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# SHIRE OF TOODYAY HERITAGE MASTER PLAN

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Adopted by Council on 24 March 2015

## EXECUTIVE SUMMARY

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This Heritage Master Plan was written at the request of the Shire of Toodyay's Council as a response to the disparate and reactive heritage conservation or interpretation projects that have been undertaken in Toodyay over the years.

An analysis of Toodyay's tourism landscape reveals that Toodyay is attractive to older, Western Australian visitors who travel as part of a range of activities, but desire to experience a cultural theme. For the most part these visitors travel between April to October along the Toodyay Road and then walk after parking within town, mostly around the Avon Bridge end of Stirling Terrace where there is a concentration of businesses and attractions.

An analysis of Toodyay's Shire-controlled heritage places reveals that the collective heritage landscape of Toodyay exhibits aesthetic, historic, social, research/scientific value and provides the area with identity and sense of place. This heritage landscape is made up of the following components; Toodyay town site, West Toodyay, Rural localities, Law & order/Convicts, Transport networks, Ecclesiastical, Exploration and Indigenous.

By combining these two factors a SWOT analysis of Toodyay's heritage conservation and tourist potential reveals the following:

- In terms of conservation Toodyay has exceptional heritage places of local and state significance but more identification is needed; a priority list of heritage conservation works needs to be established; clearer guidelines are needed for non-built heritage; there also exists significant conservation opportunities across the shire for regional or state partnerships.
- In terms of heritage tourism the historic character and businesses of the Toodyay town site is recognised as a significant part of Toodyay's tourism economy; the Law and Order/Convict component has exceptional potential to be developed as a new heritage tourism attraction with lesser opportunities existing in the other landscape components; Toodyay is in close proximity to Perth and has established branding through Moondyne Joe but this is hampered by a lack of cohesive marketing, advertising and physical presentation; significant opportunities exist to build state and regional tourism ventures that can dramatically improve Toodyay's place as the tourism destination of the Avon.

This plan outlines a vision of the future for Toodyay's heritage landscape and identifies 39 strategic actions that can be taken to improve tourism and conservation, organised into a heritage conservation strategy and a heritage tourism strategy. These strategic actions have varying staffing and funding requirements but are estimated as being able to be completed within five years from adoption of this document. This plan also provides a priority conservation list of all Shire-controlled heritage places based upon their significance, condition and vulnerability.

## **AUTHORSHIP**

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This report was written by Moss Wilson, Museum Curator/Heritage Officer for the Shire of Toodyay, with input, research and guidance from Laura Gray, Regional Heritage Advisor for the Avon Arc.

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# 1 INTRODUCTION

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## 1.1 BACKGROUND TO PROJECT

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The Shire's approach to Heritage conservation and promotion has been both passionate and sustained over the years, providing the Shire with heritage plans and initiatives that are rare for a Local Government Authority of Toodyay's size. However the heritage projects enacted have largely been reactive, responding to community concerns, structural problems or taking hold of opportunities as they have arisen. This has resulted in a patchwork of heritage places, trails and projects; only a portion of which have been restored or developed, some of which are related but generally are not presented in an overarching framework of conservation or interpretation. This has also had the unfortunate effect of differing projects competing for the Shire's care, funding, and development rather than complementing and building upon each other.

It is for this reason that discussion of a Heritage Master Plan arose at a meeting of the Shire of Toodyay Council on 17 February 2012, which raised the possibility of a Heritage Master Plan that could reference all historic sites controlled by the Shire, including historic precincts, townscapes, sites and artefacts, and if such a plan could be used as a basis for typing together disparate heritage attractions into a single tourist presentation. At this meeting, the Council resolved to

*“Investigate a method and likely funding opportunities to develop an overall ‘Heritage Master Plan’ which will include all Shire Controlled Heritage sites and artefacts (including products of Tourism Interest) in one document.”*

The plan would serve two purposes; to identify and prioritise the Shire-controlled heritage places of Toodyay in terms of significance, historic theme and conservation needs as well as providing a strategy of how the different places making up Toodyay's unique heritage can be presented in a unified, coherent and engaging manner.

The mission of the plan is:

*“To conserve and develop the heritage landscape of the Shire Toodyay by uniting all Shire-controlled buildings, places and sites into a single vision.”*

with the objectives listed as:

- To provide a Strategic Vision of how Toodyay's heritage places can be conserved and developed.
- To provide a Strategic Vision of how Toodyay's heritage places can be integrated into a single heritage tourism presentation.
- To provide policy recommendations on improving the conservation and interpretation of Toodyay's heritage landscape.
- To identify conservation priorities for the heritage places included in the Heritage Master Plan.
- To provide a timeframe for the implementation of the Heritage Master Plan.

## 1.2 PROJECT AREA

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The Shire of Toodyay is a small rural Local Government Area in the Avon region of Western Australia, located approximately 85 km east-northeast of Perth. The Shire spans an area of approximately 1683 square kilometres, bisected by the Avon River and bordering the Perth Metropolitan area to the southwest. The area's landscape is made up of low granite hills and ephemeral waterways, with the Avon River forming the main waterway of the area. The dominant vegetation is classified as Northern Jarrah Forest with a significant area of land cleared for small-scale farming.

The Shire's population currently stands at 4,629 people with the main population centres in West Toodyay and the Toodyay town site.



## 1.3 HISTORICAL OVERVIEW OF THE PROJECT AREA

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In order to provide a historical context to the analysis of the Shire's heritage places, a brief overview of Toodyay's history is provided, and is primarily concerned with the development of Toodyay's cultural landscape.

### 1.3.1 BALLARDONG NOONGAR AND EUROPEAN SETTLEMENT

Humans first came to Western Australia approximately 40,000 years ago, travelling south from South East Asia using land bridges and watercraft. These groups spread throughout the state by establishing extended family groups along the coast and eventually inland through following the major waterways including what is now known as the Avon River. The physical culture of these families was based upon wooden and flaked stone implements, and the society evolved into a number of related cultural groups, governed by a complex set of kinship ties and an intimate knowledge of the local environment. The families of the Avon Valley were known as the Ballardong, part of the larger Noongar cultural group which was itself part of the continental Pama-Nyungan language group. The activity areas of these Ballardong families are characterised by small, ephemeral camp sites with larger activity nodes associated with law grounds, ritual sites and stone/seasonal food sources.

Change occurred in 1829 with the arrival of the British and establishment of the Swan River Colony by Captain James Stirling. The soldier Ensign Robert Dale led a group that sought out areas for further settlement in the Avon Valley in 1830, with the Toodyay Valley considered for future settlement in 1831. The availability of fresh water from the river was critical to the development of European settlement patterns. By 1836 the town site of Toodyay (West Toodyay) was gazetted. Noted botanist James Drummond was one of the early European settlers in the district. In 1838 Captain Whitfield was appointed the area's first Resident Magistrate and presided over the establishment of early farms, land clearing as well as the surveying of roads and property boundaries. Relations with the local Ballardong families were largely peaceful and the Indigenous people were used as a source of cheap labour. Early infrastructure in Toodyay (West Toodyay) included Police Barracks (and lock-up) and Stables. Physical development at this time was characterised by small, disparate groups of farmhouses constructed of wattle and daub, replaced later with local Toodyay stone and hand-made brick.

### 1.3.2 CONVICT PERIOD

By the 1850s the town site of Toodyay (West Toodyay) had expanded, with infrastructure including a Gaol, schools, inns and churches. However a weak economy and small labour pool led to calls for convict labour from England. Landowners in the Avon region also wished for convicts to build roads, bridges and other infrastructure. Convicts arrived in Western Australia in 1850, with a Convict Depot established at a site upstream of Toodyay (West Toodyay) in 1851 that was formally gazetted as the town of Newcastle (Toodyay) in 1859. The establishment of the Newcastle Convict Depot saw a rapid creation of farms, building construction and road clearing, however severe flooding in 1860 saw the focus of development shift from Toodyay (West Toodyay) to the more secure Newcastle (Toodyay). Structures

built during this time include the Newcastle Gaol, Newcastle Police Stables, St Stephens Church, bridges, schools, inns, pensioner guard cottages and a number of steam mills. The Newcastle Convict Depot in particular saw the construction of a range of buildings, including Warder's Quarters, Depot Association Ward, Kitchen, Infirmary and the Superintendent's Quarters. These developments still followed the patterning of small, widely spaced farmhouses with a central clustering around Toodyay (West Toodyay) and along the 'New Road' (now Stirling Terrace) through Newcastle (Toodyay). Farming practices also expanded to include orchards and vineyards.

It was during this period that some of the smaller settlements in the Toodyay region including Bejoording, Pell Mell, Nunyle and Dumbarton began to flourish, due to a stronger economy and changes to local property laws. Other significant developments during this period included the establishment of telegraphic communications to Perth in 1874 and the formation of representative local government.

### 1.3.3 GOLD BOOM AND TOODYAY'S 'GOLDEN AGE'

The connection of the Newcastle town site to the Eastern Districts railway line created a new economic opportunity which reshaped the development of the area. While convict transportation to Western Australia ceased in 1872 a new influx of migrants from the Eastern States occurred with the discovery of gold in Western Australia's interior during the 1880s. While attempts were made to establish mining ventures in Toodyay, the area instead augmented its staple economy of grain and wool with the supply of fresh produce to the Goldfields.

This new economy saw the rapid expansion of orchards and vineyards, and the new wealth of both the local economy and newly-minted state government in 1890 saw the construction of many buildings in Newcastle's iconic streetscape and in the vicinity of the old Newcastle Convict Depot. The focus of this development was near the railway line, which was extended out to Bolgart in 1909. Some of the buildings within the now-abandoned Newcastle Convict Depot and in Toodyay were either adapted or demolished at this time. The Newcastle Gaol was also discontinued during this period and become a private residence.

This period also saw further growth in smaller farms after land estates were opened up in Coondle and Norman Estate. This development continued the area's settlement pattern of small clusters of buildings around small population centres surrounded by scattered, largely isolated farms at the edges.

In 1910, the development focus and confusion over the town's name saw Newcastle renamed as Toodyay, with the declining original town site of Toodyay renamed West Toodyay.

### 1.3.4 WORLD WARS I AND II

The period during and after World War I 1914 was characterised by slow growth in Toodyay, with the focus of development on infrastructure and new buildings along the main street of Toodyay (formerly Newcastle) rather than the expansion of farming settlements. Examples included new buildings in the Catholic Church grounds and the construction of the Toodyay power station in connection to Connor's Mill. This period also saw the establishment of civic buildings, schools and public halls in the smaller regional settlements rather than the development of new farms and farming areas. The area around the Newcastle Convict Depot continued to decline, with the majority of the remaining convict-era buildings demolished while tennis courts and the Toodyay War Memorial were constructed. This sluggish growth was further stalled by the Depression, various local floods and a rabbit plague. Chances for recovery were further stalled by the labour requirements of World War II.

World War II saw the establishment of new structures in the area of Pelham Reserve, including an earth bunker and a signal station. A prisoner of war labour centre was located in Stirling Terrace. The Pelham Reserve structures quickly fell into disrepair after the war ended.

This period also saw the use of motor cars and trucks become more common in the region, however the pattern of physical development was still firmly enmeshed around the railway line and the town of Toodyay.

### 1.3.5 POST WAR DEVELOPMENT

A stronger economy in the years following World War II saw continued development in Toodyay's main street, with the construction of several buildings and the upgrading of local roads. This period also saw the destruction of the remaining Newcastle Convict Depot buildings, leaving only the Newcastle Gaol and Newcastle Police Stables in the area. The Courthouse constructed in 1896 was eventually re-opened as the Toodyay Shire Administration. Another development in the town site in this period was the construction of the Industrial Extracts Factory, which also saw the construction of staff houses at the southern end of Toodyay.

Regional developments during this period were limited to infrastructure improvements including bridges, the water reservoir, local schools and the eventual linkage to State power supply. A major infrastructure development during this period was the construction of the Standard Gauge Railway, superseding the earlier lighter gauge railway. While the railway was designed for heavy haulage, improvements in road networks the common use of truck haulage saw the new rail network abandon many of the smaller rail landings and rail stockyards associated with local farms. Other notable aspects of the new railway were the demolition of several convict-era buildings in the Toodyay town site and the construction of the Windmill Hill Cutting, one of the longest and deepest for its time. The configurations of rail and road networks in the Avon region reflect the growth of Midland and Northam (and to a lesser extent York) as regional centres at the expense of Toodyay.

The rural economy of the area declined after the 1970s, the pattern of disparate farms and small clustered local centres slowly becoming complemented by the

increasing sub-division of farming areas into semi-rural, small scale farms and residences. This change was driven by the smaller, seasonal labour pool required for a smaller number of farms and the attraction of 'country living' for retirees and urban families. This period is also characterised by the development of the tourism economy, including the protection, renovation and adaption of heritage buildings particularly along Stirling Terrace and in the vicinity of the Newcastle Convict Depot. This tourism development also saw the conversion of farms and farming areas to B&Bs and tourism-based attractions. Newer railway infrastructure has been developed with a focus on passenger transport rather than farming haulage.

Further details of Toodyay's history can be found in the Shire Municipal Inventory and heritage list, *Old Toodyay and Newcastle* by Rica Erickson and the *Toodyay Chronology* by the Toodyay Historical Society. A historical overview and analysis of Toodyay's convict history can be found in the *Conservation Management Plan for the Archaeological Remains at Newcastle Convict Depot (Toodyay)* by Eureka Archaeological Research and Consulting.

## 1.4 PLANNING CONTEXT OF THE PROJECT AREA

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To provide a further context to the analysis of the Shire's heritage places, a brief overview of Toodyay's current planning strategies, heritage status, legislative requirements and previous heritage plans are provided.

### 1.4.1 LOCAL PLANNING STRATEGY AND PLAN FOR THE FUTURE

The Shire of Toodyay Local Planning Strategy was developed in November 2007, proposing direction for town, urban, rural and landscape areas; the desired approach for settlement patterns, environmental and heritage management. This plan has been created with regard to the State Planning Strategy (1996), Avon Arc Sub-Regional Strategy (2001) and various State Planning Policies that suggest a continued growth of the Toodyay area towards semi-rural residential lifestyles.

The Local Planning Strategy is read in conjunction with Local Planning Scheme No 4. This document outlines the growth of rural residential population to the expense of purely rural pursuits and the town centre and notes that the growth has not reinforced the Toodyay town site as a regional service centre. The Local Planning Strategy suggests the expansion and development of both the town site as a service centre, the subdivision of suitable land for residential expansion and the development of a Mixed Business area and Industrial areas near the town site. The Strategy also encourages the enterprises of intensive rural developments (e.g. alpaca farms, olive farms) and mineral/extractive industries.

However the Local Planning Strategy emphasises the protection of productive agricultural land, environmental, landscape and heritage values of Toodyay.

This document also makes reference to the potential for Tourism related activities to expand their role in Toodyay's economy, stating that:

*“The tourism potential of the Shire has yet to be fully explored and a tourism strategy for the Shire is needed. The tourism strategy should consider growth opportunities, servicing requirements and how to accommodate tourism in a manner that safeguards the long-term sustainability of the Shire’s many resources”*

This Local Planning Strategy is complemented by the Shire of Toodyay’s Plan for the Future 2007-08 to 2017-18, a requirement of the Local Government Act (1995). This document guides Council decisions by creating a set of future goals that are felt to reflect the direction that the community wishes to take. The Plan for the Future outlines five areas of development, of which Outcome 4, Built Environment, proposing:

*“A built environment that is on harmony with Toodyay’s natural, cultural and historical heritage.”*

This outcome is expanded upon in Objective 4.2, “Protect and enhance the cultural & historical features of the Shire.” To fulfil this objective, Precinct Design Guidelines, Walkways/Trails and an Interpretive Strategy for Heritage and Environment were all recommended to be developed by 2018. It is this Interpretive Strategy which will be partially covered by this Heritage Master Plan.

#### 1.4.2 LEGISLATIVE FRAMEWORK AND CURRENT HERITAGE STATUS

The assessment and conservation of places with heritage significance are determined by the Australia ICOMOS Charter for Places of Cultural Significance (1999), also known as the Burra Charter. The charter states that the places it applies to “may include memorials, trees, gardens, parks, places of historical events, urban areas, towns, industrial places, archaeological sites and spiritual and religious places.”

The cultural heritage values used for assessment outlined in the Burra Charter (1999) have been adopted in State Planning Policy 3.5 *Historic Heritage Conservation*, which states that it applies to:

*“historic cultural heritage including heritage areas, buildings and structures, historic cemeteries and gardens, man-made landscapes and historic or archeological (sic) sites with or without built features”.*

The purpose of this planning policy is to provide direction to State and Local government departments on conserving places of heritage significance and ensuring planning and development decisions do not adversely affect heritage places.

This policy in turn informs the *Heritage of Western Australia Act* (1990), which provides specific legislation on the formation of the State Heritage Council and the methods by which heritage places are protected by the State Government and the requirement for Local Governments to keep a Municipal Inventory of heritage places. Part 7 of The Model Scheme Text provided by the *Town Planning Regulations* (1967) further contain the provisions enabling a Local Government to protect places of heritage value through the creation of a Heritage List.

The Shire of Toodyay keeps a Municipal Inventory of heritage places under Section 45 of the *Heritage of Western Australia Act* (1990). This Inventory was reviewed and adopted by Council in October 2010. Currently there are 153 places and three precincts listed in the Municipal Inventory as exhibiting some form of heritage significance, of which 34 are owned or controlled by the Shire Administration.

This Municipal Inventory forms the basis for the Shire's Heritage List, which includes all heritage places that are considered to be significant to the identity and history of the Shire. Part 7 of the Shire of Toodyay Local Planning Scheme No 4 provides the mechanism for protecting and enhancing the environment of the district and its historical associations, controlling land and building development, setting aside land for future use as reserves and other matters authorised by the *Planning and Development Act* 2005. The Shire's Heritage List consists of 153 places derived from the Municipal Inventory, of which 34 are owned or controlled by the Shire Administration. The Shire of Toodyay was also declared a Historic Town by the National Trust (WA) in 1980, and was more recently recognised at the 2011 Western Australian Heritage Awards for Outstanding Heritage Practices by a Regional Local Government.

The Shire of Toodyay has also adopted LPP.20 *Central Toodyay Heritage Area*, which provides guidelines for signage and development of both residential and commercial buildings within the central area of the Toodyay town site.

Apart from the state and local legislative requirements, development of heritage places within the Shire of Toodyay is informed by Conservation and Management Plans where such documents exist. Heritage places that are the subject of a Conservation Management Plan includes Connor's Mill, the Newcastle Gaol, Police Stables and Lock-up, Butterly House, Syred's Cottage, Toodyay Public Library and the archaeological ruins of the Newcastle Convict Depot. Interpretation and presentation of Connor's Mill, the Newcastle Gaol the archaeological ruins of the Newcastle Convict Depot are further guided by Interpretation Plans.

Indigenous heritage places, cultural and physical remains are treated differently to other heritage places, protected at a state level through *Aboriginal Heritage Act* (1972) and at a national level by the *Commonwealth Aboriginal and Torres Strait Islander Heritage Protection Act* (1984), with further guidance and definition on the protection of Indigenous cultural heritage provided under the state's *Aboriginal Heritage Regulations* (1974).

### 1.4.3 HERITAGE ASSESSMENT METHOD

The criteria for the assessment of heritage value is derived from the Burra charter and used as the standard for assessment by the Heritage Council of Western Australia. They are summarised as;

- Aesthetic value: is significant in exhibiting particular aesthetic characteristics.
- Historic value: is significant in the evolution or pattern of the history of the local district.
- Research/Scientific value: has demonstrable potential to yield information that will contribute to an understanding of the natural or cultural history of Western

Australia, also that it is significant in demonstrating a high degree of technical innovation or achievement.

