



Department of
Primary Industries and
Regional Development



Regional Economic Development Grants

Shire of Murray-Dwellingup Trails & Visitors Centre



The Regional Economic Development Grants program, commonly known as RED Grants, is a \$45.8 million (over eight years) State Government initiative that invests in locally-driven projects to stimulate economic growth and development in regional Western Australia.

The Shire of Murray was one of seven recipients for Round 2 RED Grants in 2019-2020. The Grant funding of \$150,000 enabled the Shire to complete a state-of-the art technology fit out of the Dwellingup Trails and Visitor Centre (DTVC), making it a State and potentially nationally acclaimed iconic trails and tourism centre promoting Dwellingup and the greater Peel region. The Centre is now complete and was officially opened on 10 September 2020.

When interviewed, the Shire's response to receiving the grant funding was one of excitement. The funds enabled the fit out of the DTVC incorporating innovative technology, harnessing innovative design elements to showcase and promote tourism product offerings in an exciting and adaptive space.

One of the biggest benefits of the fit out of the DTVC was curating the heritage content and providing this important information via a digital platform. The Centre has incorporated and implemented interactive touch screens, large screen displays, an interactive map table and a virtual reality area to ensure an adaptive and contemporary fit out.

The interactive component of the Centre ensures visitors are visually struck by the historical component of the area alongside the range of activities on offer such as, mountain bike trails, walking, paddling, railway, four-wheel drive and horse trails. The diverse range of activities is projected on large interactive screens creating a sense of arrival and ensures the visitors feel welcome including direct visibility of the Hotham Valley Railway.

Expanding Industry

Completion of the Centre has enabled the opening of two small business, Waypoints Café and Tours by Dwellingup Adventures, occupying spaces within the building footprint and serviced by five staff.



Local Content

Delivery of the project had a significant focus on utilising local suppliers not only with the build and fit-out of the Centre, but also making sure there was an extensive range of locally sourced retail products on offer for visitors. Some examples of the locally sourced products include clothing and merchandise, as well as art pieces and artefacts from local Indigenous elders. Within the Centre, there are locally produced candles with a specific customised scent for the Dwellingup area alongside a range of local produce such as jams, relishes and honey. All retail items have proven popular and have increased retail sales of up to 30% in the Centre. Dwellingup and the region "Wild@Heart" branded clothing, merchandise, retail sales have increased by 280% in 2020-21 FY and a further 40% in 2021-22 FY.

The objectives of the Round 2 RED Grants Program included:

- Sustainable jobs growth
- Increasing productivity
- Expanding or diversifying industry
- Developing skills or capabilities
- Attracting new investment in the region

For more information about Peel Regional Economic Development Grants, please visit our website – www.peel.wa.gov.au or contact us on 9535 4140.

For further information about the Dwellingup Trails head to <https://dwellingup.destinationmurray.com.au>

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Attracting New Investment

Western Australia's first purpose-built trails centre complements significant improvements in trails infrastructure around Dwellingup resulting in an influx of trails and adventure enthusiasts venturing to the Shire. The DTVC has been fitted out with a range of different facilities to ensure the overall experience of a trip to the area is an enjoyable one, such as bike wash areas, hot showers, laundromat, trails retail and equipment hire. Since the opening of the Centre in September of 2020, visitation numbers have seen an increase of 245% visitors to the facility and a further 5% in 2020-21.

The success of the DTVC project has had a significant impact on the Shire's capacity to leverage further funding associated with trails and trails infrastructure in the Dwellingup area. The economic benefits created through the RED grant and associated funding partners, have far exceeded the expectations of the Shire of Murray Council and has created significant momentum in pursuing transformation projects that will enable Dwellingup to achieve its vision of becoming WA's Premier Trails Town and a Trails Town of national significance.

Future plans for the DTVC include implementing a reservation booking system within the Centre, with the aim to increase on-line visibility and to encourage visitors to pre-book, stay and play longer in the Murray region.

Overall, the Peel Development Commission is pleased to see this RED grant providing opportunities for the Shire of Murray to enable and complete the DTVC fit out contributing to an increase in the number of local and regional tourism opportunities, job creation and business opportunities within the area.

Outcomes Achieved

RED Objective	Project Outcomes
Sustainable Jobs	2.5 jobs + 5 jobs at Waypoints Cafe
Expanding or diversifying industry /Attracting new investment in the region	Completion of the Centre has enabled the opening of two small business, Waypoints Café and Tours by Dwellingup Adventures.
Developing skills and capabilities	Upskilling staff in technology and undertaking updates
Increasing productivity	Since the opening of the Centre in September of 2020, visitation numbers have seen an increase of 245% visitors to the facility.
Local content	The project had a large focus on utilising local suppliers within not only the build and fit-out of the Centre but also making sure there is an extensive range of locally sourced retail products on offer for visitors.