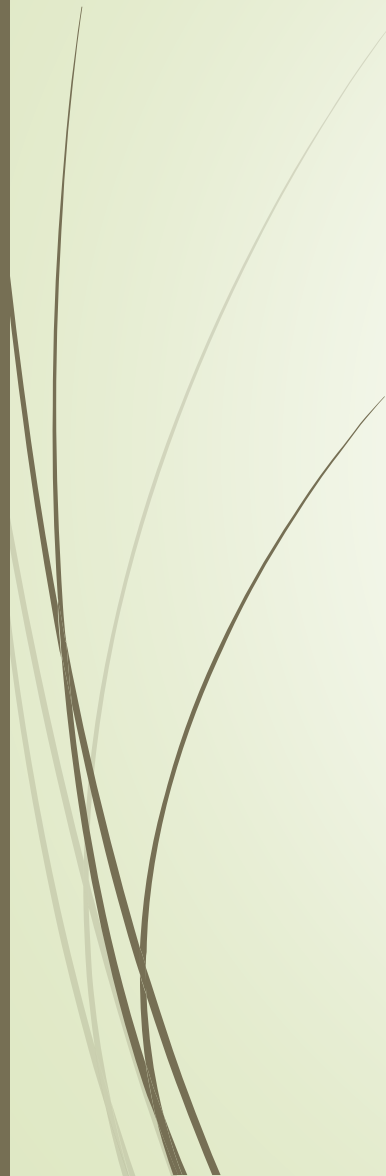
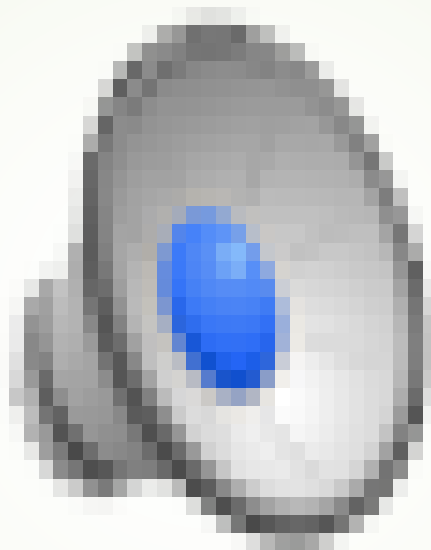


Paronella Park

'Our task is to take the vision and dream of Jose Paronella - an exciting and incredible story, blend it with the beauty of his creation and produce an experience for the vision '

(Mark Evans)

	<u>VISITORS</u>	<u>STAFF</u>	<u>PRICE</u>
1993	8000	$\frac{1}{2}$	\$4.50
2023	120,000+	80	\$52

















Admission Includes

- Greeting and Farewell
- 2 Year Pass (Loyalty)
- Departing gift
- Tour Guide gift (Bookmark)
- English/Japanese/Chinese/
Korean Tours - Day and Night
- Umbrellas
- Insect repellent
- Sunscreen



Admission Includes

- Water Refills
- Binoculars
- Vehicle Transfers
- Botanical Guide
- Van Park site for 1 night
- 2 Park Pass
(Skywalk/Paronella)
- Hydro Tour
- Selfie sticks



Admission Includes

- Instagram Photo
- Free Wi-Fi
- BYO food in Café or Picnic Area
- Torches
- Souvenir Guide 5 Languages
- Translations in 15 Languages
- Mobile phone charging stations
- Visitor Information Desk
- Free Dog sitting



↓ Greeting at the Entrance



↑ Farewell at the end of Tour





★ Free Rental Services ★

SELFIE STICKS

毎々無料の無料貸出があります！
WHY DON'T YOU SHARE YOUR PHOTOS ON FACEBOOK OR INSTAGRAM?
YOU CAN USE FREE WIFI ON THE CAFE DECK AND IN THE CARAVAN PARK!
(S AVAILABLE)

BINOCULARS

毎々無料の無料貸出があります！
WOULD YOU LIKE TO SEE MORE OF WHAT PARONELLA PARK HAS TO OFFER?
TERMS & CONDITION'S APPLY.
(NO AVAILABLE)



Paronella Park

PLEASE ASK OUR FRIENDLY STAFF ABOUT USING THE

Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...

A Special Thank You
You have just visited a special part of Australia's heritage.

Paronella Park is privately owned and maintained. Your support allows us to preserve this unique property and to contribute to the realisation of dreams within our local community.

We look forward to seeing you again.