- Social value: is significant through association with a community or cultural group in Western Australia for social, cultural, education or spiritual reasons.
- Rarity: demonstrates rare, uncommon or endangered aspects of the cultural heritage of the local district.
- Representativeness: is significant in demonstrating the characteristics of a class of cultural places or environments in the local district.

#### 1.4.4 PREVIOUS HERITAGE PLANS

This is not the first time that a Heritage Tourism Plan has been attempted by the Shire of Toodyay. In 2005, Chris Antill and Associates were appointed by the Shire to prepare a concept plan for the Toodyay town centre. This plan was put to Council after public submissions in September 2006, which gave the proposed plan mixed reviews. Common issues raised in the public submissions were that the plan favoured tourists over residents, disagreement with what was felt to be a 'café strip' development, a lack of connection to the heritage values of the place, lack of parking and that the money required to enact the plan could be better spent elsewhere. As such, the Shire Council only adopted the plan as a 'guidance document.'

In 2008, Mulloway Studio and historian Paul Kloeden were engaged to write an Interpretation and Heritage Tourism Plan specific to central Toodyay. The objective of the project was to "improve the access to the Central Toodyay Townscape and its cultural heritage significance for key stakeholders, the community and visitors." A plan was produced and put to the Shire Council in May 2009 after a public submissions period. Again the plan received a mixed response from some sections of the Toodyay community and was only endorsed in principal by the Shire Council with no support given for the interpretation elements/furniture designed by Mulloway studios.

What can be learnt from these experiences? The Mulloway plan had much to recommend it, considering multiple visitor experiences and pathways and providing detailed plans of proposed signage and interpretation. These designs were bold, introducing post-modern interpretative elements into the town's streetscape that attempted to harness the natural walkways and views created by the unique combination of shopping and heritage buildings of the area. However the Mulloway plan did not present these interpretative elements as a logical outcome of the cultural and environmental heritage of Toodyay; interpretation themes were designated as 'storylines' and then barely touched upon in the plan. Secondly, while the interpretative designs were recognisable as new work and did not simply replicate heritage structures, they did not frame, complement or enhance the heritage values of the streetscape. Indeed, they appeared to be completely alien to their surroundings.

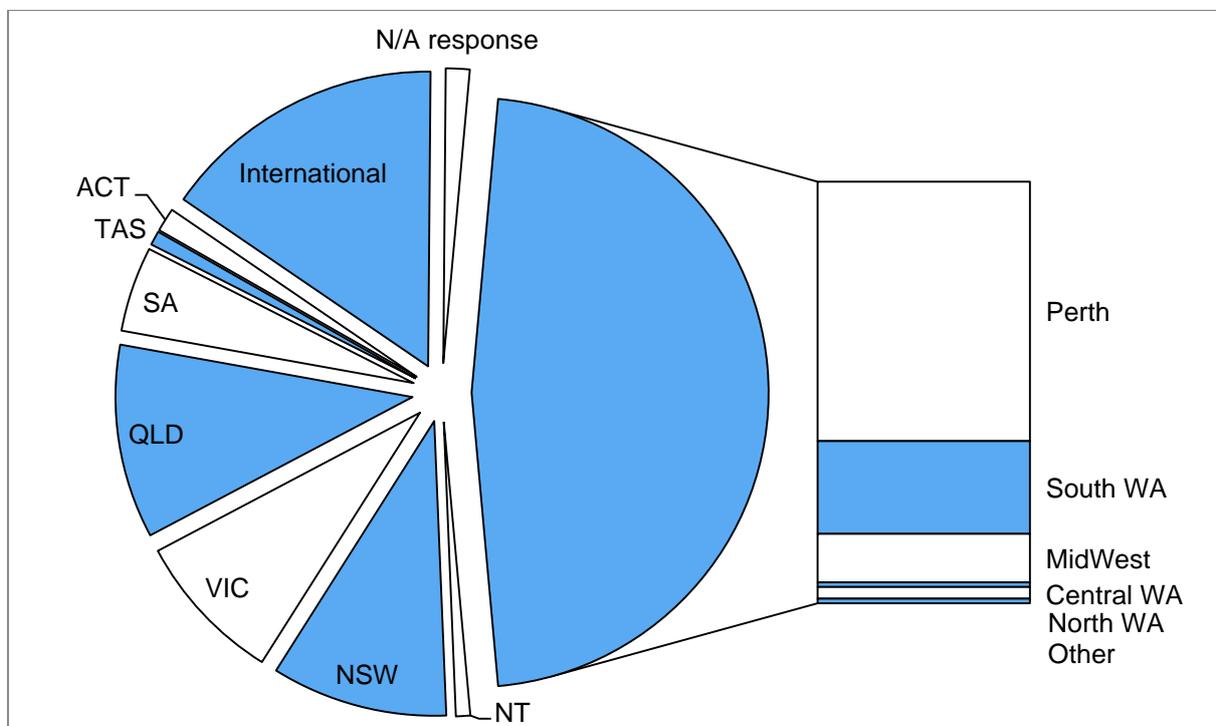
## 1.5 TOODYAY'S TOURISM LANDSCAPE

The range of heritage structures still extant in Toodyay has already influenced the development of the Toodyay tourism industry, the current state of which will need to be considered in determining the strategic vision of Toodyay's heritage landscape.

### 1.5.1 VISITOR PROFILE

The Avon region of Western Australia has developed into a historic tourism destination, with places such as York, Beverley and New Norcia using their heritage places as a method of attracting visitors. Tourism statistics for the Wheatbelt Region indicate that the majority (85%) of visitors are from Western Australia, with interstate and international visitors making up the remainder of the market (Tourism Western Australia 2011). These Western Australian visitors to the Wheatbelt tend to stay for short periods, with an average of 2.5 nights recorded. The age groups of these visitors tend to be between 25 to 64 years, with a high proportion of this group made up of people aged over 45. These visitors tended to travel in groups, either with family or friends. These visitors tended to stay with friends or relatives, with a smaller proportion staying in caravans or hotels.

This data is generally supported by a survey of customers who bought souvenirs at the Toodyay Visitors Centre between July 2011 and June 2012. Of 386 people interviewed, 180 came from Western Australia, with the majority of this group coming from Perth (Figure 2). The greater proportion of international visitors in this regard can be attributed to the fact that this group tends to spend more during a visit (Allen & Yap 2009).

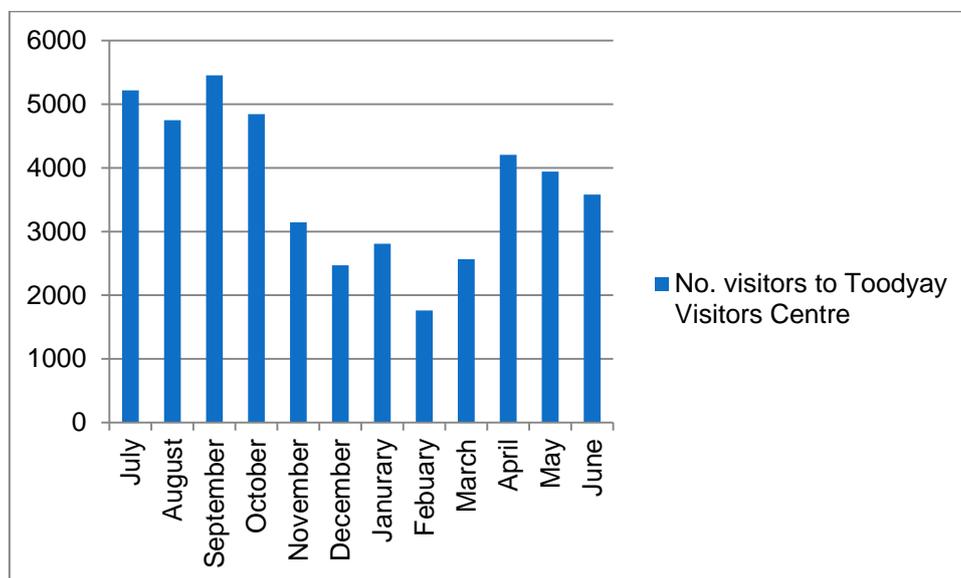


**Figure 2.** Sample of Toodyay Visitor Centre numbers by location.

This profile of middle aged, Western Australian travelling in small groups for short trips into the region is reflected in the Shire Policy O.3 *Museum Interpretation and Exhibition*, which places the target audience as:

- *Parents with young families*
- *Semi-retirees (age demographic of 50+)*
- *Retirees (65+)*
- *Primary School groups*
- *Social groups (usually 65+)*

The Toodyay Visitors Centre records the weekly numbers of visitors to the building, with 42,318 visitors recorded in the financial year 2011-2012. The data from 2006-2012 indicates that visitors tend to come from April to October, usually with a peak in the months after June. The off-season occurs between November and March, when the weather becomes too hot for tourists (Figure 3).



**Figure 3.** Average visitors to Toodyay Visitors Centre by month, 2008-2012

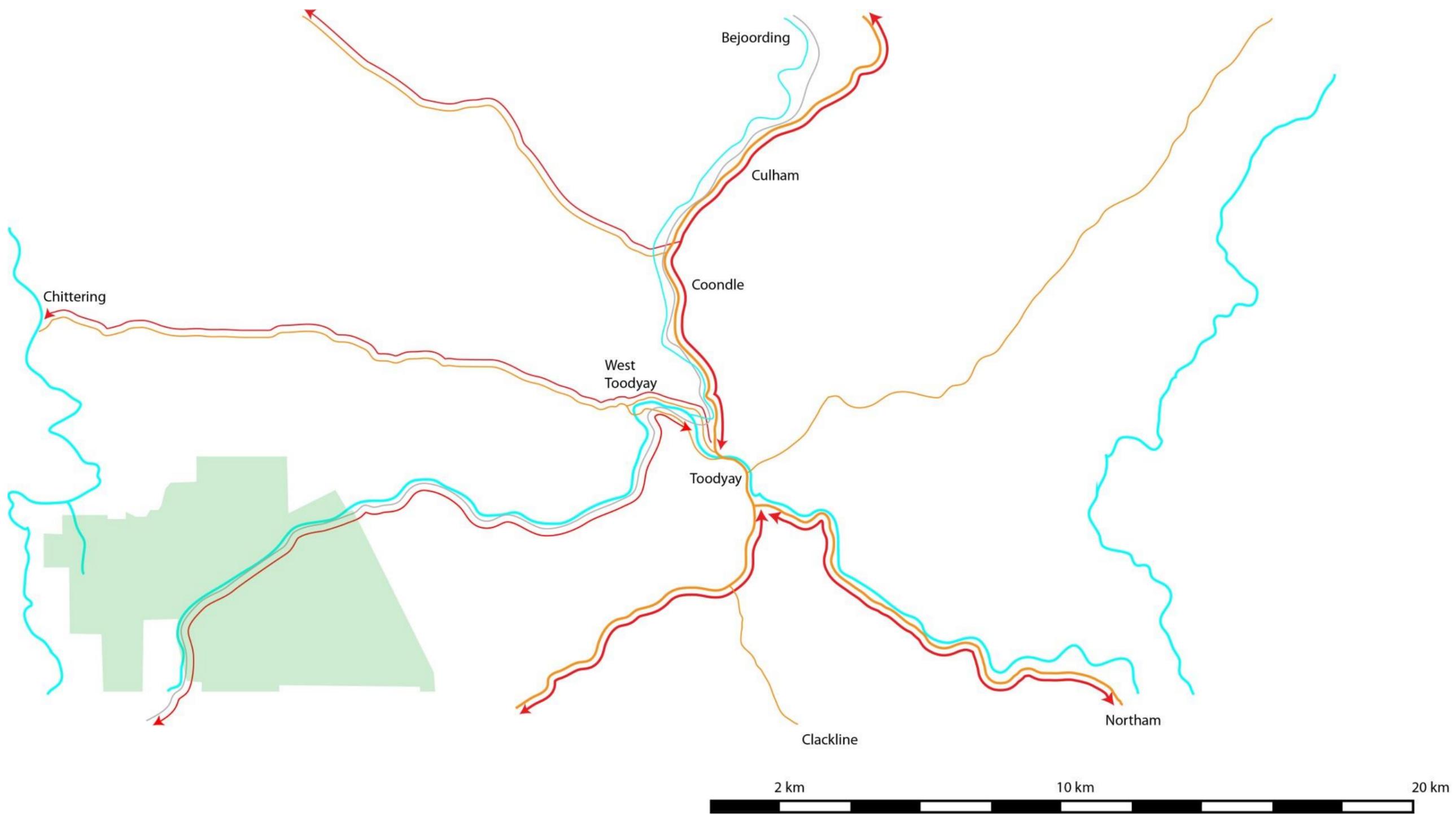
### 1.5.2 VISITOR ACCESS AND TRANSPORT

Regionally, Toodyay receives most of its visitation via the Toodyay Road, either travelling through Midland, Middle Swan or northwest from Northam (Figure 4). This places the Toodyay town site as the primary destination within the Shire, with travellers often continuing north towards Bolgart or New Norcia via the Toodyay-Bindi Bindi Road or south towards Northam and York via the Northam-Toodyay Road. Bindoon-Dewar's Pool Road and Julimar Road tend to be used by visitors less, with the other major roads in the area tending towards domestic local use.

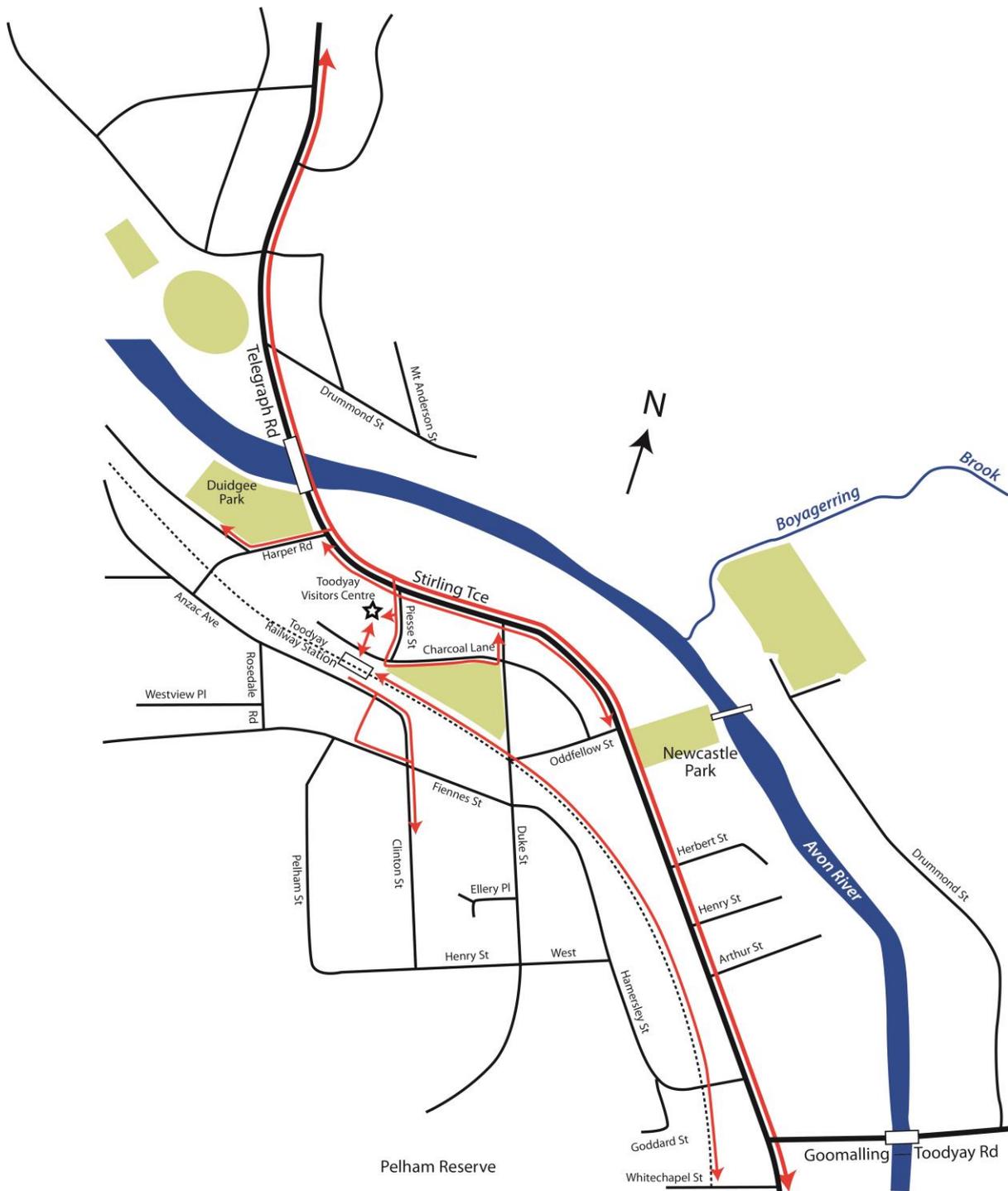
The other method via which visitors travel to Toodyay is the Avon Link, although the volume of tourist movement using this method is minimal.

Observations of visitor behaviour in 2012 found that tourists were arriving at the parking areas along Stirling Terrace and Charcoal Lane would walk (or park directly at) the Toodyay Visitors Centre and proceed along Stirling Terrace down to the Avon

River or over the railway line towards the Newcastle Museum. This analysis largely concurs with the Malloway Studios (2008). This study identified Stirling Terrace as the main area of visitor activity in Toodyay, in particular the area stretching from Duidgee Park and the Avon River bridge to Newcastle Park, which contain the majority of visitor-oriented businesses and river views. Most visitors arrived by car and parked along Stirling Terrace, Piesse Street or at the Train station. The main nodes of activity identified by Malloway Studios were as the Stirling/Piesse street intersection (created by the Toodyay Visitor Centre, Connor's Mill and pubs/cafes) and the Duke Street railway crossover but the 2012 observations found little evidence for the latter.



