

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 10 April 5.30pm Alexander Library, Perth

Attendees at the meeting were

Barrie	Field	Peter	Farr
Richard	Bright	Terry	Patterson
Geoff	Van Waardenberg	Marilyn	Clark
Libby	Wilmot	David	Taylor
Maree	Van Waardenberg	Stephen	Carrick
Terry	Keays	Linda	Thoresen
Robert	Mitchell	Gaye	Nayton
		Alan	Wilson

Project team

Kevin	Palassis	Mary	Power (facilitator)
Nerida	Moredoundt	Julie	McKay
Helen	Grzyb	Andrew	Howe
John	Syme	Paul	Conti
Ray	Bird	Amanda	Yates

David Taylor, Planning Projects Manager, Landstart, Department of Housing and Works, welcomed everyone to the meeting.

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

Ray Bird, Ray Bird and Associates, spoke to the group about the tourism indicators and trends which are likely to impact tourism at Cossack, and discussed some of the opportunities which result from these.

The meeting then had a general discussion. Points made were:

- There are generational preferences for different experiential tourism
- Archaeology is relevant to these groups – diversity of interest
- Have hands on interpretation provided with indigenous cultural activities
- Offer a variety of experience at the site: eg self discovery or walk through
- Cossack will be hands-on outdoor experiences, not sitting around the pool as in somewhere like Broome

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- Install antique telegraphic equipment in the old Post Office (eg the Eyre Bird Observatory – the former telegraph repeater station). Telegrams were the only communication from 1885-1960
- Visiting friends and relatives (VFR) market, and interstate, overseas.
- The entry vista at Cossack is memorable after the red dust/black top - see the green of the land/blue sea
- Tourism strengths and weaknesses from the Farr report.
- Relevance to the proposed indigenous cultural centre for Roebourne over the next two years
- Galbraith store works well as an art display/store
- Roebourne is perceived negatively by some, but has improved from the past. It is a unique place as the indigenous people still retain their own language and culture.
- The volume of accommodation for tourists will be determined by the sustainable size of Cossack
- Visual integrity of Cossack impacts by spaces for cars, vans. What size is sustainable?
- A lot of towns nearby Cossack which could provide complementary services eg accommodation
- Historically any new accommodation/land has been swamped by mining/resources sector
- Previous land strategies in Roebourne were not effective for indigenous people – protect any new accommodation created.
- Is there an economic efficiency in housing people outside Cossack?
- There will never be enough accommodation to house ALL visitors to Cossack
- Have expensive short term accommodation/chalets – reduced impact – quality not quantity, eco tourism
- Look at Cossack as a whole – what is sustainable?
- Don't want Cossack as a ghost town at night – put the heart back into the town
- There are places where ecotourism could go without ruining archaeology or vista
- It is enjoyable to stay in a quiet town over night in heritage buildings – around the corner out of sight, have other accommodation – not a long drive from Cossack
- Keeping visual values of Cossack

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- Caravan parks are intrusive functions – have more impact than buildings managed and controlled
- Will commercial activities ruin the intrinsic value at Cossack as it is? Seek balance
- Niche market – a place for a day visit, some commercial activities to support this OR a range of accommodation options.
- For young European visitors not on a tour – Cossack is not easily accessible
- Lack of information into the eastern states caravan market – grey nomads. Promote Cossack as a must see place for a day trip. Operators can organise 12 seater buses from Karratha/Roebourne
- Café has 24 seater unused.
- Can't have a blanket ban on building due to archaeology. Low impact in walking distance from town. Well structured/well organised mix, Balance building with the need to preserve archaeology.
- What is the formula for profit level for accommodation? What are sustainable tourist numbers?
- Archaeology – easier to have controls to preserve - have archaeology studies first on blocks to be developed – compromise and possible partnerships. This is important for sustainability of buildings and sites.
- The cost of proper interpretation is extremely high – can't have all visitors doing interpretation – need a balance.
- Difference between service towns and tourism towns.
- Cossack should be on a modest scale
- Karratha is not seen as a service town by grey nomads, it's just as good as anywhere else (assuming reasonable price)
- ?views from the back of Nanny Goat Hill - ?inland, ?to settlers beach, ?get out and see the views rather than sit at home and look at them.
- Staying in an old building is a memorable experience
- Selling off centre of the town for residential is the worst possible use of land.
- Travel to and from Jarman Island is totally reliant on tides/weather – no accommodation there.
- Fishing islands need to be included in tourism activities
- Reliance on word of mouth marketing limits opportunities - need to look at promoting the region
- Being reliant on other towns eg for accommodation, means that you are at the mercy of those towns and their priorities, despite having great marketing and products

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- Cossack's point of difference could be increased by celebrating its maritime history. There is scope for an iconic maritime feature or precinct to be planned for Cossack, so that visitors can also relate to Cossack's maritime history in a tangible way. This would complement Cossack's built heritage.
- The State Government should look at acquiring an old peal lugger and to have this displayed at Cossack. An appropriate location needs to be thought of.
- Controlled development needs to occur to play up current buildings
- Wickham isn't a safe place for tourists, as are part of Roebourne (alcohol related crime).

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.