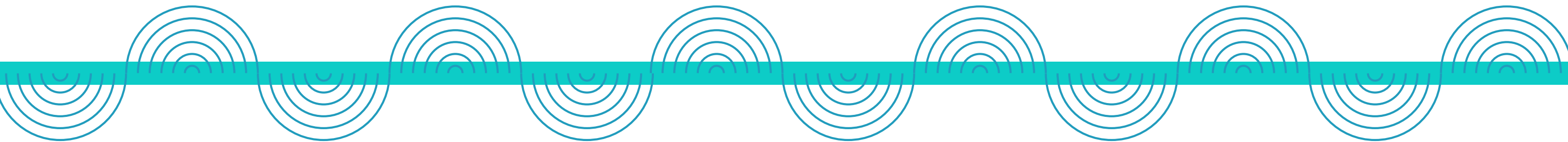


DRAFT



Jurien Bay -Place Vision & Activation

10 Great Things that make Jurien Bay special



The Community



A relaxed lifestyle

Amazing boating and fishing



Nearby national parks

The Natural Environment:
The caves, wildflowers,
beaches, the islands &
the Pinnacles



The Climate

The Jetty and Marina



An Abundance Of Facilities

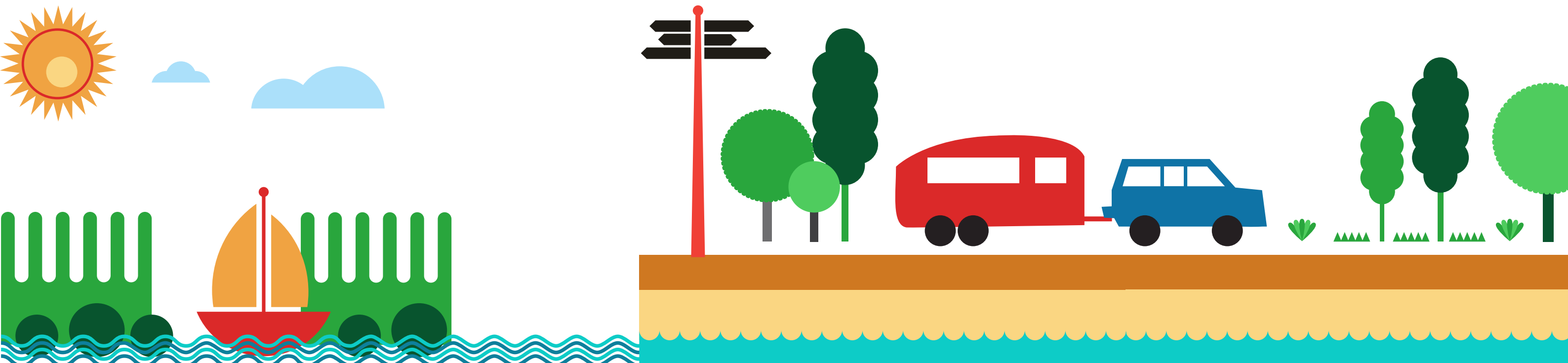
The Foreshore



Turquoise Way Trail



Jurien Bay - Playground of the Turquoise Coast



Place Vision.....