**Figure 4.** Visitor routes to and from Toodyay



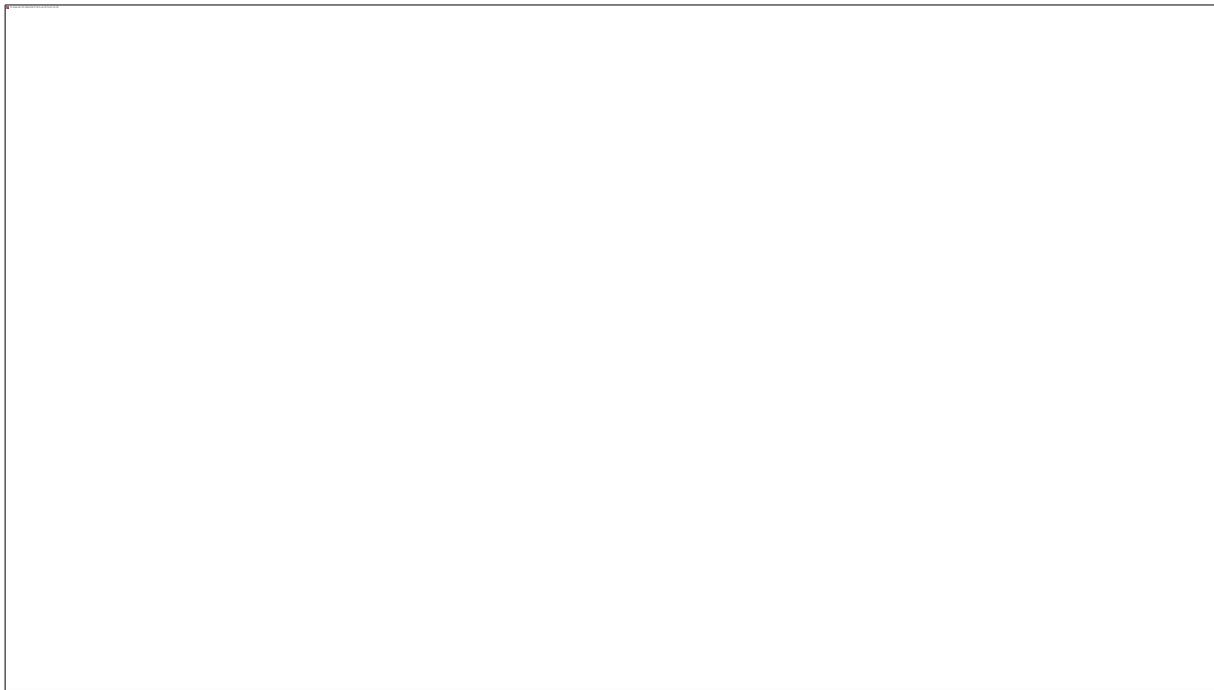
**Figure 5.** Visitor routes within Toodyay

### 1.5.3 VISITOR ATTRACTIONS

The largest tourism attraction in Toodyay (in reference to pedestrian use) is the shopping district in the Toodyay town site found on both sides of Stirling Terrace from Newcastle Bridge to Newcastle Park. These shops are private businesses that include hotels/ pubs, cafés, restaurants, gift/antique stores, art galleries, clothing stores and hobby shops (Figure 6).

Within the town site, the main public attractions are Duidgee Park, Connor’s Mill Museum, Newcastle Gaol Museum, Newcastle Police Stables and Pelham Reserve. Other public areas that are of public interest are the Church grounds (both Anglican and Catholic) and the Toodyay Cemetery.

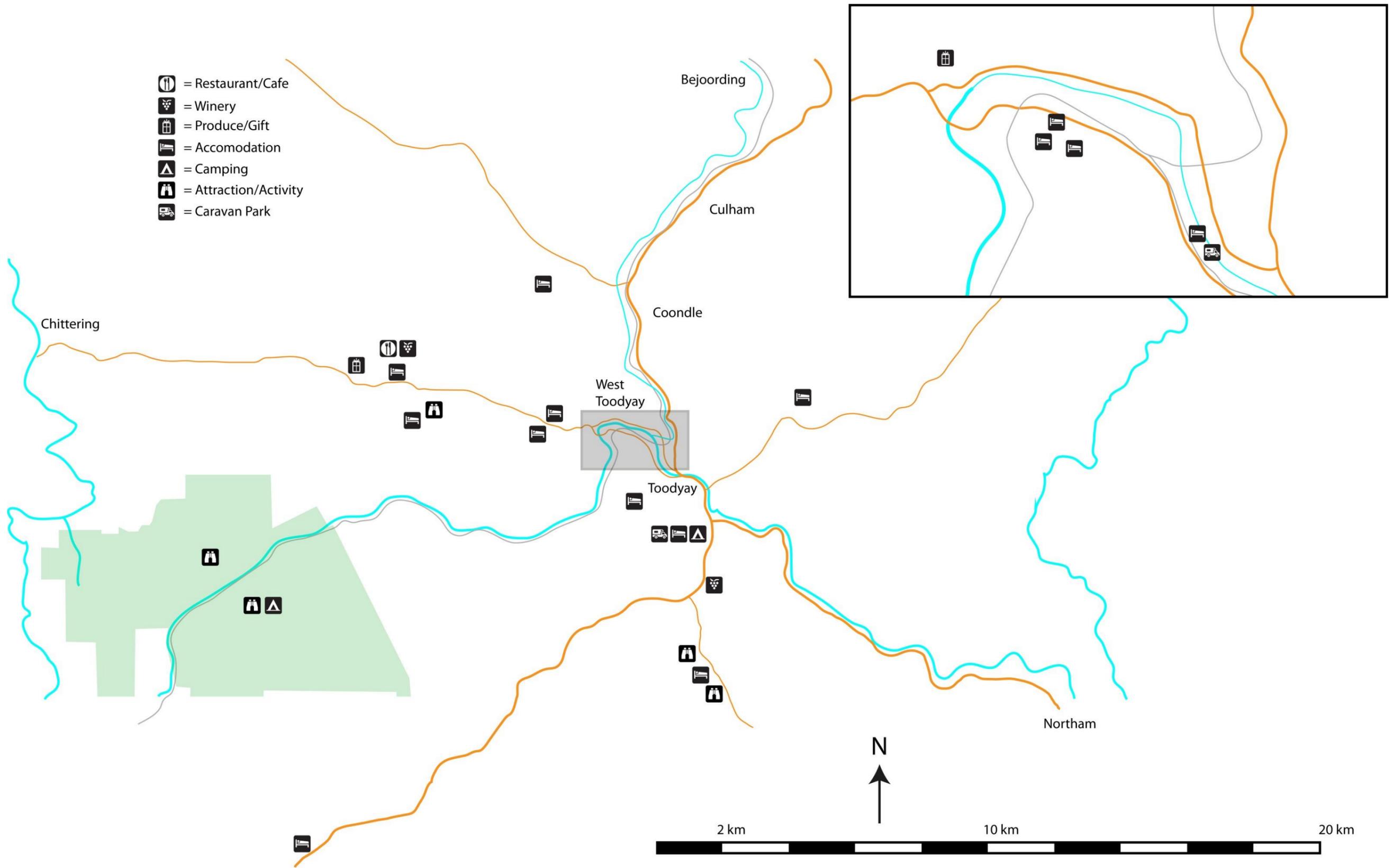
The Newcastle Gaol Museum and the Newcastle Police Stables (which includes the Museum Workshops, Wicklow Shearing Shed/Machinery display and Police Lock-up) currently display aspects of life in early Toodyay, with an added focus on World War II and the life of Moondyne Joe. The Newcastle Gaol has also developed a dedicated Exhibitions Gallery to present travelling exhibitions or in-house exhibitions on various historical themes. The museums offer self-guided tours and formal tours for school or holiday groups. Currently, there is a problem with museum storage, particularly of large objects, with display areas in the Newcastle Police Stables being used for object storage.



**Figure 6.** Visitor attractions within Toodyay

Outside of the town site, the main public tourist attraction is the Avon Valley National Park, which straddles the boundary between the Shire of Toodyay and the City of Swan. This park also includes the Morangup nature Reserve. Other environmental reserves include the Julimar Conservation Park and Flat Rock Gully Nature Reserve. Non-environmental public attractions include Nardie Cemetery and the Windmill Hill cutting, which was at one time the longest and deepest in the southern hemisphere (Figure 7).

Private tourism businesses outside of the Toodyay townsite include wineries, cafés, private gardens, artisan crafts, public farms, golfing and an archery park.



**Figure 7.** Visitor attractions within Toodyay region

There are also a number of tourist pathways, old and new, that span the Toodyay area. The oldest is the Toodyay Pioneer Heritage Trail, established as part of Australia's Bicentennial celebrations in 1988. This trail follows the original route into West Toodyay and covers 14 historic sites (on both public and private property). Observations of the sites made in 2012 found that while the metal plates have generally withstood the test of time, several had been stolen and the accompanying fingerpost or larger directional signage was faded. While the trail offered a variety of landscapes most of the sites were not presented with parking, reducing the experience of the trail to viewing a small plaque by the side of a narrow road, often in front of a blank site where little now remains. A more recent heritage trail is the Pioneer's Pathway, developed between 2004-2008, which covers an area from Perth to Merredin. Toodyay and Northam are both presented as alternate paths to take to Goomalling, however neither path is described in the Pioneer's Pathway booklet. The only physical presence of the pathways around the town are signs near the town along Julimar Road, Toodyay-Bindi Bindi Road and at the junction of the Northam-Toodyay Road. Both trails suffer by being disconnected from Perth. The trails start seemingly in the middle of nowhere with nothing to connect the journey from Perth to the Toodyay region where the trails begin.

There are also a number of trails within the Avon Valley National Park that span public picnic areas, picturesque vistas and historic surveying sites associated with John Forrest, which has been made part of the Avon Valley Survey Heritage Trail. Observations of the trail made in 2012 found that the roadways of the park are in variable repair, with many areas too eroded for safe vehicle access. Access to the specific historic sites was generally on foot through steep terrain. While there was some interpretation at the historic sites visited, the walk trail directional signage was minimal and generally uninformative as to where to go next or the distance to the destination. Finally, the main entrance for the park north of the Avon Rive was unmanned and in a state of disrepair. This trail would only be recommended to be visited by those with a high level of fitness who have experience in preparing for and navigating safely through dense bush away from accessible roads.

A small heritage trail was developed north of Toodyay, presenting the Coondle Sheep Dip, St. Phillip's Anglican Church, Britt's House (Walyen) and Coondle School. Of this trail, only the school site was marked with a sign, which was set back into the bush and in a deteriorated state. Interpretative signage or any other type of guide was not located for this trail in 2012.

Within the Toodyay town site there are two walking trails, the first being the Living History walk trail developed by the Shire Administration between 2009-2010. This presentation covers several walks originating from the Toodyay Visitor Centre, including walks along Stirling Terrace, up to the Newcastle Gaol Museum or even further to Pelham Reserve. These walk trails are advertised at the Toodyay Visitor Centre and a guide booklet is provided, however further physical interpretation is only available via some interpretative panels along Stirling Terrace. There are also short walking trails available through the Pelham Reserve, from the Drummond memorial and lookout to the remains of the reservoir and spill weir or the Toodyay Rifle Range. Observations of the area made in 2012 found that while the tracks at the Drummond lookout are generally in good repair and with some interpretation

present, the tracks within the reserve are not signposted and are in variable states of repair due to erosion and fallen trees. The picnic area, reservoir and spillway in particular have become overgrown and need to be improved in presentation.

In terms of tourism events, the main festivals in Toodyay include the Moondyne Festival (historic re-enactment), Avon Descent & Toodyay International Food Festival, Quit Targa West Tarmac Rally, Toodyay Picnic Races and the Toodyay Agricultural Show. These festivals span from May through to October each year, and are designed to take advantage of Toodyay's peak tourism season.

A range of accommodation options are available to visitors to Toodyay. This includes three hotels in the Toodyay townsite with B&B cottages, farmstays, caravan and camping parks scattered throughout the Shire.(figure 3)

#### 1.5.4 WHAT DO VISITORS WANT?

The question of visitor motivation needs to be raised in regard to the local tourism landscape. Research by Tourism Western Australia data reveals that the majority of tourists visiting the region are doing so as a leisure activity or to visit family and friends. Further research by Tourism Western Australia reveals that people travelling within Western Australia are motivated by the state's clean, friendly atmosphere and warm climate as well as the desire to see friends and family (Tourism Western Australia 2011, 2012). Given this context of leisure and recreation, it is clear that visitors want a pleasant, relaxing experience. The state's environmental resources are often the primary advertising in this regard, with Western Australia boasting a wide variety of landscapes and eco-oriented activities.

However, this does not explain cultural heritage tourism as a phenomenon. Heritage tourism has been identified as an expanding tourism industry globally driven by the 'baby boomer' demographic (Tourism Western Australia 2006a). This industry has experienced a slow but steady annual growth since 2000 but has been proven to provide economic benefits to the tourism economies of a number of Western Australian locations (Tourism Research Australia 2009, Heritage Council of Western Australia and Tourism Western Australia 2006b). The reasons for this growth appear to be a shift away from traditional mass-marketed holiday packages to smaller, shorter individualised holidays. The focus of these tourists is not simply to 'sightsee' in the general recreation/leisure sense, but to use the journey to have a cultural experience. Such visitors tend to be older, well-educated with a greater disposable income and partake in cultural heritage tourism as part of a range of activities rather than having one focus to their journey (Leader-Elliott 2000, UNESCO 2002, Tourism WA 2003, National Tourism and Heritage Taskforce 2003). The concept of 'experiencing' rather than simply viewing culture is easily understood in the context of international visitors, however in the context of domestic visitors it has been observed that cultural heritage tourism can be an important part of a visitors exploration of their own heritage and identity, thus making significant local heritage places a part of a journey- behaviour that expands the traditional behavioural models of recreation and leisure to include models of pilgrimage or research (Poria *et al* 2004).

In regards to the specific experiences that these visitors wish to engage in, these can include visiting cultural places (including famous landmarks, museums or trails), viewing important cultural artefacts, taking part in local traditions, celebrations or festivals and partaking in local foods. Such activities are generally presented as a variety of experiences common to a single cultural theme (Heritage Council of Western Australia, Tourism Western Australia 2003).

#### *1.5.4.1 CONSULTATIONS IN 2012*

While the strategic vision of this plan is informed by the market research and modelling of tourist behaviour outlined above, it is also important to consider what visitors to Toodyay find desirable specific to Toodyay itself. In 2012, consultations were made with a range of tourism operators, tour groups and tourism bodies to determine what impressions they had of Toodyay as a specific tourism destination. These questions were not asked in the format of a formal questionnaire but rather left to the person or group being interviewed to determine what they felt was the most important aspects of Toodyay in terms of making the decision to do business there.

The results of these interviews are found in Appendix 1, however they can be summarised as follows:

- Tour operators outside of Toodyay generally give a positive review of Toodyay, in particular the town's historic feel with several local attractions and festivals positively mentioned. The most common concern with Toodyay as a desirable tourist destination was that it did not do enough to advertise itself, and several felt that Toodyay needed to do more to develop its theme of history and heritage. Other common concerns were that the town site needed more places to eat, shop and stay and that these places needed to be open longer and more often. Other subjects mentioned were the importance of Visitors Centres and the tendency for Toodyay to be last on the list of regional tours, meaning that tourists travelling into the area were generally tired and had already spent their money.
- Tourism-related business owners within Toodyay responded with a very wide range of concerns, the most common of which were the need for more events/attractions in the main street throughout the year, more advertising of Toodyay as a tourist destination to outside markets and concerns with various aspects of Shire policy governing building development, signage and planning decisions. Other common responses were the need for more tourist trails, more consistent opening hours for local businesses and better directional signage in and around town. While some of these responses appear negative, there was also a common feeling that Toodyay was a good tourist town, well positioned to Perth and that aspects of the current heritage presentation or tourism attractions were good.
- The caravan and camping clubs overwhelmingly gave Toodyay positive reviews and considered to town to be a desirable tourist destination, many mentioning the town's close proximity to Perth, festivals, natural environment and historic streetscape/attractions. However common concerns were that the town needed to be more RV friendly with better parking, dump sites and

longer opening hours. As the majority of these clubs book twelve months in advance, the importance of Visitor's Centres was stressed as well as better advertising for town as a destination. A small number of groups suggested that Toodyay offer tour packages that included catered meals for the caravan clubs, and the majority of groups emphasised the importance of the caravan park facilities and local activities as important in selecting a tourist destination. A small number of clubs specifically mentioned that an IGA would be needed at a tourist destination so that they could buy food to take back to their camp.

- The tourism organisations consulted generally gave Toodyay a positive review, mentioning the town's close proximity to Perth and its historic values. The main concern with the town was the need to have businesses open longer and more often to service to tourism market as well as the need for better advertising/marketing of the town as a product. In carrying out a better marketing strategy, it was strongly emphasised to pursue the weekender and international market as being more lucrative than the domestic caravan/daytrip market. It was also strongly emphasised to form partnerships with other destinations, either in the Avon region or in Perth, to help advertise the place and direct tourists to the destination.

#### 1.5.5 ANALYSIS OF TOODYAY'S TOURISM LANDSCAPE

Toodyay's tourism landscape therefore appears to attract to older, Western Australian visitors who travel as part of a range of activities, but desire to experience a cultural theme. For the most part these visitors travel between April to October along the Toodyay Road and then walk after parking within town, mostly around the Avon Bridge end of Stirling Terrace where there is a concentration of businesses and attractions.

As a result a range of private businesses have arisen to support these visitors, and are spread out across the Toodyay landscape with a concentration in the Toodyay town site and along Julimar Road. A number of public attractions have been developed across the landscape, again with a concentration in the Toodyay town site.

Observations made in 2012 of the nature, spread and presentation of this tourism landscape indicates that many tourism-oriented businesses and public attractions are not located along the central transport route north and south from Toodyay, and must rely on visitors stopping in the town site to be directed to them. The role of the Toodyay Visitors Centre in orienting and directing visitors is therefore vital. However the tourism landscape is fragmented, with various attractions or businesses in variable states of development or repair and generally not directly linking into each other. This situation therefore reflects that of Toodyay's heritage landscape, with a great deal of activity and development that has not translated into a cohesive vision.

Interviews with the tourism operators, groups and organisations allow a closer look at the tourists coming to Toodyay, which can be further divided into several groups;

- “Quick-stop” tourists, who utilise the main access route along which Toodyay is located, who are already travelling through to another destination but may stop for fuel/supplies.
- Daytrippers, who come up to visit friends or as part of a day tour. They may travel to Toodyay specifically but appear just as likely to be travelling through the town as part of a longer journey. This group appears likely to engage local services and visit local attractions but do not utilise local accommodation options.
- Weekenders, who travel to Toodyay to stay for a period of time and experience the town. This group can be further subdivided into the *accommodation weekender*, who utilises local eating places, attractions and accommodation, and the *caravanner*, who tend to stay in the caravan park or camp grounds and visit local attractions, but do not appear to spend as much money on food and services.

Of these groups visiting Toodyay, it is apparent that the weekenders seeking accommodation and to experience a range of attractions and services in the town are the most likely to bring a solid economic benefit, and there are a number of possibilities to market Toodyay to these younger single and family groups who tend to spend more money.

The impression of Toodyay as a tourist destination within the wider tourism market appears to be positive, with Toodyay’s close proximity to Perth, its festivals, natural environment and historic streetscape/attractions all recognised across a variety of groups. However the most common concerns with the town appear to be a lack of a cohesive marketing or advertising strategy; that more attractions, eateries, shops and accommodation were needed; and that opening hours or availability of business in Toodyay is inconsistent.

From these consultations, it appears that many tourists appear to select their tourist destination before the travel to the region. Therefore advertising to potential tourists needs to be done *before they start travelling*, through the information sources open in today’s market. By the time a tourist has entered the town, it appears many have already made up their mind as to whether they will stay, what attractions/services they will engage with, and how much money they intend to spend.

The final aspect of Toodyay’s tourism landscape is the potential and need for partnerships with other tourism places, to help advertise the place and direct interest to the town.

## 1.6 METHODOLOGY

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Heritage Plans that seek to address an entire local government area are still rare in Western Australia, and as such there are no previous studies immediately available to use as a guide in the preparation of this document. However, as a heritage conservation document, the overarching principles of the Heritage Master Plan can be derived from the Burra Charter process.

This Heritage Master Plan is essentially three sections, outlining Toodyay's current state in heritage and tourism, a vision for the future and the steps of how to get there.

Chapter 1 of this document seeks to characterise Toodyay's current state in terms of legislation, planning, visitor profile and tourism market. Chapter 2 of this document identifies the heritage places in the Shire and unites them to characterise the nature and significance of Toodyay's collective heritage landscape.

Chapter 3 will build on these observations of Toodyay's tourism and heritage contexts to outline a vision for the future, a stated goal of what can be achieved based upon the current state of affairs.

Chapter 4 and 5 of the Heritage Master Plan uses this vision to outline development priorities, objectives, and policy recommendations for heritage conservation and heritage tourism respectively. Chapter 6 provides a timeline for the implementation of these steps.