Thank You

Yvonne & Judy Evans

Photos available at:
www.paronellapark.com.au/highres
(07) 4065 0000

Mena Creek
North Queensland, Australia

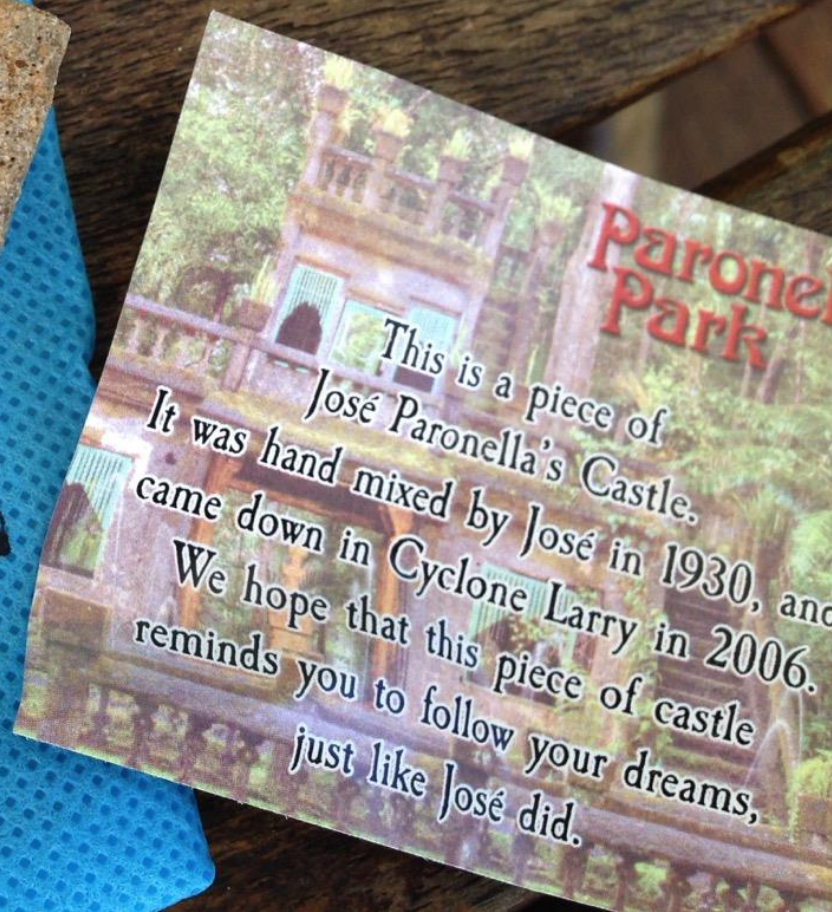
Your guide today was

May the Dream Continue ...

Paronella Park



The Dream Continues



Paronella Park

This is a piece of
José Paronella's Castle.
It was hand mixed by José in 1930, and
came down in Cyclone Larry in 2006.
We hope that this piece of castle
reminds you to follow your dreams,
just like José did.

11



FLORA & FAUNA GUIDE

Paronella Park



you tropical
WALK
FAUNA GUIDE





COLD WATER. HELP YOURSELF!

免費冰涼飲用水
ご自由にお使いください。

Paronella Park

FLORA & FAUNA GUIDE
Paronella Park

Please help us recycle by placing
your unused or extra booklets here.
Thank you!

MENA CREEK
FLOWER

Esky

Wifi Access



Free WiFi Internet Access

Connect to Networks:

Paronella-Wifi

Paronella-Wifi (Cafe 2G)