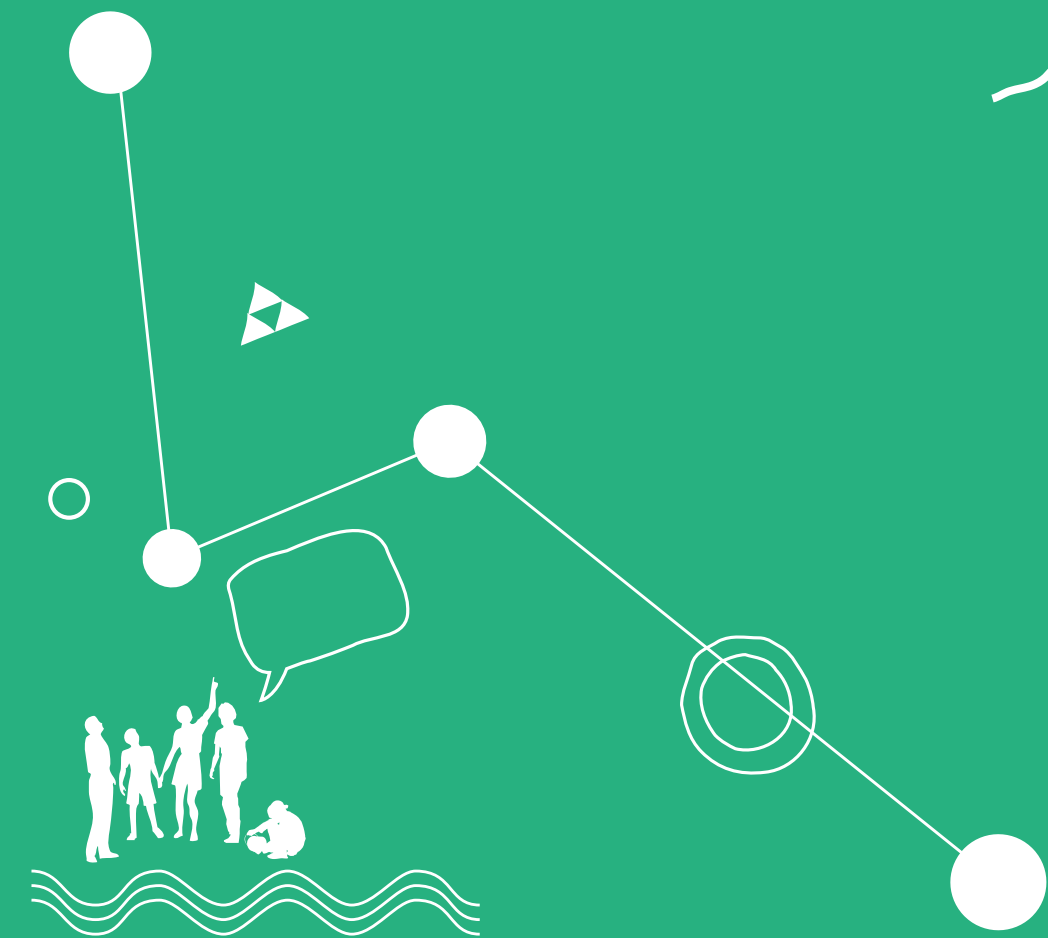
A vibrant, welcoming and family friendly place to live and a destination for others.

A beautiful ocean playground with a free spirited heart that is a nature and adventure tourism hub.

A relaxed and can do community that proudly celebrates its people and place.



PRINCIPLES





A connected, innovative and entrepreneurial community



A beautiful and distinctive place with memorable experiences



Active day and night, throughout the year



A resilient and sustainable place



A dynamic food scene that satisfies locals and attracts visitors

PRIORITY QUICK WINS

.....

Paint the road turquoise blue

Leading up to the town on both sides or at certain spots in the town to increase a sense of arrival and calm traffic. Approach paint companies for support and sponsorship

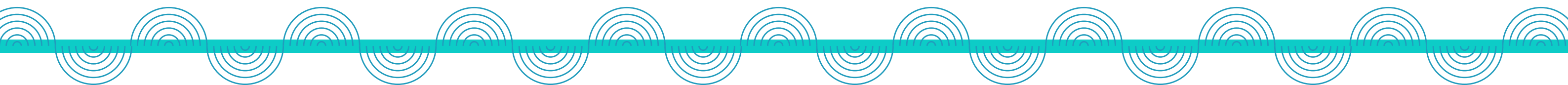


Street scaping community blitz

Paint blank and tired looking walls and surfaces throughout the town and install planter boxes on the main street. Paint the bins, adding colour to the street or replace them with more aesthetic ones, or house them in themed and curated permanent shells.

