

Highway 20

The Alternative

Escape the hustle and bustle of freeways...discover the journey!

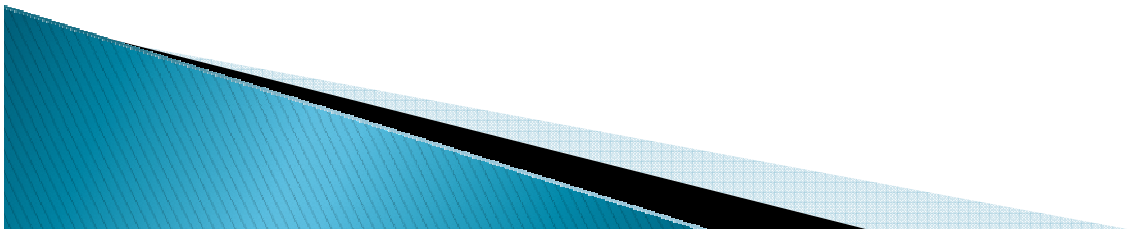


'GRASS ROOTS' COLLABORATION



The Project Began with

- ▶ Patrick McAlister, a former PVC Manager – phone conversations with other Visitor Centre Managers as part of the Experience Perth Network Managers Group.
- ▶ Meetings held across the region – at VC's, crossing local boundaries, local government boundaries and development commission boundaries.
- ▶ Strong alliances formed – driven by common shared concerns.



Experience Highway

...Discover the Journey



DEVELOPMENTAL STAGE

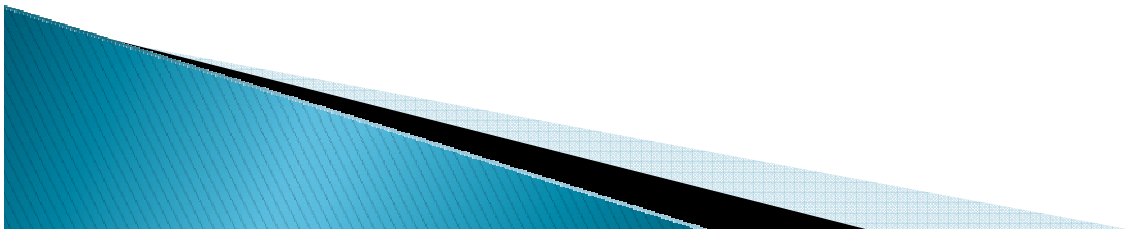
- ❖ Collaborative effort of Visitor Centres inviting/seeking advice & partnership.
- ❖ Peel Development Commission.
- ❖ Active participation and partnership.
- ❖ Anticipated development of branded events, markets.





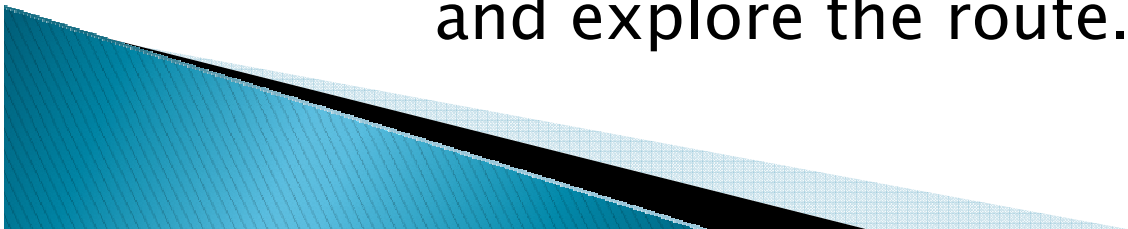
Why was this project needed?

- ▶ Loss of tourism and local business revenue along South Western Hwy.
- ▶ Opportunity to introduce a new quality product that will benefit the region.
- ▶ Tourist Drives can be a major economic stimuli for all regions.
- ▶ Possible advantages and adventures to compliment the Forrest Highway.