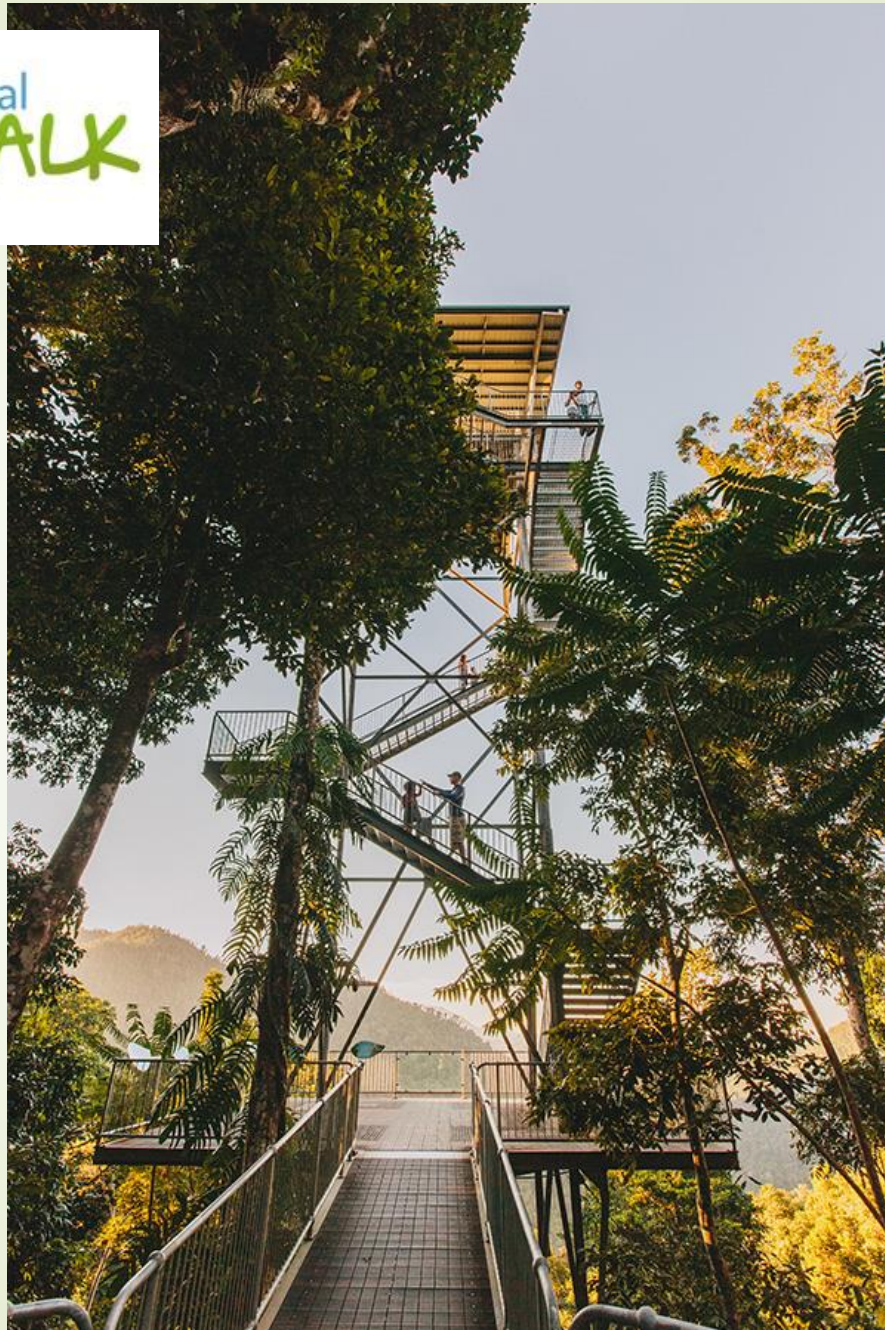
Paronella-Wifi (Cafe 5G)

*To connect to Paronella Park's
WiFi, please ask at the front desk
for a WiFi password!*









DISCOVER NORTH QUEENSLAND

Paronella Park & mamu tropical SKYWALK

2 PARK PASS

NOW ON SALE HERE!

GREAT DEAL!



ADULT : \$62.00 **CONCESSION : \$54.00** **CHILD : \$33.00**

FAMILY (2A2C) : \$176.00 **FAMILY (2A3C) : \$190.00**

please ask for 2 Park Pass at the counter! *Valid till 31/3/2018

2 PARK PASS



DATE ISSUED
REF. PA1705068
PAID
DATE REDEEMED

☐ ADULT
☐ CONCESSION
☐ CHILD
☐ FAMILY (2A2C)
☐ FAMILY (2A3C)

VALID FOR 12 MONTHS FROM THE DATE OF ISSUE

mamu tropical SKYWALK

2 PARK PASS



DATE ISSUED 15.17
REF. MA1704163
PAID
DATE REDEEMED 15

☒ ADULT
☐ CONCESSION
☐ CHILD
☐ FAMILY (2A2C)
☐ FAMILY (2A3C)

VALID FOR 12 MONTHS FROM THE DATE OF ISSUE

Paronella Park
The Dream Continues

POS 1
2017-05-01 14:58:56
Sale ID: 13z1prtv

Powered by Kounta.com
connecting the World's Best Stores

Cardholder(s) name : Valid for use by registered cardholder(s) only
✓ Photo ID required ✓ Non Transferable

Paronella Park

■ 2 Years Free Admission

Return Date :

■ 1 Night Free Camping

*must be used within first 12 months

Date Redeemed :



No.