Consultations were held with stakeholders during the formation of the Heritage Master Plan document and during a public submissions period of 28 days. This was performed in compliance with the requirements of the Local Planning Scheme No. 4 to provide a local voice in formation of heritage planning documents. These stakeholders included the Toodyay Community Inc., the Toodyay Historical Society and representatives of the Ballardong Noongar.

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## 2 IDENTIFICATION AND ANALYSIS

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### 2.1 ANALYSIS OF TOODYAY'S HERITAGE LANDSCAPE

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In order to identify and prioritise the Shire-controlled heritage places of Toodyay in terms of conservation needs and tourism potential the heritage places with the Municipal Inventory identified as being the property or management of the Shire were visited in 2012 and compared to their 2010 Municipal Inventory listing. The purpose of these observations was to produce recommendations on the future conservation of the structures, as well as to determine what heritage tourism potential exists in each place. This list should therefore not be considered final; previously unregarded heritage places may be assessed and added in the future.

While the purpose of the Heritage Master Plan is to unite the Shire-owned or controlled heritage places into a strategic vision of conservation and development, heritage precincts were also included in these observations. This is because while the individual heritage places within the precinct are generally privately owned, the precincts as a whole are important elements of the Shire's heritage landscape and are controlled through the Shire's existing planning policies and procedures. The raw observations for these individual places and precincts can be found in Appendix 2.

However to better prioritise conservation and to develop the tourism potential of these historic sites, structural remains, historic buildings, cemeteries and precincts, the places were united into a single assessment of Toodyay's aesthetic, historic, research/scientific and social values, as well as its rarity and representativeness as a cultural landscape

#### 2.1.1 HERITAGE SIGNIFICANCE

The cultural heritage landscape of Toodyay is one that stretches across the region, made up of a variety of heritage places, including historic sites, structural remains, historic buildings, cemeteries and precincts. While heritage significance of the individual places making up this landscape varies by individual contexts, the heritage significance of the landscape as a whole can be determined through its aesthetic, historic, research/scientific and social values, as well as its rarity and representativeness.

##### 2.1.1.1 AESTHETIC VALUE

The heritage landscape of Toodyay (this is, the combined landscape of cultural heritage places in the region) lies in the natural bushlands and rolling hills of the Avon region. The local character created by the collective heritage places and landmarks (in particular the historic streetscape of Stirling terrace) in combination with the natural environment create important vistas and aesthetic qualities that in turn give the community of Toodyay a distinctive identity. While this combination of cultural and natural landmarks appeals to the local community and has tourist potential, it is unlikely to meet the requirements for State or National heritage listing criteria.

The cultural heritage landscape of Toodyay is therefore considered to demonstrate Local heritage significance under the aesthetic value criteria.

#### *2.1.1.2 HISTORIC VALUE*

Historically, the Toodyay region was first occupied by the ancestors of the Ballardong Noongar people and was more recently settled by European migrants seeking to establish new farms to service the growing Swan River Colony. The heritage landscape of Toodyay demonstrates a diversity of cultural features illustrating this process of occupation, as well as the evolution of the Toodyay's infrastructure, economy and identity. Relative to its size and cultural landscape as a whole, Toodyay has a high number of heritage places with considerable and exceptional heritage significance that span settlement, government, economic, transport and social themes. Noteworthy among these heritage places are the historical developments demonstrated in four historic precincts (Original Town Site, Clackline to Toodyay Railway Line, Stirling Terrace, Catholic Church) as well as the historic group formed by the Newcastle Gaol, Police Stables and Police Lockup (fmr), and a proposed additional precinct at North Toodyay

A number of places within the Toodyay heritage landscape have been or are nominated to be listed on the State Register of Heritage Places with one area in particular, the archaeological remains of the Newcastle Convict Depot, assessed as demonstrating State with the potential for National heritage significance.

Many individual places across the heritage landscape of Toodyay have close association with individuals whose life, works or activities have been significant to the history of Toodyay or Western Australia. Joe's Cage, the Newcastle Gaol Museum, the Original Town Site Precinct all demonstrate an association with Joseph Bolitho Johns, aka "Moondyne Joe" whose exploits as a bushranger and escape artist are legendary in the state. The Rock Cairn in the Avon Valley National Park were built by the state's first Premier and Federal representative John Forrest while he was still a young surveyor. Connor's Mill and numerous cottages in the Toodyay town site are associated with Daniel Connor, an Irish convict who rose to become one of the wealthiest and politically powerful businessmen in the state. Hawthornden in northern Toodyay was originally built for James Drummond, the first botanist in the Swan River Colony who was responsible for classifying thousands of new plant species.

The cultural heritage landscape of Toodyay is therefore considered to demonstrate Local and State heritage significance under the historic value criteria.

#### *2.1.1.3 RESEARCH/SCIENTIFIC VALUE*

There are many aspects of Toodyay's heritage landscape that demonstrate potential to yield information contributing to a wider understanding of the history of the region. Many of the individual heritage places within Toodyay have the potential to contain archaeological remains that could answer research questions on the lifestyles, social structures and economic/technological development of Toodyay's settler families. The Clackline to Toodyay Railway Line Precinct has the potential to contribute to our understanding of how railway transport evolved in the region to meet local challenges and needs, as well as how it impacted upon local development. The configuration of the streetscape of the Toodyay town site and the development of the

smaller farming groups surrounding the town all have potential to yield information on central place theories considering the relationship between a town's economic development and its infrastructure in the context of Western Australia. While there are specific research/scientific values that relate to the Shire of Toodyay's heritage places, it should be noted that a set of formal research priorities for the Avon region as a whole has yet to be established. It is considered that significant opportunities exist to frame the research/scientific values of Toodyay's heritage landscape within a regional or state partnership.

This potential is strongest in the archaeological remains of the Newcastle Convict Depot, which can not only contribute to the understanding of convict architecture, lifestyles and history in Western Australia but has the potential to act as a reference or benchmark site for regional convict settlement, and has already shown potential as a teaching site in this regard.

The cultural heritage landscape of Toodyay is therefore considered to demonstrate Local and State heritage significance under the research/scientific value criteria.

#### *2.1.1.4 SOCIAL VALUE*

The heritage landscape of Toodyay is composed of a number of socially significant sites that still retain their community use, including the Toodyay War Memorial, Toodyay Memorial Hall, Toodyay Public Library, the churches (both Anglican and Catholic) and the various cemeteries in the region. These socially significant sites, combined with the aesthetic values already outlined, create a strong sense of place that gives Toodyay its unique identity and community spirit.

The unique combination of structures presented in the Newcastle Gaol, Police Stables and Lockup group, combined with the archaeological remains of the Newcastle Convict Depot, provide significant education opportunities for both the local community and visiting tourists regarding the history of Toodyay, law and order and convictism in Western Australia.

Despite these social uses and educational opportunities, it is unlikely that these social values would meet the requirements for State or National heritage listing criteria. The cultural heritage landscape of Toodyay is therefore considered to demonstrate Local heritage significance under the social value criteria.

#### *2.1.1.5 RARITY*

While some heritage places within the heritage landscape of Toodyay would be considered to exhibit rarity value in their structures, preservation or research value, the heritage landscape as a collection of landscapes and structures is not considered to demonstrate rare or uncommon heritage value. The exception to this is the archaeological remains of the Newcastle Convict Depot, which as one of only a handful of convict depots left in the state is considered to have high rarity value.

While Toodyay's heritage landscape is considered to provide a distinct and individual sense of place, it is unlikely that these rarity values would meet the requirements for State or National heritage listing criteria. The cultural heritage landscape of Toodyay

is therefore considered to demonstrate Local heritage significance under the criteria for rarity.

#### *2.1.1.6 REPRESENTATIVENESS*

The heritage landscape of Toodyay is considered to demonstrate the structures, styles and pattern of development that characterises the rural settlement of the Avon region between the 1830s to the present. This includes the settlement patterns created by the English system of land grants and manually surveyed road systems; the configuration of rural farms and businesses typical of early Western Australian rural practices; the impact of mechanised rail transport and gold boom on the architecture and economic practises of the area; and the historically recent changes in the cultural landscape caused by the declining rural economy and greater centralisation of Perth's transport network.

While the heritage landscape of Toodyay is considered to be representative of the patterns of development distinct to the Avon region, it is unlikely that these values would meet the requirements for State or National heritage listing criteria. The cultural heritage landscape of Toodyay is therefore considered to demonstrate Local heritage significance under the criteria for representativeness.

#### *2.1.1.7 STATEMENT OF SIGNIFICANCE*

The heritage landscape of Toodyay is the result of continued cultural development of early Indigenous and later European occupation of the area since the 1830s. This unique combination of heritage structures is the result of farming practices, settlement patterns and economic development representative of the Avon region.

The collective spatial patterning created by the individual heritage places within the landscape matches the historic settlement pattern of Toodyay, with clusters of sites or precincts in the Toodyay and West Toodyay town sites and smaller groups or individual places located in proximity to historic road networks. This pattern is overlain by later heritage places associated with the development of the rail network and 20<sup>th</sup> century economic change.

The heritage places making up this landscape include historic precincts, historic buildings, remnant structures, archaeological remains and historic sites. Many heritage buildings still contain significant elements of their original structural fabric and demonstrate the pattern of social and economic development of Toodyay, particularly in the Toodyay and West Toodyay town sites where three of the four heritage precincts are found. These structures includes examples of early rural settlement, law & order with a focus on convictism, transport and industrial structures as well as 20<sup>th</sup> century residences or businesses. These heritage places both individually and as related groups also demonstrate associations with a number of historically significant individuals including Moondyne Joe, Daniel Connor, John Forrest and James Drummond.

Many of these heritage places are still used by the Toodyay community in the purpose for which they were built, reinforcing the community identity and distinct sense of place. The combination of these heritage places with Toodyay's natural

environment additionally strengthens this sense of place, from the historic farmsteads dotting the rolling hills to the historic streetscape of Stirling Terrace.

This landscape of heritage places has significant research and scientific value, not just in the research potential of individual places but in the potential of region spanning structures such as the Clackline to Toodyay Railway line, or the configuration of residences and businesses to changing economic conditions. Of particular note is the research potential of Toodyay's convict structures in understanding convict lifestyles and government system controlling this forced labour.

**The combined landscape of cultural heritage places across Toodyay is therefore considered to demonstrate Local heritage significance through its aesthetic, historic, research/scientific and social values, and be representative of the development of the Avon region. Many individual places within this heritage landscape are additionally considered to demonstrate State heritage significance in their historic and research values.**

### 2.1.2 LANDSCAPE COMPONENTS; SIGNIFICANCE, CONDITION AND VULNERABILITY

In order to further explore the nature of Toodyay's heritage landscape and determine how the heritage places can be conserved and developed the heritage landscape has been divided by structural and functional relationships. The heritage significance of each of these components of Toodyay's heritage landscape can then determined by an examination of the collective Management Categories for each place provided in the Municipal Inventory.

However, such an assessment of heritage significance does not directly equal conservation priority. A place with a high or exceptional Management Category can be in excellent condition or be a ruin. Conversely, a place may require a great deal of conservation work to be stabilised but may still only have low heritage significance. Furthermore a place can individually be of moderate or low significance but have a higher priority of conservation work as part of a significant group or precinct.

A critical factor in determining conservation priorities for Toodyay's heritage landscape should be how *vulnerable* each component of that landscape is to development and change. This is presented in terms of immediate or future threats to the fabric of the heritage places/precincts in each landscape component. Each component is also considered in terms of sensitivity to change, the susceptibility of the heritage significance to be negatively impacted by development. A structure that is designed with a highly specific purpose will not be able to undergo structural development without impacting upon the heritage significance. Some heritage places will be so sensitive that the degree of alteration or addition possible without loss of significance may be very limited, particularly where there is a consistently high level of archaeological potential or architectural consistency. Alternately, some heritage

places will be flexible in their use and able to accommodate a great deal of development and change without losing their historical identity or significance.

While recommendations have been made at a site level, the tourist potential of each landscape component will also be considered. As a result of the individual site recommendations and the following analysis of heritage landscape components, a list of the Shire controlled heritage places, including Management Category, condition and vulnerability is included as Appendix 3.

#### *2.1.2.1 MAJOR HERITAGE LANDSCAPE COMPONENT: WEST TOODYAY*

Includes following precincts or Shire controlled heritage places: Original Toodyay Townsite Precinct, West Toodyay School (fmr).

This component of Toodyay's heritage landscape covers heritage places that demonstrate the settlement and development of the original Toodyay town site, later known as West Toodyay, between the 1830s to the 1930s. These structures include heritage buildings, structural remnants, subsurface archaeological remains and historic sites. These places exist in the West Toodyay locality and are mostly patterned along West Toodyay Road.

This component of the larger heritage landscape demonstrates Local heritage significance, with the individual places ranging from exceptional to some/moderate significance and several places grouped into the Original Toodyay Townsite Precinct.

The condition of this component is variable, with privately-owned heritage places demonstrating a range of conditions. The single Shire controlled heritage place within this area is a historic site with no fabric remaining.

The sensitivity to change of this landscape component is considered to be moderate for the built structures and the historic site, but high for the structural remnants and archaeological remains within the Original Toodyay Townsite Precinct. This is because any development on the site of these remains would inevitably damage their research/scientific values. The threats to this landscape component are from building development and lack of maintenance, but these threats are not considered immediate and are controlled through the Shire's existing planning procedures and policies.

While this area has significant fabric grouped to one area, observations of the Precinct in 2012 suggest the tourism development potential of this area is moderate.

#### *2.1.2.2 MAJOR HERITAGE LANDSCAPE COMPONENT: NEWCASTLE/TOODYAY*

Includes following precincts or Shire controlled heritage places: Butterly House, Connor's Mouse, Connor's Mill, Donegan's Cottage, House (33 Telegraph Road), Monger's Store, Parker's Cottage, Pelham Reserve, Recreation Ground, Shop and House (fmr) Stirling Terrace, Stirling Terrace Precinct, Toodyay Memorial Hall, Toodyay Public Library, Toodyay Shire Council, Toodyay War Memorial and Park, WA Bank (fmr) 108 Stirling Terrace.

This component of Toodyay's heritage landscape covers heritage places that demonstrate the settlement and development of the Newcastle and later Toodyay town site between the 1850s to the 1940s. These structures are mostly heritage buildings with some structural remnants and historic sites. These places exist in the town site and are mostly patterned along Stirling Terrace.

This component of the larger heritage landscape demonstrates Local heritage and State heritage significance, with the individual places ranging from exceptional to some/moderate significance and several places grouped into the historic streetscape of the Stirling Terrace Precinct.

The condition of this component is variable; however as many the heritage structures serve as residences or places of business they are kept in generally good condition. The single Shire controlled heritage place within this area is a historic site with no fabric remaining.

The sensitivity to change of this landscape component is considered to be moderate for the built structures and low for the area of Pelham Reserve, but moderate to high for the Stirling Terrace Precinct. This is because any development along this area of Stirling Terrace has the potential to negatively impact the historic streetscape of the area, even if the individual heritage place involved is only of moderate significance. The threats to this landscape component are from building development and lack of maintenance, but these threats are controlled through the Shire's existing planning procedures and policies, in particular LPP.20 *Central Toodyay Heritage Area*.

Given the historic streetscape and establishment of the tourism services/attractions in the area, this component is considered to have high potential for further heritage tourism development.

#### **2.1.2.3 MAJOR HERITAGE LANDSCAPE COMPONENT: RURAL LOCALITIES**

Includes following precincts or Shire controlled heritage places: 10 Mile Hill, Bejoording Homestead, Bejoording Town site/Spring/Reserve, Coondle Hall (fmr), Culham Hall (fmr).

This component of Toodyay's heritage landscape covers heritage places that demonstrate the settlement and development of the individual rural locations such as Bejoording, Culham, Coondle and Dumbarton between the 1850s to the 1960s. These structures include heritage buildings, structural remnants, subsurface archaeological remains and historic sites. These places exist scattered across the Toodyay landscape but tend to cluster near historic transport routes. It is considered that there are still a number of heritage places yet to be identified and assessed relating to this landscape component.

This component of the larger heritage landscape demonstrates Local heritage significance, with the individual places ranging from exceptional to some/moderate significance. A small number of separate places have been assessed as demonstrating State level heritage significance.

The condition of this component is variable, with privately-owned heritage places demonstrating a range of conditions. A notable example is Bejoording homestead, of

which the homestead and kitchen building are in good condition, but the surrounding remnant structures are in very poor condition. A number of the Shire controlled heritage places within this area are historic sites with no fabric remaining.

The sensitivity to change of this landscape component is considered to be moderate for the built structures and low for the historic sites. Again, the exception is Bejoording Homestead, with structural remnants and archaeological potential considered to be highly sensitive to development. This is because any development on the site of these remains would inevitably damage their research/scientific values. Overall, the threats to this landscape component are from building development and lack of maintenance, but these threats are not considered immediate and can be controlled through the Shire's existing planning procedures and policies. A future threat that will need to be considered is future subdivisions and rural residential developments and how they will accommodate the scattered historic farm buildings.

While there are a number of significant heritage places across this landscape component, the scattered locations and low number of publically accessible buildings means that the heritage tourism potential of this area is considered to be low.

#### *2.1.2.4 MAJOR HERITAGE LANDSCAPE COMPONENT: LAW & ORDER, CONVICTS*

Includes following precincts or Shire controlled heritage places: Joe's Cage, Newcastle Gaol Museum, Newcastle Police Stables (fmr), Police Lock-up (fmr), Toodyay Shire Council (archaeological remains), Original Toodyay Townsite Precinct (West Toodyay Lockup).

This component of Toodyay's heritage landscape covers heritage places that demonstrate the development of law and order in the region between the 1830s to the 1870s, with a particular emphasis on convicts. These structures include heritage buildings, structural remnants, subsurface archaeological remains and historic sites. One of the places exists in West Toodyay but this component is mostly centred around Clinton Street and Fiennes Street in Toodyay where the Newcastle Convict Depot was originally located.

This component of the larger heritage landscape demonstrates Local and State heritage significance, with the individual places assessed as exhibiting exceptional and considerable heritage significance.

The condition of this component is variable, with the historic buildings in good condition but with many significant heritage remains either underground or (in the case of West Toodyay) as a remnant structure.

The sensitivity to change of this landscape component is considered to be high for both historic buildings and structural remnants/archaeological remains. The threats to this landscape component are from lack of maintenance and inappropriate development or conservation, but given that these areas are all controlled by the Shire, such threats are not considered immediate and repairs or development are

approached through the existing conservation management plans written for these areas.

Given the heritage significance of this theme in the state's history and grouped location of this landscape component as public buildings near Stirling Terrace, the heritage tourism potential of this landscape component is considered to be exceptional.

#### *2.1.2.5 MAJOR HERITAGE LANDSCAPE COMPONENT: TRANSPORT SYSTEMS*

Includes following precincts or Shire controlled heritage places: Bejoording Siding, Clackline to Toodyay Railway Line Precinct, Coondle Siding (fmr), Lunn's Landing (fmr), Ringa Railway Bridge and Windmill Hill Cutting.

This component of Toodyay's heritage landscape covers heritage places that demonstrate the development of across region, in particular the development of railways between the 1880s to the 1960s. These structures include heritage structures, structural remnants and historic sites. These places mainly exist along the route of the Light Gauge railway system, with the exception being Windmill Hill Cutting along the Standard Gauge line to Northam. It is considered that there are still a number of heritage places yet to be identified and assessed relating to this landscape component, particularly in relation to early wagon routes.

This component of the larger heritage landscape demonstrates Local heritage significance, with the individual places ranging from considerable to potential. The largest group of structures, the Clackline to Toodyay Railway Line, is considered to demonstrate some/moderate heritage significance.

