

# Cossack Masterplan

A joint project between the Department of Housing and Works, the Shire of Roebourne and the Heritage Council of WA

---

Community focus group series

## TOURISM AT COSSACK

Monday 3 April 7pm

Welcome Lotteries House, Karratha

### Attendees at the meeting were

|          |            |        |                 |
|----------|------------|--------|-----------------|
| Julianne | Penley     | Geoff  | Van Waardenberg |
| Peter    | Hinchliffe | Terry  | Patterson       |
| Sue      | Smalldon   | Stuart | Otto            |
| Ashley   | Vincent    | David  | Taylor          |
| Clint    | Mill       | Ian    | Baxter          |
| Corey    | Mill       | Pat    | Longland        |
| Merilyn  | Clark      | Mort   | Wignall         |

### Project team

|        |            |         |                     |
|--------|------------|---------|---------------------|
| Kevin  | Palassis   | Mary    | Power (facilitator) |
| Nerida | Moredoundt | Shontay | Cardew              |
| Helen  | Grzyb      | Ray     | Bird                |
|        |            | Andrew  | Howe                |

Mort Wignall, Director Corporate & Community Services, Shire of Roebourne, welcomed everyone to the meeting.

Mary Power, facilitator, invited all the participants to introduce themselves.

Pat Longland, Manager of the Roebourne Visitor Centre, spoke to the group about her vision for tourism at Cossack and at Roebourne. She described how visitors to the Centre are seeking information, not just destination tips. The Centre has two roles – providing information on destinations and guides, as well as providing history information. Her biggest fear was that, if development doesn't continue, then Cossack will revert back to rubble and disrepair. Her vision is to open the town to be a living historic township. Settlers beach is the best beach in the Pilbara. A case example of growth is Point Samson which has been a success – without any historic buildings.

Peter Hinchliffe, President of the Karratha Visitor Centre, spoke to the group about his vision for tourism in the region. His first impression of the town was in 1967 when buildings were in disrepair. People just didn't go there then, there was no road, it was too hard to get there. He sees tourism as the future and there needs to be investment in tourism to bring people to the town. Cossack is a very precious icon. Of the 140,000 visitors who visited the Roebourne region, there were 70,000 who visited the Karratha Visitor Centre. The total visitors spent \$126M and of this \$350,000 was earned by the Centre – an average of \$5.50 per person who comes through their doors. The Centre's role is to get visitors in, and also to promote the region at forums such as the Mandurah Boat Show, the Caravan and Camping Show. 16 cents of every dollar sent to Canberra comes from the Dampier Port trade. Tourism is big and not to be underestimated.

Full details of this project including all community meeting results can be viewed at <http://www.dhw.wa.gov.au/cossack/index.htm>

---

# Cossack Masterplan

A joint project between the Department of Housing and Works, the Shire of Roebourne and the Heritage Council of WA

---

Community focus group series

The meeting was then opened to general discussion. Points made were:

- Ability of commercial (tourist) ventures to be sustainable all year round.
- Visitor friends and relatives market (VFR) in the region is 30,000 on average – with opportunities for day trips to Cossack.
- Visitors to the region mainly ask whether the road open to Cossack and what is out there? At least 80% are caravanners.
- Port to port tour stops at Cossack
- The region currently lacks hotel accommodation therefore the focus is on promoting the “drive market” who have their own accommodation eg caravan
- Local indigenous art is authentic, genuine product of the Pilbara
- The resources boom across the Pilbara has taken up all the available accommodation - there is definitely a market for accommodation units.
- Have had to turn tourist away from Cossack’s current accommodation because all full.
- Perception that Roebourne might not be a safe place for tourists – word of mouth for drive market and grey nomads
- UK visitors during summer – perception that they are not looked after
- Need hotel, eco tourism caravan park for visitors from inland to stay at Cossack and undertake recreation eg fishing
- 70% of travellers are going from north to south
- Partnership with indigenous community will break down barriers between indigenous and non indigenous communities (eg Roebourne)
- Accommodation at Cossack not a solution as would be taken over by mining companies who are desperate for more accommodation for their workers
- Cossack can be bigger than Port Arthur, especially combined with the Burrup rock art
- No to a caravan park or ecotourism at Cossack
- Local Aboriginal population won’t stay in accommodation in Cossack – prefer to camp out overnight
- Built heritage important
- Excavate more and tourists will come, will create more opportunities for tourism, people will pay to help excavate.
- More upper style facilities required.
- Do not want to see antisocial (aboriginal) behaviour at Cossack. No liquor store or hotel.

Full details of this project including all community meeting results can be viewed at <http://www.dhw.wa.gov.au/cossack/index.htm>

---

# Cossack Masterplan

A joint project between the Department of Housing and Works, the Shire of Roebourne and the Heritage Council of WA

---

Community focus group series

- Land for tourism must be specific for tourism accommodation which will guarantee that the accommodation is not swallowed up by the resource companies
- There are mechanisms which should be included to restrict long term accommodation – to prevent resource companies taking over the action
- Money and tourism will potentially bring indigenous people who will hang around the wharf. We need to respect the rights and needs of indigenous people
- Acknowledgement of the great coastline
- Lack of awareness of its tourist appeal
- Need for greater volume of accommodation (lower end)
- Provide for family tourism
- Potential for cultural tourism with indigenous people
- Cyclical demand for accommodation due to resource sector construction
- Cossack has to be a tourist focus not a resource company site
- Port Hedland/Broome becoming an international airport- gateway to Singapore, Bali etc.
- Values of the site reflected in the quality and type of accommodation
- We are building a town from a standing start – heritage values must be protected by accommodation values.

A short video was shown about Cossack which was kindly made available by Juluwarlu Aboriginal Corporation media students. Also available for viewing at the meeting were maps of the Cossack land region as well as photos of the damage caused recently at Cossack by cyclone Glenda.