Goals & Vision – within the Region:

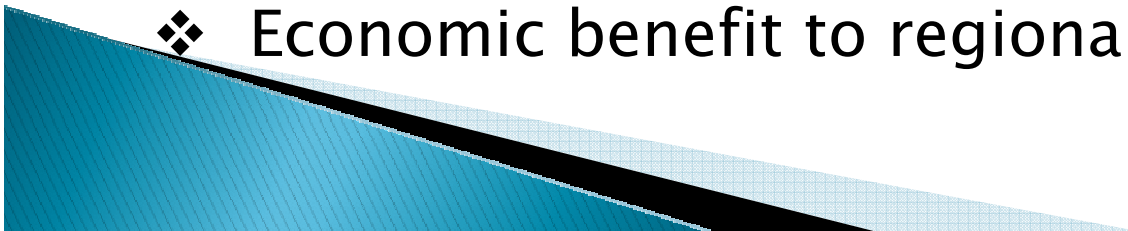
- ❖ To develop a product that can educate prospective travellers to take an alternative scenic route through the region – providing economic benefit to businesses, not only tourism.
Examples: Petrol Stations, Retail Outlets, coffee Shops
- ❖ Encourage people to see what the region has to offer and maybe, next time, stay longer and explore the route.





Anticipated Outcomes

- ❖ The production of a small brochure that will sow the seed to develop the product further.
- ❖ Seeking support that may be forthcoming from funding sources to develop more marketing collateral.
- ❖ Funding sources for interpretation signage.
- ❖ Increased traffic, visitation and expenditure.
- ❖ Economic benefit to regional businesses.



FIRST PROMOTIONAL FLYER

MARKETS

Weekends

Enjoy freshly picked produce at our local markets, where you will find a variety of other stalls. Highway 20 has a range of markets you can explore as a day trip or on the way to your destination – stock up and enjoy fresh country fare from Highway 20.

Byford Country Markets
Cnr Abernathy & Warrington Roads
3rd Saturday of the month, 9-1pm.

Jarrahdale County Markets
Fire Station Munro St, Jarrahdale
4th Sunday of the month, 8-1pm.

Turner Cottage Country Markets
Cnr South West Hwy & Karnup Rd Serpentine
1st Sunday of every month, 9-2pm.

Pinjarra Railway Markets
Lions Park Fimmel Lane
2nd Sunday of every month, 8-12 noon.

Waroona Lions Farmers' Markets
Walmsley Pavillion, Waroona Oval
1st Sunday of the month, 7-12 noon.

Harvey Indoor Markets
Harvey Rec-Centre, Tom Latch Dve
2nd Saturday of the month, 9-1pm.

EVENTS

Weekends

Highway 20 offers many wonderful and varied events throughout the year. You can immerse yourself into everything from a concert, festival or cultural event. So take a break and enjoy what Highway 20 has to offer. You will be pleasantly surprised.

Minnawarra Festival
Minnawarra Park, Armadale
April.

Fairbridge Festival of World & Folk Music
Fairbridge Village
April.

Pinjarra Festival
George St/South Western Hwy, Pinjarra
June.

Waroona Show
South Western Highway, Waroona
2nd Weekend in October.

Sea to ART Exhibition
Waroona Visitor Centre, Waroona
3rd Week in October.

Harvey Harvest Festival
Snells Park, Uduc Road, Harvey
3rd Weekend in March.

Harvey Show
Harvey Oval, Uduc Road, Harvey
Last Weekend in April.

Brunswick Show
Brunswick Oval, Ridley St, Brunswick
4th Saturday in October.

HIGHWAY 20

Escape the hustle and bustle of freeways!