The condition of this landscape component is hard to gauge<sup>1</sup>, with many of the historic sites currently being used for the Standard Gauge rail line. The Clackline to Toodyay Railway Line Precinct in particular travels through a number of private properties and has been impacted differently in different areas. Overall, the condition of these structures would be poor.

The sensitivity to change of this landscape component is considered to be low to moderate. The northern section of the historic railway route has already been adapted to its current use without significantly impacting upon the historic values of the place, although the remnants of the Clackline to Toodyay section would be negatively impacted by any further development or destruction. There are no threats to this landscape component for the northern half of the historic route, although the elements of the Clackline to Toodyay Railway Precinct may in the future be threatened by the conversion of farming land to rural residential. The most pressing threat to this landscape component would be lack of maintenance on the Ringa rail bridge. It is also recommended to identify and assess all remnants of the earlier wagon/cart transport routes in the region, particularly those travelling to West Toodyay, which would include historic river fords, wells and camp sites.

While there are a number of significant heritage places across this landscape component, the development of the Standard Gauge railway and low number of

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<sup>1</sup> No pun intended.

publically accessible remnants means that the heritage tourism potential of this area is low.

#### *2.1.2.6 MINOR HERITAGE LANDSCAPE COMPONENT: ECCLESIASTICAL*

Includes the Catholic Church Precinct along Stirling Terrace.

This component of Toodyay's heritage landscape covers heritage places that demonstrate the development of Toodyay's religious life, including all denominations but with a historical tendency towards Anglicanism and Catholicism between the 1830s to the 1970s. These structures include churches, cemeteries and historic sites. These places are generally associated with historic transport routes but are clustered in the Toodyay town site.

This component of the larger heritage landscape demonstrates Local heritage significance, with elements of the Catholic Church Precinct currently being considered for inclusion on the State register of Heritage Places. The individual heritage places of this landscape component range from exceptional to some/moderate significance.

The condition of this component is generally considered to be good.

The sensitivity to change of this landscape component is considered to be high, especially for the cemeteries and active places of worship. This is because these places have very specific uses, and changes to their use would impact upon their heritage significance. The threats to this landscape component are from mostly from lack of maintenance with a smaller threat from building development. However these threats are not considered immediate and can be controlled through the Shire's existing planning procedures and policies.

While this landscape component is made of significant buildings/places, including a Precinct on Stirling Terrace, the spiritual and social significance of the places may not be appropriate for heritage tourism development unless with the full support of the private owners involved. The heritage tourism potential is considered to be low to moderate.

#### *2.1.2.7 MINOR HERITAGE LANDSCAPE COMPONENT: EXPLORATION*

Includes following precincts or Shire controlled heritage places: Rock Cairn and Morangup Spring.

This component of Toodyay's heritage landscape covers heritage places that demonstrate the exploration and initial settlement of the Toodyay region between the 1830s to the 1860s. These structures include structural remnants and historic sites. These places exist in the Avon Valley National Park and along Morangup Road. It is considered that there are still a number of heritage places yet to be identified and assessed relating to this landscape component, in particular surveyor's markers (rock cairns and scarred trees) and any remnants of historic exploration trails.

This component of the larger heritage landscape demonstrates Local heritage significance, with the individual places ranging from exceptional to potential significance.

The condition of this component is difficult to determine given the nature of the small sample size; one heritage place is in moderate to good condition and the other is a historic site with no heritage fabric extant.

The sensitivity to change is again hard to determine. The surveyor's rock cairns would be highly sensitive to change, although the historic spring would be able to have some types of development without losing its historical significance. The threats to this landscape component are from building development and lack of maintenance, but both cases these threats are not considered immediate.

While the significance of this landscape component to the state lends itself to heritage tourism development, the inaccessible, scattered and largely unidentified locations of this landscape component indicate that the heritage tourism potential is low.

#### *2.1.2.8 MINOR HERITAGE LANDSCAPE COMPONENT: INDIGENOUS*

Includes the Indigenous burial ground included as a part of the Recreation Ground heritage place, however there are currently 22 places listed on the state's Register of Aboriginal Sites, including artefact scatters, resource areas and sacred sites.

This component of Toodyay's heritage landscape covers heritage places that demonstrate the original settlement of the Toodyay region by a culture spanning tens of thousands of years and have left an archaeological record of their actions. These places are scattered across the Toodyay landscape, but are generally associated with water resources and resource nodes.

The condition of this component is unknown, as the identification and assessment of these heritage places is controlled by the Department of Indigenous Affairs. The single Shire controlled heritage place within this area is in good condition, but part of the site is currently used as a hockey oval.

The sensitivity to change of this landscape component is considered to be high, given the culturally specific uses of these sites by the Ballardong people. Any development impacting these sites would inevitably damage their research/scientific values and should not be undertaken unless in communication with local Ballardong representatives and the Department of Indigenous Affairs. The threats to this landscape component are from building development but as many of these sites are located in the rural landscape these threats are not considered immediate. Any building development that does threaten a registered Aboriginal site would be controlled through the state's existing Indigenous heritage procedures.

While there is a growing appreciation of Indigenous culture, most Indigenous sites are on private properties and the cultural constraints on some sites do not lend themselves to heritage tourism development. The heritage tourism potential is considered to be low.

#### *2.1.2.9 ADDITIONAL HERITAGE LANDSCAPE COMPONENT: NATURAL ENVIRONMENT*

The natural environment and the effect of human activities upon it should also be considered within its heritage context. Land and fire management practices have impacted today upon the bio-diversity of plants, animals and micro-organisms and most recently and obviously on the major water course of the region, the Avon River.

Varying land uses from Indigenous land management to the introduction of settler farming and grazing have modified the Toodyay environment. Agricultural practices, particularly since European settlement, have evolved and various locations throughout the Shire have historical associations with or are demonstrative of land uses such as broadacre farming, vineyards, sandalwood collection, harvesting of oil mallees, fruit orchards and olive groves.

Land and water degradation and future threats, such as climate change, are issues which may be showcased as part of heritage tourism presentations in the Visitor Centre, along Stirling Street or possibly within the museum precinct if this is determined to part of its overall vision.

#### *2.1.2.10 ADDITIONAL HERITAGE LANDSCAPE COMPONENT: CULTURAL HERITAGE*

Customs, language, stories, beliefs, memories, identity and other intangible cultural practices overlay and link with the physical heritage landscape.

Sharing traditions, increasing awareness of forgotten histories, encouraging a meaningful sense of place, public art initiatives and community celebrations - such as the Moondyne Festival - all offer a high tourism potential if promoted appropriately.

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## 3 STRATEGIC VISION

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### 3.1 WHERE ARE WE NOW?

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By uniting all heritage places in the Shire into a single vision of Toodyay's heritage landscape, it can be seen that the landscape is made up of intangible cultural traditions, the natural environment, heritage buildings, structural remnants, archaeological remains and historic sites, largely associated with Toodyay's historic and current transport routes. The major physical components of this heritage identity relate to the development of the West Toodyay town site, the current Toodyay town site, the rural localities, transport systems and Law & Order/Convicts. Minor components of this heritage landscape include ecclesiastical, exploration and Indigenous heritage places. Of these landscape components, there is some tourism development potential in the West Toodyay and ecclesiastical components, a high tourism potential in the Toodyay town site and an exceptional heritage tourism potential in the Law & order/Convicts component.

In terms of conservation and tourist development of Toodyay's heritage landscape as a whole, a Strengths/Weaknesses/Opportunities/Threats analysis reveals the following:

#### 3.1.1 STRENGTHS

##### 3.1.1.1 CONSERVATION

- Numerous Local and State level heritage sites, in particular the Law & Order/Convicts group
- Many sites with conservation plans
- Local planning protection, Municipal Inventory, Heritage List, staff expertise
- Heritage a community priority
- Many historic sites still actively used by community
- Pro-active approach to conservation with several buildings undergoing structural analysis

##### 3.1.1.2 TOURISM DEVELOPMENT

- Proximity to Perth
- Unique heritage attractions
- Historic Streetscape and sense of place
- Many sites associated with major transport routes
- Established tourist area in Stirling Terrace, including Visitor's Centre
- Established branding with Moondyne Joe
- Development of *Living History* walk trail

#### 3.1.2 WEAKNESSES

##### 3.1.2.1 CONSERVATION

- Uneven conservation of places within landscape components
- Variable condition of heritage places within a landscape component
- Many places not yet formally identified and assessed
- Some places considered highly sensitive to change
- Some places are site only, no heritage fabric remaining

### 3.1.2.2 *TOURISM DEVELOPMENT*

- Lack of advertising and communication, in particular a cohesive theme to attract visitors
- Community concern with planning, development and signage in Stirling Terrace
- Many attractions/businesses not consistently open for business.
- Community concern with insufficient directional/informational signage
- Many landscape components do not lend themselves to tourist development, due to access or poor strength of theme.
- Many individual places in private ownership; makes unified development difficult
- Lack of advertising and communication, in particular a cohesive theme to attract visitors
- Lack of interpretation or dilapidated condition of some heritage sites and tourist sites
- Museum spaces being used for storage, not display
- Parking facilities need to be more developed

### 3.1.3 *OPPORTUNITIES*

#### 3.1.3.1 *CONSERVATION*

- Significant research/scientific potential for study of the past.
- Public education of heritage places, especially in finding out new information at familiar places
- Opportunities to formally identify and conserve previously unregarded heritage places
- Opportunity to develop guidelines for non-built heritage
- Opportunities to create conservation partnerships with regional or state bodies

#### 3.1.3.2 *TOURISM DEVELOPMENT*

- Opportunity to consolidate heritage and tourism approach to present what can only be found in the Toodyay area.
- Opportunity to develop new heritage tourism attractions, especially law & order/convict group.
- Opportunity to establish regional partnerships, with Perth/Fremantle or with other Avon towns.
- Opportunity to develop new approaches to museum interpretation and display.

### 3.1.4 *THREATS*

#### 3.1.4.1 *CONSERVATION*

- Building development that negatively impacts upon the heritage values of place or precinct
- Lack of maintenance for heritage buildings

#### **3.1.4.2 TOURISM DEVELOPMENT**

- Lack of a unified approach to the tourism potential of the Shire

### **3.2 A VISION FOR THE FUTURE**

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The Shire of Toodyay leads the regional local governments of Western Australia in its' dedication to heritage management and presentation, showcasing not only some of the state's most unique heritage attractions but the methods by which heritage conservation and heritage tourism can strengthen one another.

The Shire of Toodyay sets a regional benchmark with the highest standards of heritage management. The Shire's heritage planning procedures identify and assess all known heritage places and significant heritage areas are reasonably and appropriately protected. The Shire leads by example in maintaining its heritage places by establishing logical, evidence-based priorities for conservation work and funding. The Shire maintains its operational edge through active and practical heritage education. The Shire develops its conservation credentials by establishing links with other regional and state based bodies to promote the conservation of heritage landscapes. The Shire actively seeks partnerships with tourism initiatives both within and beyond the Avon Valley.

The Shire of Toodyay's heritage tourism industry is a leader in the Avon region, presenting law & order/convict heritage attractions in a way that that cannot be seen anywhere else. The Shire's museums stand out in their field, preserving the area's historic material and showcasing heritage in a way that is engaging and unique. The Shire's museums serve as centres of community and regional education, advancing new ways of communicating with the public.

This heritage tourism presentation takes its place with the Shire's other tourism enterprises to provide a satisfying experience for its target audience which includes local residents as well as visitors to the Shire. The Shire of Toodyay will actively establish its place within the tourism economy of the Avon region and the state by strengthening links with other tourism groups and tapping into state, national and international tourism markets.

### **3.3 HOW WILL WE GET THERE?**

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In order for Toodyay to fulfil its heritage potential, this vision can be broken down into a number of strategic objectives. The specific actions needed to fulfil each these objectives are presented as strategies for heritage conservation or heritage tourism. While there will be overlap between these two strategies, the reasons for this divide are that one strategy will cover the preservation of the Shire's heritage landscape as a whole, while the other will tighten the focus to those places with heritage tourism

potential. This separate heritage tourism strategy will also allow for better integration into any future (all encompassing) Shire tourism strategies.

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## 4 HERITAGE CONSERVATION STRATEGY

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### 4.1 HERITAGE MANAGEMENT AND PLANNING

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*“The Shire’s heritage planning procedures identify and assess all known heritage places and significant heritage areas are reasonably and appropriately protected.”*

The Shire already has a number of planning documents and procedures dealing with the heritage landscape. However, these documents do not work from a complete picture of all heritage fabric, only places nominated by the public. Planning procedures also do not specifically protect any areas outside of Stirling Terrace, nor do they provide guidance for non-built heritage. Consultations have also expressed concern with planning restrictions on heritage listed buildings or buildings in the Central Toodyay Heritage Listed Area. Necessary restrictions to conserve heritage places can be offset through the establishment of a heritage levy on rates that can fund rates rebates for owners of heritage buildings, grants for conservation/repairs, waiving of development application fees and the fast-tracking of planning applications.

The actions needed to achieve this objective are:

- HM1. Maintain a Municipal Inventory and Heritage List
- HM2. Provide a short annual report on the state of the Municipal Inventory and Heritage List, including any significant changes to fabric of a place or change of ownership
- HM3. Establish a Synergy-based generated list of property owners on the Municipal Inventory that can be automatically updated when properties change hands
- HM4. Prepare for future Municipal Inventory reviews by actively surveying all heritage structures in the Shire for potential heritage value, with an emphasis on the development of Toodyay’s heritage landscape
- HM5. Review the Shire’s planning policies or create reasonable and appropriate planning procedures specific to the Shire’s heritage precincts
- HM6. Create a map showing all areas of archaeological potential within the Shire to help guide and inform future planning decisions
- HM7. Create guidelines to help deal with archaeological heritage wherever it may impact on planning and development
- HM8. Create a map of all known Indigenous heritage places and waterways, including their extent and buffer zones. This map should be kept as internal reference only

## 4.2 CONSERVATION AND MAINTENANCE

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*“The Shire leads by example in maintaining its heritage places by establishing logical, evidence-based priorities for conservation work and funding.”*

To resolve the problem of reactive conservation and maintenance, the Shire of Toodyay will need to follow a conservation schedule that is based upon current observations and expert evidence. This is best achieved through a priority approach that considers the significance, condition, vulnerability of each Shire-controlled heritage place, as well as its place within the larger cultural heritage landscape of Toodyay.

The actions needed to achieve this objective are:

- CM1. Complete the schedule of works included in the Structural Analysis of Connor’s Mill, Newcastle Gaol, Newcastle Police Stables, 1907 Lockup (fmr) and Bejoording Homestead
- CM2. Repair and maintain the Shire controlled heritage places in accordance with available funds and the list of conservation priorities (included as Appendix 3)
- CM3. Review building maintenance schedules and identify and heritage maintenance issues that require referrals to the State Heritage Office

## 4.3 HERITAGE EDUCATION

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*“The Shire maintains its operational edge through active and practical heritage education.”*

A concern raised during consultations with Toodyay business owners was the development procedures for heritage places, particularly along Stirling Terrace. To help resolve this problem, the Shire can provide as much educational resources as possible to help guide the public in valuing heritage as a community resource and making good planning decisions. This information should include heritage and planning developments processes, architectural terms, practical restoration/repair advice and project guidance. This information should also link to a map of all heritage places in the Shire and any active heritage grants for private owners. The emphasis of this education should be that heritage is a shared community experience, not simply the the purview of any one group or department. The Shire can retain and develop this education internally by continuing to educate employees involved with heritage projects.

The actions needed to achieve this objective are:

- HE1. Maintain the position of Heritage officer and retain the services of the Regional Heritage Advisor
- HE2. Establish a short (15min) heritage induction for Shire staff (Administration and Depot) involved in projects where heritage fabric may be impacted
- HE3. Provide practical heritage education for the Toodyay community by creating a heritage resources page on the Shire website.

## 4.4 HERITAGE PARTNERSHIPS

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*“The Shire develops its conservation credentials by establishing links with other regional and state based bodies to promote the conservation of heritage landscapes.”*

Opportunities have been identified to actively conserve Toodyay’s heritage landscape within the framework of regional or state bodies. Such projects can link significant landscape elements across government boundaries or identify larger research or conservation values that can better guide heritage assessment at a local level.

The actions needed to achieve this objective are:

- HP1. Establish closer links with the State Heritage Office of Western Australia, particularly in continuing to develop best-practise standards for heritage management in the regions
- HP2. Establish closer links with the National Trust of Western Australia, particularly in conservation and heritage education projects the preservation of Western Australia’s heritage
- HP3. Establish closer links with the History Council of Western Australia, particularly in establishing thematic research questions effecting heritage assessment.
- HP4. Establish closer links with other Avon local governments to create conservation partnerships linking related heritage places or precincts across the region
- HP5. Establish closer links with community groups in Toodyay including the Toodyay Historical Society, the Friends of the River, the Naturalists Club, the Country Women’s Association & the Returned and Services League
- HP6. Establish closer links with the State Library, Museums Australia WA and the West Australian Museum

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## 5 HERITAGE TOURISM STRATEGY

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### 5.1 NEWCASTLE CONVICT DEPOT

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*“The Shire of Toodyay’s heritage tourism industry is a leader in the Avon region, presenting law & order/convict heritage attractions in a way that that cannot be seen anywhere else.”*

The Shire has already identified the opportunity of developing the Newcastle Gaol, Newcastle Police Stables and 1907 Lockup (fmr) with the archaeological remains of the Newcastle Convict Depot to create a unique heritage presentation. The convict presentation would link to other convict heritage sites across the state to form a heritage link between Fremantle and Toodyay. Consultations with Toodyay business owners have further indicated the need for new tourist attractions, trails and advertising. Such a unique presentation can therefore form the centre of Toodyay’s tourism marketing. Moondyne Joe is particularly useful as he is an established figure in Fremantle’s convict heritage presentation and could be the “hook” of an advertising campaign that directs tourists to Toodyay where the full range of Toodyay’s experiences can then be offered.

The actions needed to achieve this objective are:

- NCD1. Seek funding for and carry out the development of the Newcastle Convict Depot in accordance with the Newcastle Convict Depot Interpretation Plan.
- NCD2. Actively pursue a formal partnership with Tourism Western Australia, Fremantle Prison and other local government bodies to establish a state Convict Heritage Trail with the route between Fremantle and Toodyay as a priority.
- NCD3. Based on archaeological assessment, investigate opportunities for future National heritage listing or inclusion in the group World Heritage Listing for convictism in Australia.
- NCD4. Establish advertising in collaboration with these bodies to establish the theme of convict tourism and cement Toodyay’s place within the heritage trail.
- NCD5. Replace the current “top-hat” Toodyay.com logo with a Moondyne Joe logo to further establishing a marketing link with the state convict heritage trail.

### 5.2 MUSEUM DEVELOPMENT

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*“The Shire’s museums stand out in their field, preserving the area’s historic material and showcasing heritage in a way that is engaging and unique. The Shire’s museums serve as centres of community and regional education, advancing new ways of communicating with the public.”*

The Shire has already developed the Newcastle Gaol, Newcastle Police Stables and Connor's Mill as museums. However, the Newcastle Convict Depot Interpretation Plan proposes improvements in showcasing the Gaol and Stables, removing intrusive elements to a more appropriate storage location and developing the museum spaces to reflect the theme of convictism and life in early Toodyay. New methods of interpretation should be explored; examples include actors performing monologues as historic Toodyay characters or adding depth to presentation through the use of digital mobile devices. The Shire can also explore the possibility of establishing a convict ancestry database as part of a heritage tourism experience. These new heritage presentations can be located at the museum or along Stirling Terrace.