Improve the line of sight to the beach

Remove the carparks facing the playground at the jetty



PRIORITY QUICK WINS

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Activate the empty block on Roberts Street

Remove chain link fence to create additional green space or create a colourful and creative mural using zip ties or chain link fence clips

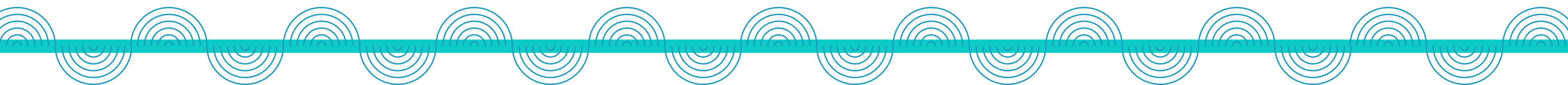


Bring large one off events into Jurien Bay

Research and build connections with adventure companies

Activate the fence of the caravan park on White Street

Investigate ideas such as adding a fresh coat of paint to the entire wall, paint murals illustrating the connection to the beach, story boards, or handprints for hands for harmony day



PRIORITY QUICK WINS

Lift restrictions on markets

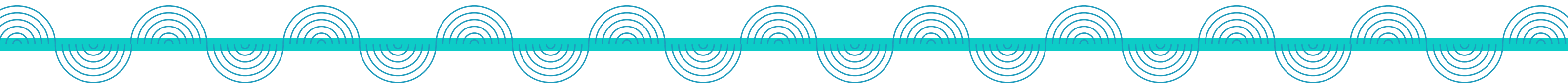
Allow more people to provide more food products to enhance the markets

Investigate relocating the fish shop

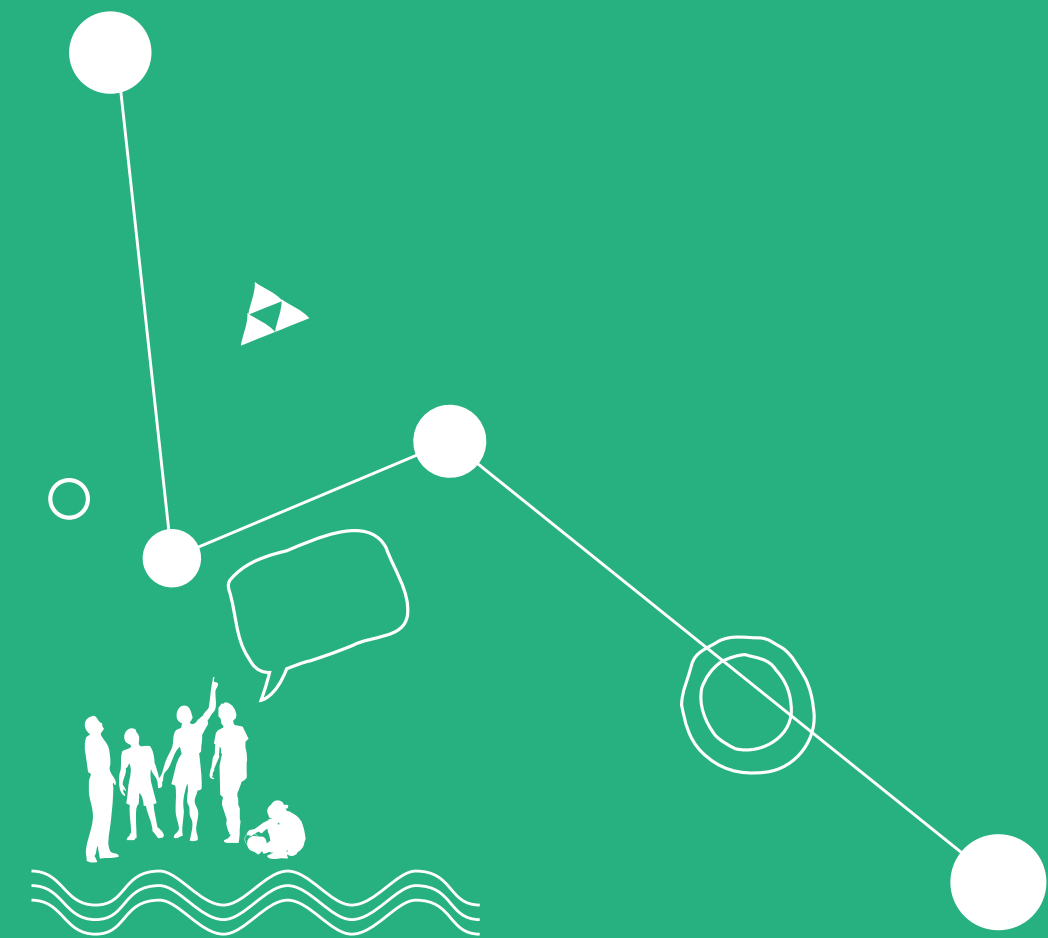
Relocate to the town centre and ensure it is visible from Bashford St