Issue Date:

www.paronellapark.com.au / PH 07 4065 0000



**RETURN
PASS**

this card is non transferable

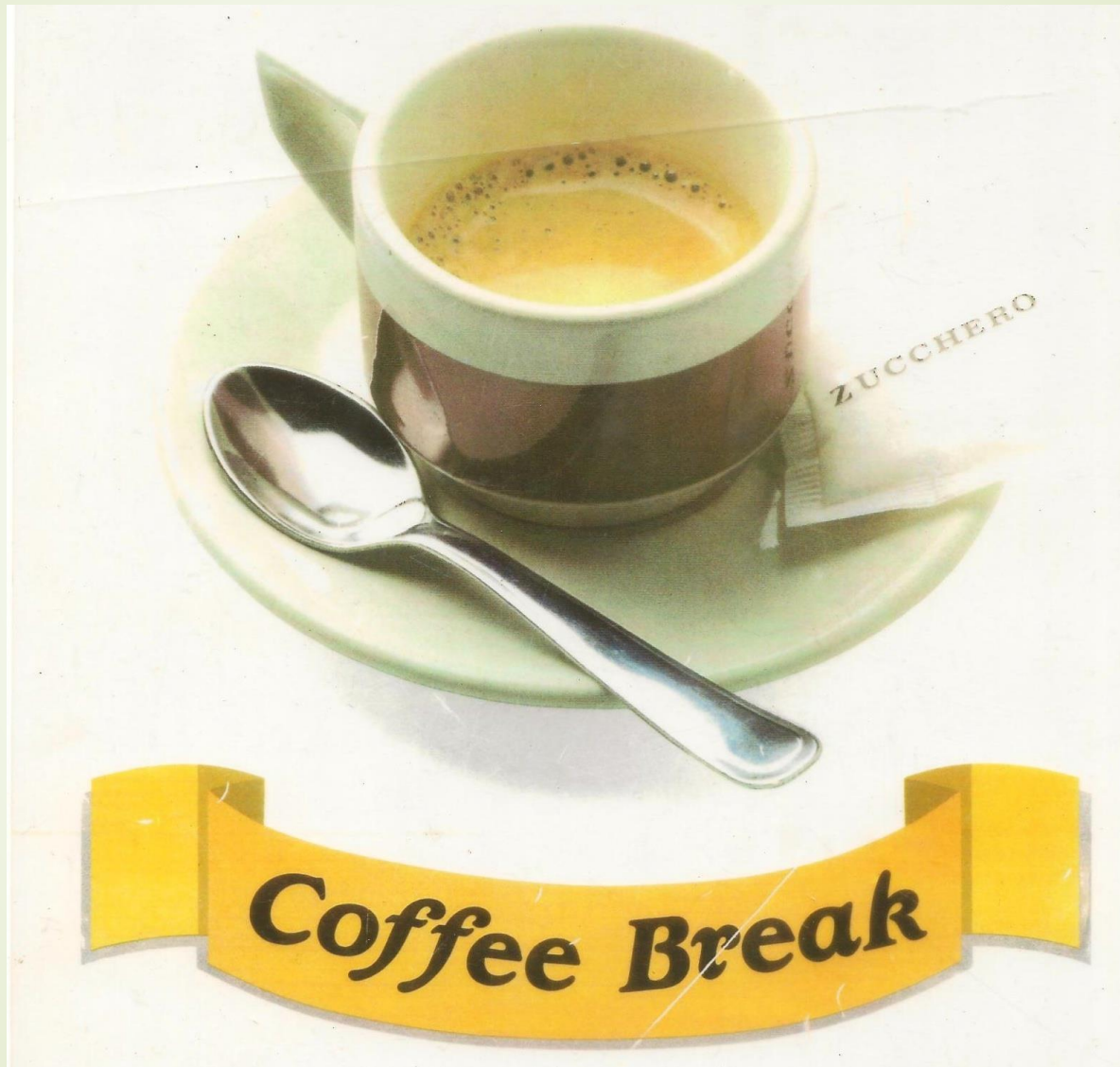
Paronella Park



Paronella Park

The Dream Continues ...





Coffee Break

Carol Redford, Founder of Astrotourism WA





Lunch Time!

Who remembers Wagon Wheels?