The actions needed to achieve this objective are:

- MD1. Complete the developments of Newcastle Gaol and develop the Newcastle Police Stables area as suggested in the Newcastle Convict Depot Interpretation Plan.
- MD2. Present the Toodyay Museums as a free attraction to maximise interest in visiting the area.
- MD3. Ensure that the museums are open seven days a week.
- MD4. Seek funding and develop better methods of heritage experience delivery during peak periods or in association with tours.
- MD5. Review current vision and mission statements
- MD6. Review current Collections Policy
- MD7. Review the role of the Museum Advisory Committee and its composition
- MD8. Review current operations with regards staffing, volunteering, costs and benefits against future aspirations
- MD9. Place a major emphasis on promoting the museum

### **5.3 HERITAGE TOURISM PRESENTATION IN TOODYAY**

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*“(The) heritage tourism presentation takes its place with the Shire’s other tourism enterprises to provide a satisfying experience for its target audience.”*

The Shire’s heritage tourism presentation is developed as part of Toodyay’s wider tourism economy, encompassing the historic character of Stirling Terrace, the Shire’s museums and the presentation of convict heritage. As a themed tourist destination, the Shire’s heritage tourism attractions/activities link to the town’s services, amenities and accommodation to present a range of experiences to the region’s target audience, particularly weekenders. In order to create a cohesive advertising strategy, all signage should (where possible) should reflect the visual style of Toodyay’s Entry Statement. Consultations should be carried out with relevant groups to ensure unified information is represented.

The actions needed to achieve this objective are:

- HT1. Increase accessibility for tourists by improving parking at the Toodyay Rail Station and Duidgee Park.

- HT2. Improve tourism information and maps bay at the Northam/Toodyay turnoff and Toodyay Visitor's Centre. The same should be developed in a Stirling Terrace information bay and at the parking areas in Duidgee Park and the Toodyay Train Station.
- HT3. Improve directional signage to the Newcastle Gaol Museum and Duidgee Park (under the guidance of Main Roads regulations) and along Julimar Road.
- HT4. Complete interpretation of the *Living History* walk trail.
- HT5. Request the Department of Environment and Conservation repair the Avon Valley Survey Heritage Trail.
- HT6. Seek the repair or replacement of the Toodyay Pioneer Heritage Trail.
- HT7. Establish the themes of heritage, environment and activities in Shire tourist advertising at the Toodyay Visitor's Centre. This advertising should include all services, amenities and activities for tourists arriving in Toodyay as a Toodyay Holiday Planner.
- HT8. Develop the Toodyay Visitor's Centre website (Toodyay.com) to compete with other tourist destination websites in Western Australia, with a focus on the weekender market.
- HT9. Seek partnerships with Toodyay's tourism providers on tourist packages that present a range of activities.
- HT10 Establish public art along Stirling Terrace that is respectful of the area's historic character and reflects the environmental, European and Indigenous heritage of Toodyay
- HT11 Develop a self-drive tour which includes part or all of the Toodyay to Bejoording route.
- HT12 Maintain a good working relationship with accomodation providers through the Toodyay Visitor's Centre.
- HT13 Investigate the feasibility of the development of policies to encourage more accommodation options closer to the town site.

## 5.4 TOURISM PARTNERSHIPS

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*"The Shire of Toodyay will actively establish its place within the tourism economy of the Avon region and the state by strengthening links with other tourism groups and tapping into state, national and international tourism markets."*

In order to effectively promote the Shire's heritage tourist theme to the wider market, the Shire will need to develop or strengthen its links with other tourism and advertising bodies. Effective cross promotion can not only channel more of the tourist market through Toodyay but make the Shire more desirable as the 'first point of contact' for tourists travelling to the region.

- TP1. Establish stronger links with Experience Perth tourism group in relation to Perth heritage sites and the convict heritage trail outlined in NCD2, particularly in relation to emerging international markets.

- TP2. Establish stronger links with the Golden Outback tourism group as the doorway to the outback region
- TP3. Create a formal contact list of all community clubs, holiday groups and tour operators who may choose to travel to Toodyay and maintain regular communication to advertise Toodyay as a tourist destination
- TP4. Establish stronger links with the Balladong Noongar to explore cultural tourism opportunities
- TP5. Seek opportunities to advertise the heritage tourism theme of Toodyay in radio, television and newspaper reviews.
- TP6. Establish stronger links with Avon Tourism group in relation to Toodyay's place in the Avon experience and contribute to the creation and distribution of the Avon Valley Holiday Planner
- TP7. Actively seek and maintain links with other regional tourism initiatives such wildflower promotions in Chittering and the Golden Pipeline Heritage Trail.
- TP8. Seek to maximise tourism opportunities in partnership with event organisers of the Avon Descent and the Targa West rally.

## 6 IMPLEMENTATION

Implementing the Heritage Conservation and Heritage Tourism Strategies will require co-ordinated effort from both Shire Administration and local business, and many specific plans will require external funding. Given the limited resources of the Shire, the specific actions listed in the strategies are assigned priority and given a completion date relative to the adoption of the Heritage Master Plan. This will provide flexibility in the Shire's approach with a goal of completing the essential elements of this plan within 5 years of adoption.

### 6.1 IMPLEMENTATION SCHEDULE

Action Code	Responsibility	Priority	Resourcing	Completion date
HM1	Heritage Officer	High	Shire	Ongoing
HM2	Heritage Officer	Low	N/A	Ongoing
HM3	Heritage Officer	Low	N/A	Ongoing
HM4	Heritage Officer	Medium	N/A	2014
HM5	Heritage Officer	High	N/A	2013
HM6	Heritage Officer	Medium	N/A	2013
HM7	Heritage Officer	Medium; requires HM6	N/A	2014
HM8	Heritage Officer	Medium	N/A	2013
CM1	Building Maintenance Officer	High	Shire & external grant	2017
CM2	Building Maintenance Officer	High	Shire	Ongoing
CM3	Building Maintenance Officer	Low	N/A	2013
HE1	CEO	N/A	Shire	Ongoing
HE2	Heritage Officer	Low	N/A	2013
HE3	Communications Officer	High	Shire	2013
HP1	Heritage Officer	Medium	N/A	2015
HP2	Heritage Officer	Medium	N/A	2015
HP3	Heritage Officer	Low	N/A	2013
HP4	Heritage Officer	Medium	N/A	2015
NCD1	Heritage Officer	Essential	Shire and External	2015
NCD2	Heritage Officer	High; requires grant confirmation for NCD1	Shire & external grant	2015
NCD3	Heritage Officer	High; requires NCD1	Shire & external grant	2015
NCD4	Heritage Officer	High; requires NCD2	Shire & external grant	2015
NCD5	Communications Officer	High; requires		

		NCD2		
MD1	Heritage Officer	High	Shire & external grant	2015
MD2	Heritage Officer	Low	N/A	2013
MD3	Heritage Officer	Medium	N/A	2013
MD4	Heritage Officer	Medium	Shire and External	2015
MD5	Museum Curator	Medium	Shire	
MD6	Museum Curator	Medium	Shire	
MD7	Museum Curator	Medium	Shire	
MD8	Museum Curator	Medium	Shire	
MD9	Museum Curator	Medium	Shire	
HT1	Manager of Planning	Medium	Shire	2017
HT2	Manager of Planning	High	Shire	2015
HT3	Heritage Officer	Low	Shire	2014
HT4	Building Maintenance Officer	High	Shire & external grant	2015
HT5	Heritage Officer	Low	Shire & external grant	2015
HT6	Visitor's Centre Manager	High	Shire	2013
HT7	Communications Officer	High	Shire	2013
HT8	Communications Officer	High	Shire	2013
HT9	Visitor's Centre Manager	High	N/A	Ongoing
HT10	Heritage Officer/Manager of Planning	Low	Shire & External grant	2015
HT11	Museum Curator	Medium	Shire	
HT12	Visitor's Centre Manager	Medium	Shire	
HT13	Planning Officer	Medium	Shire	
TP1	Heritage Officer	High; requires NCD1, NCD2, NCD4	Shire	2017
TP2	Visitor's Centre Manager	Medium	Shire	Ongoing
TP3	Visitor's Centre Manager	Medium	Shire	Ongoing
TP4	Visitor's Centre Manager/Communications Officer	Medium	Shire	2013, then ongoing
TP5	Communications Officer	Low	N/A	Ongoing
TP6	Mgr, Comm. Development	Medium	Shire	
TP7	Museum Curator	Medium	Shire	
TP8	Planning Officer	Medium	Shire	

## 6.2 REPORTING AND EVALUATION

The responsible officer for each action within the Heritage Conservation and Heritage Tourism Strategies will be required to manage each task as their funding and experience dictates; upon completion of any action a short report should be written for the senior management of the Shire Administration referring to the action code of this plan and acknowledge that it is now complete.

At the end of financial year 2017, a review of the Heritage Master Plan is recommended. The first function of this review will be to confirm what actions within each strategy were completed or offer alternatives for any actions that could not be completed. The second function of this review will be to report on the effectiveness of each of the strategies in achieving the vision set out in section 3.2 of this document.

For actions requiring ongoing work or monitoring, the 2017 review will establish if the effect of the action has been positive or negative and in line with the vision set out in section 3.2

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## 1 APPENDIX: INDUSTRY CONSULTATIONS 2012

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### 1.1 TOUR OPERATORS OUTSIDE OF TOODYAY

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The following are professional tourism operators that either offer tour packages in Toodyay or in the Avon region, and were contacted to find their view on Toodyay as a tourism destination.

#### 1.1.1 KANDU HOLIDAYS

Offers day trips or overnight stays as a coach tour. Have visited Toodyay within the last year and toured the museums. Looking for extra experiences to offer their clients, presented as a variety of attractions across a package tour of York, Northam and Toodyay. Would like to see new shops for tourist purchases. Did mention that Toodyay suffers from 'tour fatigue' as it is the last stop on the tour, therefore if people travel up to e.g. view historic buildings, they have already seen them by the time they arrive at Toodyay. Would be willing to move Toodyay to the first stop in the tour if there were more attractions. Mentioned the Emu Farm as a good activity.

#### 1.1.2 CASEY AUSTRALIA TOURS

Offers day trips to Toodyay or stops through as part of a larger coach tour. Mentioned that it Toodyay is picturesque, and was a 'pleasant drive up.' Would like to see more on the historical/heritage presentation, in particular developing heritage as a theme that spans different activities, including European and Indigenous attractions. Would like to see a better display at the Newcastle Police Stables, develop the heritage walk with more plaques. Gave a good review of the Moondyne Joe Festival.

#### 1.1.3 COUNTRY ESCAPES IN WA TOURS

Offers day trips to Toodyay as part of a coach tour. Would be interested in developing Toodyay as a specific day trip as it is a Heritage Listed town and suggested Toodyay needed more advertising in this regard. Other recommendations included more morning tea facilities and toilets, more cafes. Used the Visitors Centre but wished to see people always at counter "with a cheery hello," not at desk in office. Would like to see more on Indigenous culture and see the Newcastle Gaol in particular open more often, and for longer. Finally recommended that Toodyay have a greater communication with tour operators such as Country Escapes.

#### 1.1.4 PERTH LUXURY TOURS

Offers day trips to Toodyay as part of a coach tour. Caters to small groups, again does not offer Toodyay as the first stop on their tour. Mentioned that Toodyay's businesses were closed at 2pm on last visit, therefore didn't stay but drove through to York. Did give a positive review to Connor's Mill given that it had moving machinery, but recommended more structured tours of area presenting a variety of

experiences. Would also recommend developing outdoor and “man-made” (cultural) attractions offering education and interaction.

#### 1.1.5 HILLS HERITAGE TOURS

Offers day trips through the Darling Scarp as part of a coach tour with a focus on wineries and fine dining. As a tour operator is interested in wineries, pubs, market gardens and “good places to eat.” In terms of Toodyay ,gave a positive review to the Shire’s collection of historic buildings and river views, however recommended developing the Shire’s picnic areas and gave a negative review to the opening times for businesses, in particular places to eat.

#### 1.1.6 FUNSEEKER TOURS

Previously offered tours through Toodyay, but had discontinued them as senior’s tours were not profitable enough. Has since moved its business to the state’s southwest

#### 1.1.7 WESTERN AUSTRALIA TRAVEL BUG

Offers day trips through the Avon region to Wave Rock as part of a coach tour. Company has an emphasis on eco tourism and would only be interested in travelling to Toodyay if it offered a variety of experiences linked up as part of a larger theme. Would not consider Toodyay as a stop in any of their tours as Toodyay was not considered to be “on the way to anything.” However in general did recommend emphasising Toodyay’s heritage, shopping and environment as attractions, and specifically mentioned marketing to Asian tourists, who were generally interested in farmstays.

#### 1.1.8 HALLORAN’S WA TOURS AND CHARTERS

Offers day trips to Toodyay or stops through as part of a larger coach tour. Gave a positive review of Toodyay’s “original” and “individual” streetscape, much like York, however not interested in the museums. Offers a stop at Toodyay at the end of a tour, gave a positive review to the Avon River, barbeque facilities, Duidgee Park, the lookout and the cafes and pubs. However complained that not enough was open in the afternoon at Toodyay, needed more places to eat, also more markets, activities and eco-attractions. Mentioned that Toodyay’s main competitor is York, who have a greater market profile and better website, also mentioned that Goomalling is known for being “unique.” Recommended targeting tourists from UK and Asia.

#### 1.1.9 CRIKEY ADVENTURE TOURS

Used to offer tours through the Avon region however has changed business strategy and now focusses on remote 4WD tours. Did however recommend marketing Toodyay as a “unique” destination, especially to overseas tourists who often travel to Western Australia with a “destination in mind.”

### 1.1.10 GREAT WESTERN COACH TOURS

Currently offers a day trip through New Norcia and Chittering Valley. Used to offer a day trip through the Avon but didn't get the numbers as there "wasn't enough awareness." Recommended that Toodyay was not a coach tour destination but better suited to daytrippers and weekenders, and emphasised advertising to the self-drive market. Also recommended working with York to raise the advertising profile of the area and refine the target audience. Also warned against locals who were anti-tourism, which can leave a very bad impression on visitors.

### 1.1.11 MOTIVE TOURS AUSTRALIA

Has previously worked in Toodyay, at the Boshack Outback Camp. Recommended that Toodyay needs more accommodation and better reviews. Recommended that Toodyay should target Asian (in particular Chinese) tourists, who usually travelled as part of "bespoke" tours built for individual interests, but that these interests included anything to do with "the ground," including earthworks, ruins, farms and mining. Also recommended advertising to the self-drive market targeted at American and European travellers.

### 1.1.12 A DAY OUT TOURS

Offers coach tours to the Swan Valley, Mundaring and New Norcia. Does not offer any tours through Toodyay and had no reviews specific to the town. However, did recommend determining what the interests of seniors were, and emphasised that Toodyay had to offer "something different" and "anything with history." Also emphasised that a tourist destination needed good quality places to eat and would not cost too much in transport costs. Other concerns raised were the importance of Visitors Centres and internet advertising in bringing in and directing tourists as well as making sure the place has wheelchair/disabled friendly access.

## 1.2 TOURISM BUSINESSES WITHIN TOODYAY

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The following are private business owners within Toodyay that offer accommodation, services, goods or activities that may be available to tourists.

### 1.2.1 ALICIA ESTATE WINERY & RESTAURANT

Recommended more advertising of the town, mentioned television and newspaper opportunities. Stated that Toodyay was well positioned being close to Perth with a good environment and heritage. Gave a positive review of the Shire's organic growers. Recommended to improve directional signage.

### 1.2.2 AMBERFIELD

Recommended developing tourism for wildflowers. Gave a positive review of the heritage plaques on the bins in Stirling Terrace and recommended more promotion in the form of postcards and tea towels. Recommended more maps of the area.

### 1.2.3 AMBER SPRING GARDENS

Recommended improving the Visitor's Centre website, in particular to put more information on, also to provide leaflets on heritage trails to accommodation providers.

### 1.2.4 ARTS TOODYAY INC.

Recommended an artist in residence program.

### 1.2.5 AVALON HOMESTEAD

Recommended more advertising of the town, in particular of roadside promotional signage going into town. Also recommended changes to the information signage at the Toodyay/Northam Turnoff, to make it larger with signage on the ends, possibly overseen by a signage committee. Recommended improving directional signage, pointed out Windmill Hill Cutting as an example. Recommended developing walks in the Julimar area, and emphasised that they would need to be signposted, maintained and kept free of livestock or motorcycles.

### 1.2.6 AVON VALLEY JEWELLERY, GIFTS AND HOMEWARES

Recommended developing unique attractions for tourists, weekend markets with historical re-enactment or other types of entertainment or the development of a music venue for events. Also recommended the development of a 'Pioneer Passport' that tourists could fill in as they travel through businesses in Toodyay that would also offer some type of discount or bonus.

### 1.2.7 BEE HAPPY APIARIES

Recommended re-establishing the tourism trains, pointed out that the Avon Link is not convenient for tourists and that tickets cannot be bought at Toodyay. Recommended improving riverfront and walkways. Recommended making maps available to Tourists clearer and identify an heritage walk trail. Recommended planting examples of local wildflower types in town for wildflower tourists. Recommended encouraging local businesses to be open consistently across the board.

### 1.2.8 BLACK WATTLE RETREAT

Recommended guided heritage walks of the town, offered the example of Strahan in Tasmania. Recommended more on marketing Moondyne Joe. Recommended more activities for tourists, and suggested a historic town re-enactment. Recommended improving advertising and directional signage, as well as improving business hours on the main street to keep tourist dollars in Toodyay, not New Norcia.

### 1.2.9 BOSHACK OUTBACK

Recommended marketing the heritage of Bishop Rosendo Salvado who travelled through many areas of Toodyay on his various journeys. Mentioned the New Norcia Trek (essentially a local version of the Camino pilgrimage in Spain)

### 1.2.10 CALTEX PETROL STATION/TOODYAY ROADHOUSE

Revealed that there had previously been a tourist information stand in one of the roadhouses that acted as an 'after hours' tourist information point. Recommended more information for tourists as they arrive in Toodyay, in particular directing them to the Visitors Centre. Recommended improving directional signage to this end.

### 1.2.11 CARTREF PARK COUNTRY GARDENS

Concerned that the advertising that has taken place has not translated into results. Believed the heritage of the area was presented well, mentioned the cemeteries in particular. Recommended the development of bike tracks as an activity and more information at the Visitors Centre as to which businesses would be open on each day.

### 1.2.12 COLA CAFÉ

Recommended more festivals, mentioned the Jazz Festival as being popular, as well as motorcycle and vintage car events. Mentioned a more pre-active Council involvement in events and raised concerns that regulation of events was too restrictive.

### 1.2.13 COORINJA VINEYARD

Recommended greater flexibility with variations to the Town Planning Scheme to boost local opportunities for development. Recommended maintenance and preservation work on the Ringa Rail Bridge. Recommended working with the Avon Valley Environmental Society to develop walk trails associated with the early railway line.

### 1.2.14 COURTYARD ANTIQUES

Felt the colour palette allowed to buildings along Stirling Terrace was too restrictive. Recommended better pest control of pavement areas. Recommended more education of locals in heritage and to work more closely with local businesses. Requested a better local area map to direct tourists.

### 1.2.15 EARTH SCULPTURES POTTERY

Recommended improving directional signage within Toodyay. Recommended more advertising/promotion of Toodyay as a tourist destination in Perth, Fremantle. Recommended the development of an information bay on the main street to direct tourists. Suggested that a more involved, unified approach with the businesses of

Toodyay, especially in organising events where a small group of active people were carrying the load and warned that the Capelfest recently folded due to this problem. Raised the concern that accommodation in Toodyay was being used by shift workers, which left fewer options for tourist accommodation. Recommended to explore new audience markets and gave the example of Medieval (historical re-enactment) fairs, where young people were willing to travel and spend a significant amount of money to join in.