Develop a 'best business revamp competition'

A revamp competition or local business awards to help catalyse improvement of retail



Precinct Retail Positioning & Activation



THE TOWN CENTRE

.....



Positioning:

A connected and beautiful town centre, satisfying the needs of locals and tourists alike.

A place to..

chat to a friendly retailer and bump into a neighbour

stop and grab a quick bite to eat

buy all your daily conveniences

take in the charm of the main street

spend an afternoon in a cafe with free wi-fi on a wet day



LONG TERM BIG IDEAS

.....



- Develop **quality budget backpacker and short term accommodation** to meet the needs of the tourists
- Create a **sculpture trail** that is contextually specific and tells the story of Jurien Bay, leading from the town centre to the foreshore.
- Seek out more diverse food options catering to locals and visitors
- Create a **raised footpath or boardwalk** along Bashford Street on the caravan side. Activate with fairy lighting along the trees, yarn bombing and installing some seating. Run a market along the path to connect the two retail precincts
- Investigate installing a **charging hub for camper vans**, prompting those driving through to stay
- **Upgrade the skate park** to provide an additional non coastal activity for young people



QUICK WINS

.....



- **Paint the road turquoise blue** leading up to the town on both sides or at certain spots in the town to increase a sense of arrival and calm traffic. Approach paint companies for sponsorship
- **Street scaping community blitz** – Paint the bins, adding colour to the street or replace them with more aesthetic ones, or house them in themed and curated permanent shells. Paint blank and tired looking walls and surfaces throughout the town and install planter boxes
- Install **creative and distinctive signage and wayfinding** throughout the town promoting its attractions and services and enhancing the link between Bashford Street and the Jetty
- **Investigate Relocating the fish shop** from the industrial area into the main shops and ensure it is visible from Bashford Street
- Improve **signage and access to the foreshore toilet** on Bashford Street, prompting and directing people towards the foreshore
- **Offer free Wi-Fi** within the town centre and ensure the service is well promoted