Experience 'Highway 20' Discover the Journey

On your next visit to WA's South Western Region connect with 'Highway 20' and explore the inland route

MARGARET RIVER

HIGHWAY 20

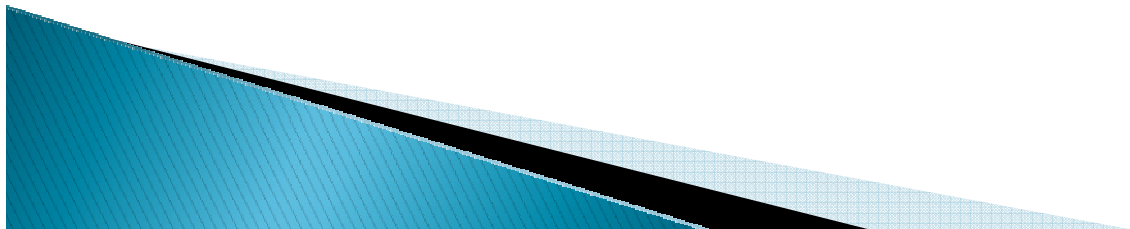
The Alternative

ARMADALE

PINJARRA

WAROONA

HARVEY



ARMADALE

'So Close, So Unexpected'

Commence your journey on Highway 100 by visiting Armadale, nestled in the natural beauty of the Darling Scarp, with a wide variety of quality accommodation, award winning restaurants, boutique wineries, orchards and the iconic Araluen Botanic Park.

Ask our friendly staff at the Armadale Visitor Centre for your FREE leaflets, maps and booking facilities.



Discover the enchantment of the Serpentine Jarrahdale region with its historical townships, natural walktrails and unique beauty as you experience the treasures of Highway 100 and discover the journey!

Armadale Visitor Centre
40 Jull Street
T: 08 9399 0410
E: visitorcentre@armadale.wa.gov.au
W: www.visitarmadale.com.au



PINJARRA

'Where History Comes Alive'

Pinjarra is the centre of the Peel Region where the Murray River begins in the hills and meanders down through the picturesque farmland.

Wander through the historic villages of Edenvale, Fairbridge and Blythewood. Relax on the Murray in a houseboat, canoe, or paddle boat. Go fishing or crabbing to tantalise your tastebuds. A range of activities to suit everyone.



Set in the idyllic surroundings of the Murray River is a hidden treasure - the Peel Zoo is an award winning tourist attraction featuring Australia's favourite animals.

Pinjarra Visitor Centre
Fimmel Lane
T: 08 9531 1438
E: enquiries@murraytourism.com.au
W: www.murraytourism.com.au



WAROONA

'Naturally'

Discover Waroona, a small country town set in fertile farmlands at the foot of the Darling Range. Waroona is home to a fabulous antiques & collectables store, the Visitor Centre's art, craft & gift gallery, small specialty shops and community art projects.



Waroona has many natural attractions from jarrah forests to wetlands, both prolific with birds, native animals and wildflowers in season. Enjoy skiing, fishing, canoeing, swimming, bike riding, bushwalking and bird watching or book a trail ride or dairy tour.

Waroona offers café to fine dining, and a variety of accommodation options.

Waroona Visitor Centre
37 South Western Highway
T: 08 9733 1506
E: visitorcentre@waroona.wa.gov.au
W: www.waroona.wa.gov.au



HARVEY

'A Breath of Fresh Air'

Harvey, named the 'top tree change town destination for WA and one of the nation's top 3.



Explore our 3 picturesque dams, a timber town, Hamp Camp 11, Stirling Cottage Cafe and gardens. See the unique May Gibbs displays of Snugglepot and Cuddlepie. Tour our unique range of mosaics and murals. Try our award winning wineries.

Sample our superb Harvey Cheese. Taste our succulent Harvey Beef and Harvey Fresh Juice. A choice of 24 luxury accommodation venues. We have something to offer everyone in the wonderful 'Moo Shoppe'.

Harvey Visitor Centre
1 James Stirling Place
T: 08 9729 1122
E: info@harveytourism.com
W: www.harveytourism.com