#### 1.2.16 EMU FARM

Gave a positive review to the Newcastle Gaol, Visitors Centre and Connor's Mill. Recommended more consultation with local businesses. Recommended trying to re-establish the tourist train trips and raised opening hours of local businesses as a concern. Emphasised that Toodyay was a "terrific" place and recommended keeping the rural feel to the area..

#### 1.2.17 FOXBURROW HOLIDAY ACCOMODATION

Gave a positive review to Toodyay, in particular mention the Little Trains and the Toodyay Visitors Centre. Raised concerns that there were too many closed shops and recommended making the town area more pedestrian friendly.

#### 1.2.18 FREEMASONS HOTEL/MOTEL

Recommended focusing on established marketing techniques, building on what has proven to work and using a personal approach. Recommended improving or building on the established festivals, especially as a *de facto* marketing tool for Toodyay and as a way to establish and retain repeat business. Suggested that if other, smaller, festival were considered the Shire would need to consider the cost and time involved in establishing the events.

#### 1.2.19 FUN-LEA NOVELTY SOAPS

Gave a positive review of Toodyay's tourist presentation, in particular mentioned the Toodyay Visitors Centre.

#### 1.2.20 HODDYWELL ARCHERY PARK

Gave a positive review to the town, felt it "like Subiaco". Recommended for the Toodyay Visitors Centre to work more directly with operators. Raised concerns that there were not enough activities for tourists in town and that opening hours of local businesses needed to be flexible to owners but be able to service tourists.

#### 1.2.21 HOUSE OF COUNTRY COLLECTIONS

Recommended more advertising of the town as a tourist destination. Recommended more events in the main street spread out over the year. Advised that more advertising would lead to greater stability in local businesses. Raised concerns with food and drink stallholders at festival that were not part of the local business

community. Recommended utilising the community bus to offer bus tours for groups of tourists.

#### 1.2.22 IPSWITCH VIEW B&B

Gave a positive review of Toodyay, in particular mentioning the Toodyay Visitors Centre and the support it gave to local businesses. Also mentioned the town's quaint rural character and proximity to Perth. Recommended preserving the culture of Toodyay and forming partnerships with other tourist destinations such as New Norcia.

#### 1.2.23 JACARANDA HOMESTEAD

Gave a positive review to Toodyay, mentioning the Newcastle Gaol as being good. Raised concerns that there were not enough places to eat in the evenings.

#### 1.2.24 JJ'S COBRA CAFÉ

Raised concerns with Toodyay's advertising signage policy, wished to be able to advertise more on the main street.

#### 1.2.25 JULIMAR COTTAGE BED AND BREAKFAST

Raised concerns with Toodyay's advertising and directional signage policies, recommended more directional signage in town. Gave a positive review to Toodyay's arts community. Recommended more festivals and events but raised concerns that regulation of these events was too restrictive. Recommended trying to re-establish the tourist trains.

#### 1.2.26 LADYRAVEN'S CLOTHING AND GIFTWARE

Recommended more festivals and attractions in the main street. Recommended establishing more parking, especially behind the main street. Raised concerns over stallholders present during festivals who were not part of the Toodyay business community.

#### 1.2.27 MARGO WATKINS GALLERY

Emphasised that heritage was core to tourism. Recommended a Toodyay Entry Statement and associated signage but cautioned that it must reflect local character and not be garish. Recommended more trees and greenery in the town. Recommended developing the Avon River walk. Recommended a more pro-active role for Toodyay's arts community.

#### 1.2.28 MOONDYNZ GALLERY

Recommended more public art on the main street and on the side walls of local buildings. Also suggested that some buildings in Toodyay may need repainting. Recommended developing street displays.

### 1.2.29 OLIVIO OLIVE AND LAVENDER FARM

Recommended encouraging more tourism operators and suggested that a generational change was occurring. However, raised concerns with opening hours for local businesses. Recommended developing private gardens as an attraction. Raised concerns with legislation and fees being too restrictive to local tourist operators and acknowledge some advantages to heritage tourism. Recommended establishing stalls or markets at the Newcastle Gaol museum as an attraction.

### 1.2.30 PITWILLOWS ALPACA KNITWEAR

Pointed out that Toodyay was well positioned and in close proximity to Perth, and more of a tourist destination than Northam. Recommended more advertising of the town as a tourist destination, through brochures or television. Recommended more festivals (in particular the Jazz Festival) and improvements to the TARGA West Rally. Recommended Ghost Tours or historical re-enactments of the town.

### 1.2.31 NARDIE, “PLACE OF PLENTY”

Recommended better signage advertising the Newcastle Gaol Museum, in particular at the Northam/Toodyay turnoff. Raised concern that the Town Planning Scheme was too restrictive and suggested that private enterprise take a greater role in developing the town. Recommended that advertising signage policies be less restrictive, if the signs were fully reversible (i.e. could be taken down with no evidence that they were mounted). Raised concern that the Toodyay Visitors Centre does not have enough of a presence on the main street, always appeared to be closed” even when it was open. Recommended greater use of A-frame signs in this respect.

### 1.2.32 ROOS AT SUE’S

Recommended developing more heritage trails and more environmental tourism, particularly for the wildflowers. Recommended more advertising to international tourists and to provide more activities for tourist once they were in town.

### 1.2.33 SOMMERVILLE GALLERY

Recommended more promotion of the town, pointed out that Toodyay is in a good position in relation to Perth and was attractive as a daytrip. Recommended developing the main street to encourage more wandering to shops at the back of blocks (i.e. with not street frontage) and recommended more public art to help this. Recommended more festivals and raised the concern that health and safety restrictions on festivals were too restrictive. Raised concern that the generational change and the mining boom was not putting more money into the community, young people were earning money but living and spending elsewhere.

### 1.2.34 TALLERLINGA BED & BREAKFAST

Gave a positive review of Toodyay as a tourist destination, mentioned the Toodyay Visitors Centre as being well presented.

#### 1.2.35 THE FIBRE OF THE GODS – THE LAVENDER HILL MOB

Raised concern that the health and safety restrictions on festivals were too restrictive. Raised concerns that the Town Planning Scheme was too restrictive and suggested greater flexibility of the regulations in developing tourist ventures.

#### 1.2.36 THE LIMES ORCHARD AND FARM STAY

Recommended to employ a regional approach and suggested developing more heritage trails. Raised concern that not enough heritage sites were open to the public and recommended raising more interest from volunteers in this respect. Recommended developing new tours, especially historic churches.

#### 1.2.37 THE TOODYAY BUTCHER SHOP

Did not feel strongly on any issue.

#### 1.2.38 TOODYAY BAKERY

Recommended more information for tourists, in particular an information board in the main street describing events and activities. Recommended more rubbish bins and gave a positive review to the heritage plaques attached to the current bins. Recommended more advertising of Toodyay as a tourist destination.

#### 1.2.39 TOODYAY CARAVAN PARK/TOODYAY HOLIDAY PARK & CHALETS

Recommended more festivals and club events spread over the year, suggested having some type of event once every 5-6 weeks.

#### 1.2.40 TOODYAY EMPORIUM

Recommended developing more places to eat. Recommended developing a historic tourist precinct, including wagon rides, shearing and blacksmithing, which would provide activities, experiences and souvenirs for tourists, even if it was only open once per month. Pointed out that the focus should be on getting tourists to participate in more and thus spend more time in the town. Observed that the Shire was generally improving.

#### 1.2.41 TOODYAY IGA

Raised concern that it was difficult to advertise the IGA on the main street. Recommended that parking be improved in the Charcoal Lane area and that the area be more developed generally. Recommended more accommodation be developed in town, recommended that more activities be developed in town. Suggested more events such as vintage car festivals or a music festival to retain tourists for longer in town. Pointed out that the tourism market was generally day tripper recommended to try and attract more family groups.

#### 1.2.42 TOODYAY MINIATURE RAILWAY

Recommended a sign for Duidgee Park, and suggested a presence on a sign for the Toodyay Miniature Railways. Recommended developing the pedestrian track to the Newcastle Gaol with the colonial “broad arrow” markers to lead tourists. Raised concerns that heritage policies were “too heavy” and “obstructive” and mentioned various buildings in the Shire that were of concern. Recommended re-establishing the tourist trains on weekends to bring tourists to the Shire.

#### 1.2.43 TOODYAY STONE

Recommended the promotion of Toodyay’s unique stone types and the geological oddities of the Jimperding Fault, where a large variety of forms and materials could be found. Recommended working with geological schools such as UWA to develop knowledge of this natural attraction.

#### 1.2.44 TOODYAY TAVERN

Raised concern that festivals were concentrated toward one end of Stirling Terrace rather than being spread out across the area, felt that it was hard to be included in the Shire’s celebrations. Raised concerns that advertising policies were too restrictive and the development applications could be more transparent in outlining how specific assessments were determined. Recommended more support for tourist businesses. Recommended developing more parking. Recommended more festivals and public artwork (pointed out Mundaring as a good example of this).

#### 1.2.45 U-GRO VEGIES

Recommended more information on activities available in town and suggested an information bay. Recommended better parking, especially for caravans. Recommended more advertising of the town as a tourist destination and better directional signage.

#### 1.2.46 VICTORIA HOTEL/MOTEL

Recommended more festivals and events. Raised concerns that the Shire’s policies in events were too restrictive and that planning decisions could be changed at the last minute.

#### 1.2.47 VINCE’S ITALIAN RESTAURANT

Recommended more advertising of the Shire as a tourist destination. Recommended splitting up the Avon Descent and Food Festivals to create two events. Raised the concern of stallholders at festivals who were not part of the Toodyay business community. Recommended a scheme by which local businesses would put aside a small amount of money each month to fund an attraction in the main street (e.g. a band). Recommended more consultation with local businesses. Raised concern that the “Ye Olde Lolly Shop” was losing money and suggested

redeveloping the space to generate more interest. Recommended re-establishing the tourist trains to bring tourists to Toodyay.

#### 1.2.48 WENDOUREE TEAROOMS

Recommended having local businesses open longer and more often, especially on weekends. Recommended more rubbish bins. Recommended more information for local businesses on upcoming events. Raised concern that planning development applications could be more transparent in outlining how specific assessments were determined. Recommended more seating/benches and bike parking.

#### 1.2.49 WIX A GLOW

Recommended more shade for outdoor seating areas. Recommended using A-frame signs for advertising. Recommended more decoration, particularly flowers, in outdoor areas to brighten up main street.

### 1.3 CARAVAN/CAMPING CLUBS

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The following are social clubs, usually composed of seniors, which focus on travelling through regional Western Australia.

#### 1.3.1 AUSTRALIND HAPPY WANDERERS CARAVAN SOCIAL CLUB INC.

Generally stick to the Bunbury region but travel out to a further destination once a year. Did not have any reviews specific to Toodyay but emphasised the importance of good camp facilities, including a camp kitchen, toilets and dump points for caravan waste.

#### 1.3.2 BI-TONE WEST COAST CARAVAN CLUB INC.

The club has not travelled to Toodyay in more than five years, but from their last visit felt the town was “lovely” and “quaint” and good to wander around in. As a general recommendation, the club determines their destinations based on the quality of the local caravan park, in particular if it was reasonably priced, had good toilets, camp kitchen and activity hall. Also wanted the local town to be open for business when they arrived. Generally organised their tours through a venues officer, who would book 12 months in advance. Specifically mentioned Goomalling as a popular caravan destination.

#### 1.3.3 BUSSELTON CARAVAN CLUB INC.

Gave a very positive review of Toodyay, in particular the Newcastle Gaol Museum and the vineyards. Gave a positive review to the local Caravan Park as it was clean and had a good kitchen. Showed a positive interest in Toodyay’s convict history but recommended better advertising, especially pamphlets or information packs.

Explained that the club chooses their destination a year in advance, and usually research their destination options, emphasised the importance of Visitors Centres in this regard.

#### 1.3.4 FAMILY WANDERERS CARAVAN AND CAMPING CLUB INC.

Gave a good review of Toodyay, the town is in close proximity to Perth, the town had a nice feel, was in a “good bush setting” and had a good caravan park. Felt the town “had enough to do” and gave a good review to Duidgee Park.

#### 1.3.5 GEOGRAPHE CARAVAN CLUB INC.

Had not travelled to Toodyay recently, mainly stayed in the state’s southwest. As a general recommendation, selected their destination based on a good local caravan park with a good camp kitchen. Also wanted to visit a town with lots of activities including museums, machinery, golf, crafts, bushwalking, picnics, wineries and “things to see.”

Recommended Dalwallinu as an example of a good tourist presentation as it had free campsites and the local caravan park works with local businesses to organise cookups and afternoon teas.

#### 1.3.6 GYPSY ROVERS CARAVAN CLUB INC.

Have travelled to Toodyay, gave the town a positive review, felt it was “beautiful” and “very clean.” Also mentioned that the town was a good distance, being less than two hours’ drive from Perth. As a general recommendation the club selects destinations that have farmstays, caravan parks and access to a community hall for activities. Liked reasonably priced activities such as picnics, walking (in particular heritage walks), golfing, crafts/gifts and good places to eat. Emphasised that they would research the attractions of a place before visiting, usually by getting in contact with the local Visitor’s Centre

#### 1.3.7 JAYCO OWNERS CLUB OF WESTERN AUSTRALIA

Gave a positive review to the streetscape of the town, op-shop and curiosity shops. Gave a positive review to the restaurants. Gave a positive review of the area’s scenic environment. Recommended re-establishing the Hotham Valley tourist trains.

#### 1.3.8 LEISURE SEEKERS CARAVAN CLUB INC.

Have travelled to Toodyay, gave the town a good review, in particular the souvenir stores, antique stores, op shops and picnic places. Liked that the town was close to Perth. As a general recommendation, the club selects a destination with a good, cheap caravan park that included a camp kitchen. Would look for a town with good places to eat, museums, galleries, cemeteries and drives. Emphasised that they

were seeking a variety of activities. In terms of organising a destination, would book 12 months in advance and seek reviews from other clubs.

#### 1.3.9 JAYBIRD ROADRUNNERS CARAVAN CLUB INC.

Gave a positive review to Toodyay, in particular the Caravan park, the tearooms and the town's heritage. Recommended making sure that there was always "somewhere open to have a cup of coffee" and making the town friendlier for tourists bringing dogs.

#### 1.3.10 M.A.D. MEANDERERS CARAVAN CLUB INC.

Have not travelled to Toodyay. As a general recommendation, would select a destination that was RV friendly, including caravan parking and dump sites. Emphasised the importance of a good Visitor's Centre with friendly staff to find out more about local attractions. Would generally seek a range of activities. Organised their tours in advance through an event co-ordinator would ring up the Visitor's Centre, ask for brochures and speak to other caravan clubs.

#### 1.3.11 MASONIC TOURING CLUB OF WESTERN AUSTRALIA

Gave a positive review of Toodyay, as it was close to Perth, was "handy and hilly," and had a good caravan park in close proximity to the town. General recommendations were to make sure there were plenty of activities around town, and to put an emphasis on history. Also recommended always being able to get a meal. Mentioned that the club researched a place before they selected their destination, and recommended Toodyay prepare an information pack that could be sent to the club when they were making a decision.

#### 1.3.12 MOTORISED CAMPER CLUB OF WA INC.

Had travelled to Toodyay before for the Moondyne Joe Festival. Gave the town a positive review, in particular the town's heritage, museums and the new IGA. Also mentioned the town's "sleepy" feel (as a positive), the friendly locals, lawn bowls, natural environment and historic cemeteries. As general recommendation, the club selects destinations with clean caravan parks within walking distance of town, in a quiet area with welcoming locals. The club enjoys going on tourist walks. The club determines their destinations through a rally organiser 12 months in advance, usually through asking other clubs for their reviews. .

#### 1.3.13 RANGEVIEW CARAVAN CLUB OF WA INC.

Had recently travelled to Toodyay, gave the town a positive review, didn't feel anything needed to be changed. Did mention that the town was neat and tidy, the locals were friendly and they had a good meal at the Toodyay Tavern. In terms of general recommendations, the club organised their tour destinations in advance through a rally organiser and usually travelled from Friday to Sunday night. They

preferred to travel less than 200 km from Perth and were generally looking for a place to get a meal and do some shopping.

#### 1.3.14 REDGUM CARAVANNERS INC.

Have previously travelled to Toodyay, travelled up for the festivals and like the Avon Descent and Moondyne Joe events in particular. Felt that the town facilities were good however there were problems getting in and out of town after the festivals. As a recommendation specific to Toodyay, would like to see guided tours of the town and its attractions, improved caravan parking in town and better advertising to rally organisers. As a general rule, the club wishes to travel to places that were close to Perth with activities and festivals, also an IGA where they could get food.

#### 1.3.15 ROLLING WHEELS CARAVAN CLUB INC.

Have travelled to Toodyay, gave the place a positive review, especially the Caravan Park and Duidgee Park. As a recommendation specific to Toodyay, enjoyed travelling up for festivals but felt that the town was too congested during them. As a general rule, wished to travel to destinations where there were places to eat, well-maintained parks, medical facilities and shopping. They also look for good caravan parks or farmstays for accommodation.

#### 1.3.16 SANDGROPER CARAVANNERS INC.

Had travelled up to Toodyay in 2011. Gave a good review to the golf club and caravan club and felt that Toodyay was a good distance from Perth, as it was “in the middle.” However, would like to see better parking for caravans. As a general rule, travelled to a place with good accommodation, within 25-350 km from Perth as a weekend or long weekend trip, looked for a good caravan park with the option for camping.

#### 1.3.17 SOU'WEST GETAWAY CLUB INC.

Have not travelled to Toodyay recently, however as general recommendation would travel for a weekend trip and look for a clean caravan park and a place in town to have a coffee or visit local attractions. Would expect businesses in the town to be open when they travel up and when travelling in groups plan in advance through a rally co-ordinator. Emphasised the importance of Visitors Centres and websites in this regard

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### 1.3.18 SUNNYWEST CARVANNERS INC.

Have travelled to Toodyay, gave the town a positive review, as the locals were friendly and the caravan park was good. Travelled as part of a hosted tour that took in Coorinja Winery, the Emu Farm and a meal at the Freemasons. Gave a positive review to the Toodyay Visitors Centre. As a general rule, travelled to places that had been given good reviews by other clubs and had a good Visitors Centre. Were also looking for interesting activities including pubs/restaurants, op shops or clothing stores, walking trails and interactive attractions.

### 1.3.19 SUNSET COAST CARAVAN CLUB INC.

Have travelled to Toodyay, gave the town a positive review, in particular liked the Moondyne Joe Festival, Coorinja winery and the historic streetscape. However gave a negative review to the caravan park, as they had experiences power outages during their stay. As a general recommendation, would select a destination based on interesting sites such as historic farms, vineyards and “things to look at.” Also liked swamp meets, grower’s markets, good places to eat or an IGA. In terms of organising tours, booked 12 months in advance, usually by researching a place on the internet, doing site visits and speaking to the local Visitor’s Centre. Mentioned Goomalling as a good model of tourist presentation and that caravan clubs were travelling away from the coast and selecting inland destinations.

### 1.3.20 SWAN CARAVAN AND CAMPING CLUB INC.

Have travelled to Toodyay, gave the town a positive review, felt it was “charming and lovely.” Stayed at the local caravan park and felt it was “o.k.” As a general rule would look for a destination that was not too far from Perth, has good accommodation and seniors facilities, good places to eat as well as local activities. Would research a place before they make a decision and look for a variety of activities that were not “rigidly controlled.”