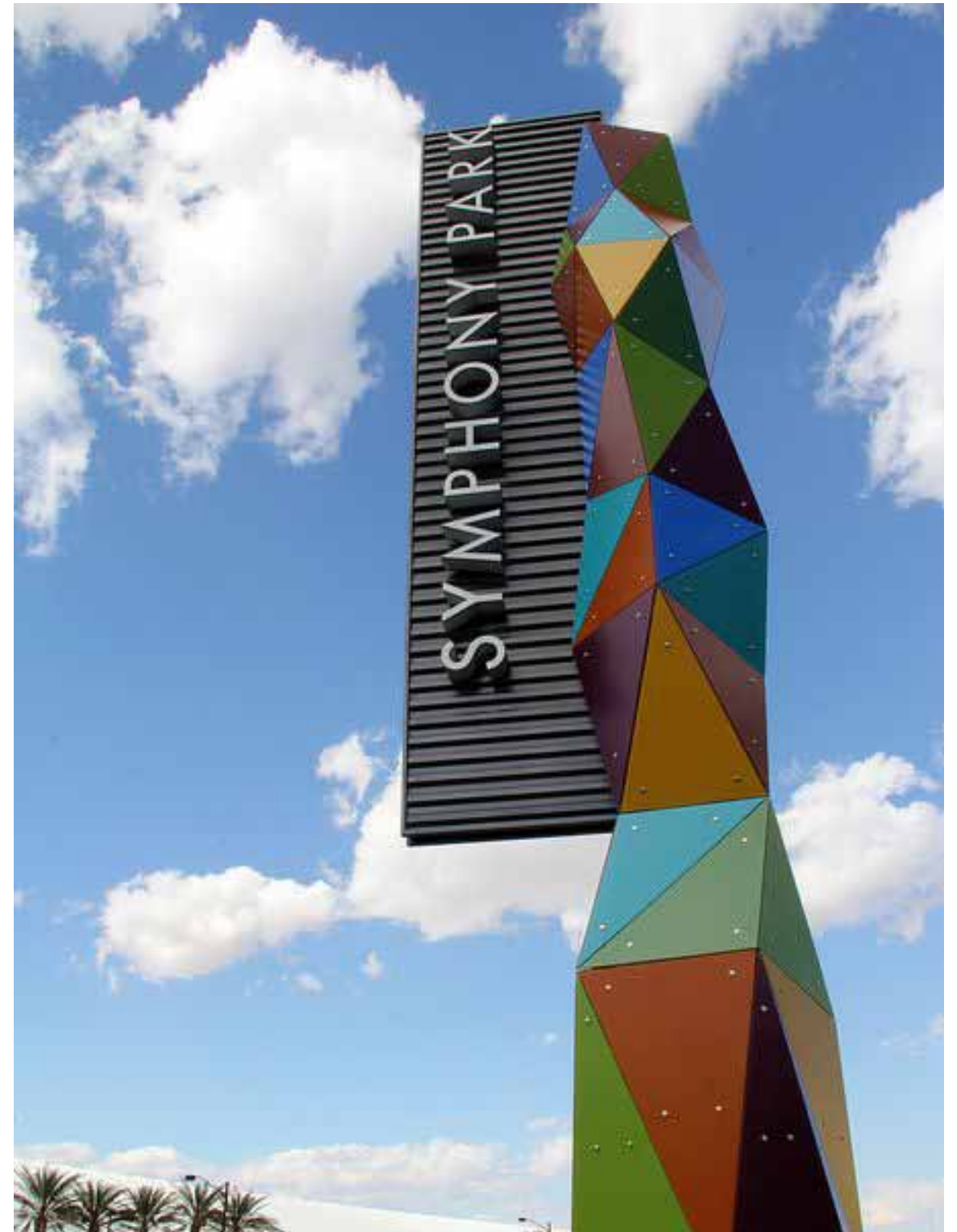


QUICK WINS

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- Create a **key visual marker signifying the centre of town** by transforming the large empty white gravel corner of Bashford Street and Roberts Street with **sculptures and signage**
- Install a permanent sign on Bashford Street **promoting upcoming events and markets**
- **Activate the fence of the caravan park on White Street.** Potentially add a fresh coat of paint to the entire wall, paint murals illustrating the connection to the beach, story boards or handprints of the community for hands for harmony day
- Replicate **native planting** that has been effective in Roberts Street to other dead and vacant spaces
- **Improve the quality of street furniture in Pioneer park**, creating more inviting places to pause for those travelling through