Team Quiz- Small towns of WA

1. Strong Male-
2. European Country-
3. Hope-
4. Early Explorer-
5. Dockers Vs Eagles-
6. Australian Prime Minister-
7. UK Prime Minister-
8. Heavy Water-
9. Lots of Bills-
10. Soft Rock -
11. Popular Dog -



Team Quiz- Small towns of WA

1. Strong Male- Geraldton or Bruce Rock
2. European Country- Denmark
3. Hope- Esperance
4. Early Explorer- Dampier or Forrest
5. Dockers Vs Eagles- Derby
6. Australian Prime Minister- Menzies
7. UK Prime Minister- Walpole
8. Heavy Water- Brookton
9. Lots of Bills- Williams
10. Soft Rock - Sandstone
11. Popular Dog- Collie





**VOLUNTEERS
NEEDED AT
THE FALLS**



**SUNDAY
8AM**



Community Asset Richness

"Every community has far more assets than anyone person knows"

-Mike Green





We Can Game

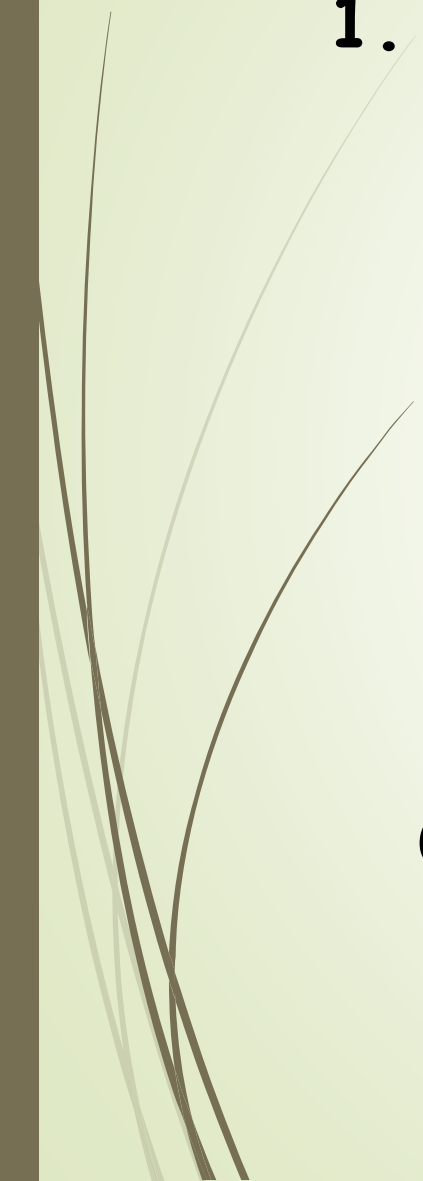
We can

We can't, but we know who can

We can't and We don't know who can



Six Key Community Assets

1. People's passions, skills, connections and experiences and above all, what they care about
 2. The physical world
 3. Community associations
 4. Institutional assets
 5. Economic/business assets
 6. Cultural assets-stories, traditions, heritage
- 

PEOPLE ASSETS

Passions | Interests | Skills | Connections

INSTITUTIONS

Gov't Agencies | NCO's | Schools | Houses

PHYSICAL ENVIRONMENT

Green Spaces | Public Spaces | Structures
Key Buildings

LOCAL ECONOMY

Formal & Informal Buildings | Markets
Buy & Swap Opportunities

ASSET MAP



SOCIAL NETWORKS

Clubs | Local Associations | Informal Groups

CULTURAL ASSETS

Stories Of Pride | Heritage | Cultural Activities
Multicultural Expressions

RURAL
(aid)



Paper & Sand by Chloe



Paper & Sand by Chloe



Paper & Sand by Chloe



Paper & Sand by Chloe



PEOPLE ASSETS

Passions | Interests | Skills | Connections

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Gov't Agencies | NCO's | Schools | Houses

PHYSICAL ENVIRONMENT

Green Spaces | Public Spaces | Structures
Key Buildings

LOCAL ECONOMY

Formal & Informal Buildings | Markets
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ASSET MAP



SOCIAL NETWORKS

Clubs | Local Associations | Informal Groups

CULTURAL ASSETS

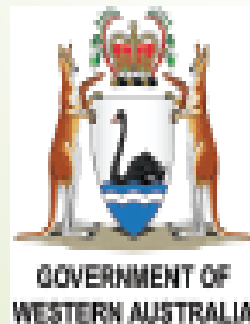
Stories Of Pride | Heritage | Cultural Activities
Multicultural Expressions

RURAL
(aid)



Nils Hay

Chief Executive Officer



**MID WEST
DEVELOPMENT
COMMISSION**

MWDC Role:

"Making the Mid West a better place to live, work, study and invest!"



Next Cluster Muster-



Wednesday 2 August

Theme: "Developing Town WOW Factor"



A vertical green bar on the left side of the slide. At the top, there is a brown arrow pointing to the right. Below it, there are several thin, dark brown, curved lines that resemble grass or reeds.

**THANK
YOU!**