

DESTINATION HARVEY REGION PROJECTS 2023/2024



PROJECT	QUARTER ONE JUL - SEP	QUARTER TWO OCT - DEC	QUARTER THREE JAN - MAR	QUARTER FOUR APR - JUN
DESTINATION DEVELOPMENT				
Australind Heritage Trail	PLANNING		DESIGN & DEVELOPMENT	LAUNCH
Dandjoo Bilya (Urban Walk) Stage 1*	PLANNING		DESIGN & DEVELOPMENT	
Eastwell Boat Ramp Precinct Upgrades*	PLANNING		DESIGN & DEVELOPMENT	
Falls Brook Waterfall Development Feasibility				CONSULTATION
Fiveight Binningup		ONGOING CONSULTATION		
Gibbs Pool Path Extension*				PLANNING
Harvey Heritage Trail	PLANNING		DESIGN & DEVELOPMENT	LAUNCH
Harvey Hike Trail	PLANNING		DESIGN & DEVELOPMENT	LAUNCH
Internment Shrine and Gaol Cell Refurbishment		PLANNING		IMPLEMENTATION
Korijekup Trails & Cultural Centre Feasibility		ONGOING CONSULTATION		
Munda Biddi Realignment		ONGOING CONSULTATION		
Product Attraction & Support		ONGOING CONSULTATION		
Ridley Place Foreshore Development*		ONGOING CONSULTATION		
RV Friendly Trial		REVIEW	FINAL 6 MONTHS OF TRIAL (IF APPROVED)	COUNCIL DECISION
Uduc Road & SW Highway Intersection Beautification*	CONSULTATION			
DESTINATION EVENTS				
Brunswick Show 2023		MARKETING	EVENT	
Country Sounds Music Festival 2024				PLANNING
Event Attraction	ONGOING			
Festival of Small Halls 2024			MARKETING	EVENT
Harvey Harvest Festival 2024			MARKETING	EVENT
Harvey Show 2024			MARKETING	EVENT
Lost & Found Festival 2023	MARKETING	EVENT		
DESTINATION MARKETING				
Campaigns	ASW	HINTERLAND COMPETITION	COASTAL COMPETITION	INFLUENCER ASW
Collateral Development	ONGOING			
Consumer & Trade Shows				TBC
Digital Content Creation	ONGOING			
Event Photography				
Familiarisation Program	PLANNING & DEVELOPMENT			IMPLEMENTATION
Harvey Region Photography & Videography				
Harvey Region Website	CURRENT WEBSITE MAINTENANCE - ONGOING			
	NEW WEBSITE DESIGN & DEVELOPMENT		GO LIVE	ONGOING MAINTENANCE
Promotional Tote Bags		DELIVERY	ONGOING DISTRIBUTION AT SELECT EVENTS	
Signage Design & Implementation	ONGOING			
Social Media Management	ONGOING			
INDUSTRY SUPPORT				
ASW Membership	ONGOING			
Bunbury Geographe LGA Representative Meetings				
Bunbury Geographe Tourism Partnership	ONGOING			
Forms & Workshops	BIANNUAL - DATES TBC			
Harvey Region Tourism Advisory Group	MEET	APPLY TO JOIN	23/24 MEMBERS APPOINTED & MEET	MEET MEET
	ONGOING PROJECTS			
Talkin' Tourism Sundowners				

* Indicates projects to be completed in conjunction with other Shire of Harvey Business Units.

All projects and timelines are subject to change.

DESTINATION HARVEY REGION PROJECTS 2023/2024



PROJECT	QUARTER ONE JUL - SEP	QUARTER TWO OCT - DEC	QUARTER THREE JAN - MAR	QUARTER FOUR APR - JUN
INDUSTRY SUPPORT				
Sponsorship	2023 SOUTH WEST BUSINESS EXCELLENCE AWARDS			
Stakeholder Engagement			ONGOING	
State Government Department Engagement			ONGOING	
VISITOR SERVICING				
Binningup Information Bay*		SIGN DESIGN	STRUCTURE & AREA UPGRADES	SIGN INSTALLATION
Bus Shelter Signage (Australind)*	DESIGN	INSTALLATION		
Cookernup Information Bay	SIGN DESIGN	CONSULT.	STRUCTURE UPGRADES	SIGN INSTALLATION
Directional & Main Roads Signage Implementation			ONGOING	
Harvey Information Bay	CONSULTATION		SIGN DESIGN	CONSTRUCTION
Harvey Region Collateral			DISTRIBUTION	
Interpretive & Wayfinding Signage Implementation			ONGOING	
Yarloop Information Bay	SIGN INSTALL	STRUCTURE UPGRADES		

* Indicates projects to be completed in conjunction with other Shire of Harvey Business Units.

All projects and timelines are subject to change.

HARVEY REGION ECONOMIC DEVELOPMENT PROJECTS 2023/2024



PROJECT	QUARTER ONE JUL - SEP	QUARTER TWO OCT - DEC	QUARTER THREE JAN - MAR	QUARTER FOUR APR - JUN
DESTINATION DEVELOPMENT				
Age-Friendly Review*	PUBLIC CONSULTATION	REPORT		
Fiveight Binningup*	ONGOING CONSULTATION			
Harvey & Brunswick Heritage Displays	PLANNING	DEVELOPMENT & INSTALLATION		
Infrastructure Support	ONGOING			
Main Street Activations*	ONGOING SUPPORT			
Treendale East*	ONGOING CONSULTATION			
DESTINATION MARKETING				
Harvey Region Invest Document	DESIGN	DIGITAL LAUNCH	EXEC. SUMMARY	LAUNCH EVENT
Harvey Region Invest Website				DISTRIBUTION
				DEVELOPMENT
GOVERNANCE				
Revised Economic Development Strategy				PLANNING
INDUSTRY SUPPORT				
Bunbury Geographe Chamber of Commerce and Industry	ONGOING			
Bunbury Geographe Economic Alliance	ONGOING			
Forums & Workshops	BIANNUAL - DATES TBC			
One-on-One Mentoring	ONGOING			
RDA South West	ONGOING			
South West Economic Development Group	ONGOING			
State Government Departments	ONGOING			
INTERNATIONAL RELATIONS				
Friendship City Delegation Visit	PLANNING	VISIT		
Friendship City Relationships	ONGOING			

* Indicates projects to be completed in conjunction with other Shire of Harvey Business Units.

All projects and timelines are subject to change.