QUICK WINS

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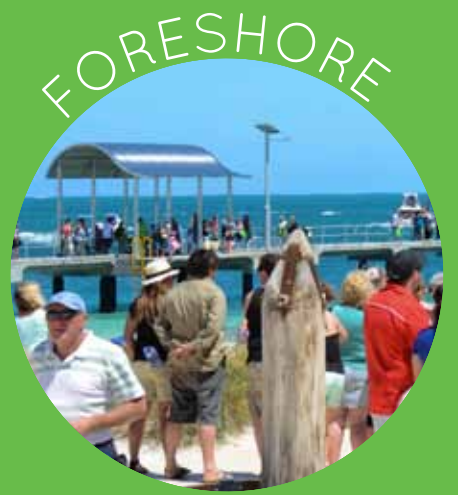


- Seek permission from the landowner of the vacant site adjacent to the hardware store to **plant a green wall or curate a screen with a town notice board** to obstruct the view into the site. Alternatively, curate the space with tables, chairs and shade to create a protected public space. Produce street art mural on walls of both buildings
- Rescind the 'Advertise here' sign on the corner of White and Bashford Streets
- Replace tired looking bollards with limestone or simply colour with paint
- Paint the curbs and improve the frontage at the hotel on White Street
- Remove untidy sand area outside the skydive building. Level and replace with limestone surface to create an additional car park



THE FORESHORE

.....



Positioning:

Our heart and playground
A place to eat, meet and play. With
clear vistas to the sea, activated day
and night

A place to..

go for a morning run and cycle
enjoy a sunset drink
let the kids play in the splash pool
grab a burger from the food truck
watch a band in summer
get the best coffee in town
be intrigued by a new sculpture



LONG TERM BIG IDEAS

.....



- Develop a **café or restaurant** that overlooks and opens up to the foreshore, creating a destinational food anchor
- **Activate the marina** with a permanent or seasonal retailer such as a food caravan or boat selling cooked crayfish and fish
- Create a **splash park and an ocean waterslide** to become a destination for locals and tourists with children
- Explore **expanding the Sandy Cape serviced Eco-camping facilities** or duplicate in another area
- Investigate the feasibility of an **ocean pool**
- Investigate installing a **shark net**
- Investigate an **underwater viewing platform at the jetty**
- Run **camel treks** along the beach and foreshore

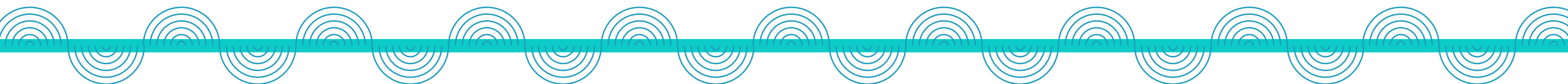


QUICK WINS

.....



- Improve the line of sight to the beach from the town by removing the carparks facing the playground at the jetty
- Activate the empty block on Roberts Street by removing chain link fence to create additional green space or create a colourful and creative mural using zip ties or chain link fence clips
- Further promote snorkel trail – and tours



PROGRAMMING AND EVENTS

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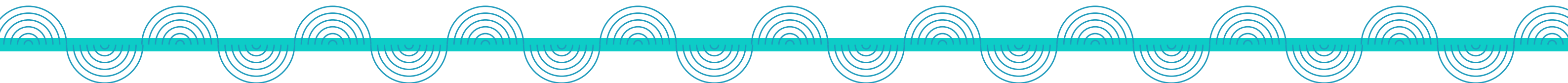
- Design a regular program of seasonal events, such as winter feasts, summer night markets, big bbqs, community picnics, outdoor cinema screenings and performances.
- Research and build connections with adventure companies to bring large one off events into Jurien Bay
- Develop augmented reality apps to create interactive experiences for children
- Invite locals to establish food vans or invite food trucks from Perth to service Jurien bay during events and high season
- Organise boat tours to islands to capitalise on these natural assets



EVENTS

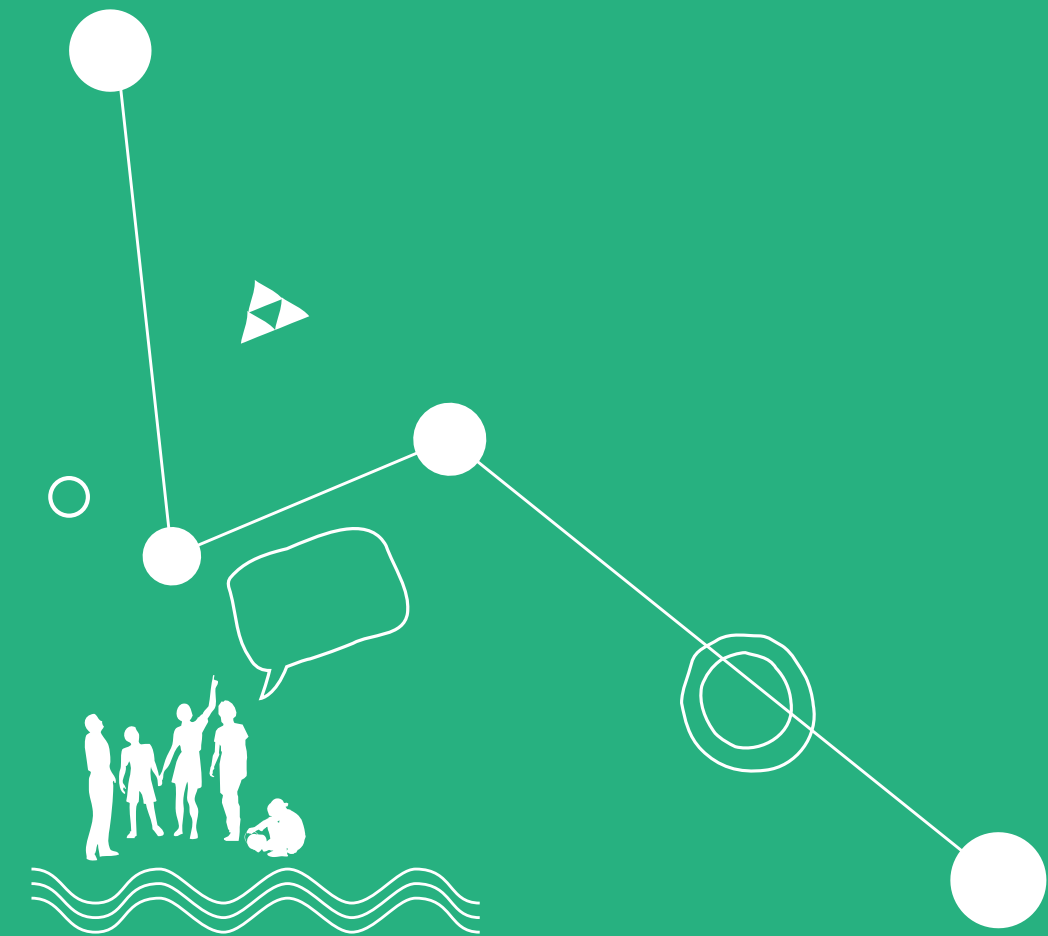
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- Develop a program of sports events, such as island to island kayaking races or kite surfing and fishing competitions
- Lift restrictions on markets to allow more people to provide more food products and retailers
- Expand the Daze festival annual
- Design a regional shopping trail promote regional retail from both towns and farms
- Connect and reach out to local producers and stock their products during events and at stores



Making it happen..

Place Management, Governance & Communication



Ensuring ongoing success...

.....

Activate Jurien Bay Committee, to mobilise and deliver activation initiatives

Invite community group to take ownership of individual initiatives and projects

Develop a 'best business revamp' competition or general business awards

Enhance the online presence of the town to promote its new positioning as a nature and adventure tourism destination. Utilise local experts or engage an external online expert.

Explore opportunities to connect with the entire Shire and establish a regional tourism identity