### 1.3.21 THE CARAVAN CLUB OF WESTERN AUSTRALIA INC.

Have not travelled up to Toodyay since the 2009 Bushfires. Mentioned the historic values of the town but did not have enough caravan parking and was “only a place to drive through to get to Goomalling.” As a general rule, travelled to places that were 1-2 days from Perth that had been given a good review by other caravan clubs. Emphasised that caravanners were pursuing *Leave No Trace* certificates that allowed them to park anywhere (as opposed to caravan parks) and would look for destinations that had better caravan parking in this regard.

Recommended that Toodyay follow Goomalling’s example of local government and local businesses creating a united presentation tailored to caravan clubs, involving low-cost parking, guided tour of the art centre, local farms and two catered meals.

Emphasised that caravan clubs were travelling away from the coast and selecting country towns as destinations as coastal tourist towns had turned to the weekend chalet market.

#### 1.3.22 WEST SIDE CARAVANNERS INC.

Have travelled to Toodyay, gave the town a positive review, mentioning the historic buildings and friendly locals. Also liked Toodyay's festivals but recommended Toodyay develop the tourist presentation of its river front and increase its advertising, especially anything to do with Moondyne Joe. Gave the caravan park a negative review and recommended that the local council develop their own caravan park as competition. As a general recommendation, the club would select a town with good camp facilities, in particular good toilet facilities, as well as a range of activities for day trippers. In organising a destination, the club would book 12 months in advance through a rally organiser, using site visits, brochures and talking to the local Visitor's Centre. May also go on smaller, weekend trips once per month.

#### 1.3.23 WESTERN WANDERERS CARAVAN AND CAMPER CLUB OF WA INC.

Have not stayed in Toodyay recently, and only provided the specific observations that Toodyay needed better parking in town and at the local Caravan Park. Also recommended that Toodyay communicate with the Western Australian Association of Caravan Clubs Inc (WAACCI) to better advertise. As a general recommendation offered Goomalling as a good example, as the town facilitates the caravan clubs, makes sure things are open, catered meals and are in good communication with the caravan group. Goomalling also offers wildflowers, historic farm machinery, crafts and heritage attractions. In organising a destination, the club books twelve months in advance through a venues officer, which involves site visits and talking to the local Visitor's Centre. May also go on smaller, weekend trips once per month.

### 1.4 GOVERNMENT/INDUSTRY BODIES

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The following are government tourism organisations or private industry groups which focus on tourism in Western Australia.

#### 1.4.1 AVON VALLEY TOURISM

Gave a positive review to Toodyay, emphasised the town's historical features, environmental features, the skate park and a welcoming atmosphere. Toodyay presents itself as a place with plenty to do. However, the biggest problem in the region is "lifestyle operators" who open when it suits them. This means accommodation, food and drink is sometimes inaccessible and bookings are lost.

In terms of development, recommended joining with other locations to form a regional trail or partnership. Specifically mentioned the opportunities at Northam and York but conceded there would be some difficulties, as there are differing local governments with differing needs and commitments.

In terms of marketing, mentioned that Perth is perceived as becoming too expensive and there was potential for growth in the regions. Outlined a difference between the different tourist types; the weekenders who will stay in accommodation for a weekend, who are generally younger with families, as opposed to the senior tourists who travel in groups and stay in their caravans.

Recommended that both groups use the internet and brochures to decide where to travel, but are increasingly booking online. Also recommended to effectively market one tourism product or theme, then present a variety of tourist experiences/activities as part of this. Emphasised the wide distribution and positive results of using the Avon Valley Holiday Planner, which would be distributed to both domestic and international/interstate tourists at a variety of locations. .

#### 1.4.2 EXPERIENCE PERTH

Experience Perth did not offer any advice specific to Toodyay and asked that the enquiry was directed to Avon Valley Tourism. They did however emphasise that collective projects involving multiple stakeholders were the key to successful tourism strategies and that the international travellers were likely to have an interest in heritage tourism.

#### 1.4.3 GOLDEN OUTBACK

While Toodyay is not officially part of the Golden Outback group (coming instead under Experience Perth), this organisation strongly emphasised that they felt Toodyay was a key part of their tourist market, as the Avon was the gateway through which travellers to the outback would travel.

Gave a positive review of Toodyay, felt the town was “delightful,” “idyllic” and well situated next to Perth. Also gave a positive review of the Toodyay Visitor’s Centre.

This group recommended that Toodyay target more of the weekend traveller market, specifically self-drive tourists who were likely to spend more by staying in local accommodation and eating local restaurants. As such, it was recommended that Toodyay develop more places to eat and have longer opening hours to attract this market. It was also recommended that arts and crafts would also be of interest to this market, and the development of tourism in the Adelaide Hills in South Australia was suggested as a model of successful development.

#### 1.4.4 VISITORS CENTRE ASSOCIATION OF WESTERN AUSTRALIA INC.

Gave a positive review to Toodyay, especially given its close proximity to Perth. Recommended marketing Toodyay as a historic region, and approaching history, heritage and tourism as all being joined at the hip.

Recommended forming regional partnerships that would help keep tourists (and their revenue) within the region, but different places would need complimentary products and good accessibility to successfully draw in tourists.

Did state that Toodyay needs to be “more competitive,” advertise more and focus on selling the product. Also need to consider the product distribution of Toodyay; sell the place to not just the general public, but also tour operators, hotels and tourism venues in Perth. In order to do this, Toodyay would need to adopt and carry out a marketing/media strategy. As part of this strategy, it was emphasised that a single theme or ‘hook’ (in this case, history and heritage) would need to be the key message to attract tourists to the area, who can then be kept in the town by being directed to the variety of other experiences and activities on offer. Also stressed that local businesses needed to work together to help sell the Toodyay product. Pointed out the advantage in heritage marketing in that (generally) the local government owns and controls the historic sites, so plans can be applied directly.

Cautioned that putting such a plan in place would not generate an immediate return; it would take five years or more to build up a audience base, increase popularity but that the numbers can keep increasing and theoretically would not run out (tourism as a renewable resource).

Also cautioned that while caravan clubs tended to travel in large numbers, this did not translate into more spending in the local economy as they tended to be very self-contained. Emphasised that there was a difference between numbers “through the door” and tourism spending in the economy, and recommended pursuing tourists who would spend their money in town as opposed to visitors who would be looking for free attractions.

#### 1.4.5 AUSTRALIAN TOURISM EXPORT COUNCIL

In regard to the international tourism market, strongly cautioned against pursuing the Asian market, particularly the Chinese market, as it was felt that they were only interested in Perth and were only likely to travel out to regional centres for wildflower tours. Instead recommended pursuing travellers from Europe, America and the UK and pointed out the US market in particular as a possible source of growth.

Recommended building more relationships in Perth as a way to attract people up from Perth to Toodyay. Also recommended working with regional bodies to create a product that could be marketed to tourists, and suggested that heritage was a key theme that could be used in this regard. Strongly emphasised making more of Moondyne Joe as a way of advertising the history of the area.

Cautioned against pursuing the caravan club and senior’s day trip market, as it was felt that they did not necessarily translate into more money in the local economy. Instead recommended pursuing the weekend getaway market and the international travellers. Also strongly recommended selling the Toodyay product to tour package distributors, in particular cruise ship operators, who were identified as a growing market in the state’s tourism economy.

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## 2 APPENDIX: SITE VISITS IN 2012

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### 2.1 HERITAGE PLACES

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#### 2.1.1 PLACE NO.1; 10 MILE SCHOOL

The site lies on the boundary of the Hoddys Well and Morangup localities of Toodyay, on the Toodyay Road. The site lies on an undulating plain used for mixed rural purposes.

The site is where the 10 Mile Hill school once stood. Currently, this is presented as an empty block of bush. As the building was re-located once the school closed, there is only a very low archaeological potential to the site. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is situated on a main transport access route to Toodyay. However, the site is not used in any way, lacks parking, toilets, electricity and water. There is no interpretation at the site, and the site is isolated from other heritage places.

Recommendations: Retain and conserve if reasonable. Place interpretative marker if reasonable.



### 2.1.2 PLACE NO.4; BEJOORDING HOMESTEAD

The site lies in the Bejoording locality of Toodyay, north of the Bindi Bindi-Toodyay Road atop a low hill in a mixed/small scale rural landscape.

The site consists of six built structures; the Cottage, Kitchen, Smokehouse, Shed, Forge/Workshop and 'Harper' fence. These structures are examples of Victorian/Georgian architecture and were built in/after 1859 by the Syred settler family. The Cottage and Kitchen are in generally good condition, with historically recent repairs. The Smokehouse has suffered a great deal of deterioration however repair work and internal buttressing is present. The Shed, Forge/Workshop and 'Harper' fence are in very poor state of repair. The site underwent structural assessment in 2012. The site has not been extensively impacted and has at least moderate archaeological potential; a mud-brick classroom block is postulated as being along the western boundary of the site in the 2002 Conservation Plan. The site is listed on the State Register of Heritage Places.

The site has some potential as a tourist presentation. The site is situated near a main transport access route north from Toodyay, and is a complex of structures with exceptional heritage value. However, the site is not currently used in any way. The site has parking but lacks toilet, electricity and water. There is only one badly deteriorated sign at the site, and the site is isolated from other heritage places.

Recommendations: In line with results of structural review, establish schedule of works to better conserve structure. Repair when funding is available. Adaptive re-use is possible however there would be significant heritage impacts upon the building to install amenities. Recommended as a secondary heritage attraction linking Toodyay to Bolgart or as a storage space.



### 2.1.3 PLACE NO.5; BEJOORDING SIDING

The site lies in the Bejoording locality of Toodyay, north of the Bindi Bindi-Toodyay Road on a flat plain by a creek, within in a mixed/small scale rural landscape. The site is associated with Newcastle's 'golden age,' when government investment and trade with the goldfields saw new infrastructure growth.

The site is where the Bejoording railway siding once stood, with some minor remnants that may represent the siding itself. Currently, this is presented as a rail crossing amongst bushland. The site has been impacted by grading and the development of the Standard Gauge railway. However, remnants of the telegraph system were noted along the railway line. The site is listed on the Shire's Municipal Inventory with a Management Category of 5.

The site has little potential as a tourist presentation. The site is situated near a main transport access route north from Toodyay, and is located near two other heritage places. The site is also set in picturesque bushland/waterway setting. However, the site is not currently used except as a rail crossing. The site has parking but lacks toilet, electricity and water. There is no interpretation at the site.

Recommendations: Retain and conserve if reasonable. Place interpretative marker if reasonable. May have value as a secondary heritage attraction linking Toodyay to Bolgart.



#### 2.1.4 PLACE NO.6; BEJOORDING TOWN SITE/SPRING/RESERVE

The sites lie in the Bejoording locality of Toodyay, north and south of the Bindi Bindi-Toodyay Road on a low hill by a spring, within in a mixed/small scale rural landscape. The area is associated with the development of Bejoording, established in 1836 but not populated until the 1850s and 1860s.

The site includes the Bejoording Spring north of the main access route and to the south where the Jandaning Spring located (considered to be part of the same water system). Currently, both are presented as empty blocks of bush with no remnants of any associated structures. As the site has been since impacted by grading, the development of local roads and the Bejoording Fire Station, there is only a very low archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 2.

The sites have little potential as a tourist presentation. The sites are situated near a main transport access route north from Toodyay, and are located near two other heritage places. The sites are also set in picturesque bushland/waterway setting. However, the sites are not currently used except in relation to the Bejoording Fire Station. The sites have parking but lack toilet, electricity and water outside of the Bejoording Fire Station. There is no interpretation at either site.

Recommendations: Retain and conserve if reasonable. Place interpretative marker if reasonable.



### 2.1.5 PLACE NO.9; BUTTERLY HOUSE

The site lies in the Toodyay town site, next to Stirling Terrace and Duidgee Park.

The site consists of a single built structure, a 1870s single-storey brick building in the Victorian Georgian style. This structure was modified in 1910 but still retains significant fabric from the original form. The structure is associated with the development of the Toodyay streetscape as well as the Monger and Butterly families. The site appears to be in good repair and is currently used to support aged care in the community. The site has undergone various modifications and repairs over the years but is considered to retain a low to moderate archaeological potential within its structure. The site is listed on the State Register of Heritage Places.

The site has some potential as a tourist presentation. The site is situated on Stirling Terrace near the focus of tourist activity, and is near a number of other heritage attractions. The site is currently used and has parking, toilet, electricity and water facilities. However there is only one slightly deteriorated sign at the site.

Recommendations: Retain and conserve, continue to utilise for community benefit. Repair or replace interpretation if reasonable. Recommended as a secondary heritage attraction linking Toodyay to Bolgart or as a storage space.



## 2.1.6 PLACE NO.20; CONNOR'S HOUSE

The site lies in the Toodyay town site, next to Stirling Terrace and Duidgee Park.

The site consists of a single built structure, a 1870s single-storey brick building in the Victorian Georgian style and still retains significant fabric from the original form. The structure is associated with the development of the Toodyay streetscape as well as Daniel Connor. The site appears to be in good repair and is currently used for Shire housing. The site is listed on the Shire's Municipal Inventory and Heritage List.

The site has some potential as a tourist presentation. The site is situated between the Toodyay train station and the Toodyay Visitor Centre, and is near a number of other heritage attractions. The site is currently used and has parking, toilet, electricity and water facilities. The patio at the side and back could be useful as an entertaining area. However there is no interpretation at the site.

Recommendations: Retain and conserve, continue to utilise as staff housing unless a viable alternative for community benefit presents itself.



### 2.1.7 PLACE NO.22; CONNOR'S MILL

The site lies in the Toodyay town site, along Stirling Terrace and next to the Toodyay Visitor Centre.

The site consists of a single built structure, a 1870s three-storey brick and stone mill in the Victorian Georgian style that still retains significant fabric from the original form. The site performed several different functions over its life, currently serving as a museum attached to the Toodyay Visitor's Centre. The site has recently undergone an upgrade of its presentation and is kept in good repair. The site underwent structural assessment in 2012. The site has been extensively impacted by subsequent development and is considered to have low archaeological potential. The site is listed on the State Register of Heritage Places.

The site has exceptional potential as a tourist presentation. The site is situated prominently on Stirling Terrace, and is a complex of structures with exceptional heritage value. Furthermore, the site is currently used as a cultural heritage tourist attraction. The site has parking and electricity but lacks toilets and water. The site is extensively interpreted inside with some interpretation outside as part of the *Living History* heritage walk. The place links via its involvement with convicts to other heritage places in the Toodyay town site.

Recommendations: In line with results of structural review, establish schedule of works to better conserve structure. Perform necessary repairs when funding is available. Retain use as primary heritage tourist attraction associated with Toodyay Visitor Centre.



### 2.1.8 PLACE NO.26; COONDLE SCHOOL (FMR)

The site lies on the boundary of the Coondle and Dewar's Pool localities of Toodyay, south of the Bindoon-Dewar's Pool Road on the slope of a low hill, within in a mixed/small scale rural landscape. The site is associated with the development of Toodyay's regional communities, which developed individual identities between 1900-1950.

The site is where the Coondle school once stood, with no visible remnants extant. Currently, this site is presented as a block of bush. Due to the hall structure being removed to Yerecoin, there is only a very low archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is not situated near a main transport access route nor is it located near any other heritage place. The site is not currently used, lacks parking, toilets, electricity and water. There is interpretation at the site in the form of a badly deteriorated sign that is part of a local heritage drive.

Recommendations: Retain and conserve if reasonable. Repair or replace interpretative marker if reasonable



### 2.1.9 PLACE NO.27; COONDLE SIDING

The site lies in the Coondle locality of Toodyay, immediately west of the Bindi Bindi-Toodyay Road on a flat plain by a creek, within in a mixed/small scale rural landscape. Associated with Newcastle's 'golden age,' when government investment and trade with the goldfields saw new infrastructure growth.

The site consists of the current Coondle siding (co-operative wheat storage and transport centre), with some minor remnants that may represent the siding itself. Currently, this is presented as a working rural transport site. As the site has been since impacted by the development of the Standard Gauge railway, there is only a very low archaeological potential. However, remnants of the telegraph system were noted in the area. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is situated near a main transport access route north from Toodyay, and is located near one other heritage place. However, the site is currently used and may not be safe for tourism purposes when active. The site has parking, water and electricity but lacks toilets. There is no interpretation at the site.

Recommendations: Retain and conserve if reasonable. Place interpretative marker if reasonable. May have value as a secondary heritage attraction linking Toodyay to Bolgart.



### 2.1.10 PLACE NO.33; CULHAM HALL (FMR)

The site lies at the boundary of the Culham and Bejoording localities of Toodyay, north of the Bindi Bindi-Toodyay Road on a flat plain by a creek, within in a mixed/small scale rural landscape. The site is associated with the development of Toodyay's regional communities, which developed individual identities c1900-1950.

The site is where the Culham Hall once stood, with no visible remnants extant. Currently, this is presented as an empty field. Due to the hall structure being removed (and possibly re-used in the Bolgart Hall structure) as well as impact from maintenance of the site, there is only a very low archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is situated near a main transport access route north from Toodyay, and is located near one other heritage place. The site is also set in picturesque bushland/waterway setting. However, the site is not currently used except as a gravel pit. The site is near parking but lacks toilet, electricity and water. There is no interpretation at the site.

Recommendations: Retain and conserve if reasonable. Place interpretative marker if reasonable.

### 2.1.11 PLACE NO.38; DONEGAN'S COTTAGE

The site lies in the Toodyay town site, next to Parker's Cottage and the Toodyay Showgrounds.

The site consists of a single built structure, a 1880s single-storey brick building in a vernacular agricultural style. This structure was repaired in the 1990s but still retains significant fabric from the original form. The site is listed on the State Register of Heritage Places. The structure is associated with the development of northern Toodyay as well as the Clarkson and Donegan families. The site is currently used by the Toodyay Historical Society. The site has undergone various modifications and repairs over the years but is considered to retain a low to moderate archaeological potential within its structure. The site is listed on the State Register of Heritage Places.

The site has some potential as a tourist presentation. The site is near a main access route within the Toodyay town site, and is near a two other heritage places. The site is currently used and has parking, electricity and water facilities, with toilets nearby. There is no interpretation at the site.

Recommendations: Retain and conserve. Remove community use if considered to be detrimental to structure in short term. Perform necessary repairs when funding is available. Recommended to utilise for community benefit. or as a storage space.



### 2.1.12 PLACE NO.57; HOUSE

The site lies in the Toodyay town site, north of the Avon River.

The site consists of a single built structure, a 1890s single-storey brick building that still retains significant fabric from its original form. The structure is associated with the development of the Toodyay streetscape as well as Daniel Connor. The site appears to be in good repair and is currently used for Shire housing. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is currently used and has parking, toilet, electricity and water facilities. The site is also in the vicinity of the Toodyay showgrounds, Parkers' and Donegan's cottages. The site is obscured by the front garden, steep driveway and is currently configured for residential use. Furthermore there is no interpretation at the site.

Recommendations: Retain and conserve, continue to utilise as staff housing.

### 2.1.13 PLACE NO.71; JIMPERDING CEMETERY

The site lies in the Jimperding locality of Toodyay, north of the River Road on a gentle slope overlooking a creek, within a mixed/small scale rural landscape.

The site consists of less than a dozen graves, marked by various headstones or boundary markers. These graves relate to three local families and span the 20<sup>th</sup> century. The site is public but located within private property; due to erosion of public access route (railway maintenance track parallel to property) the site was not viewed in 2012 and assessment is based on a 2010 site visit. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is not situated near a main transport access route and while it is a public cemetery, is located within private property. There is no interpretation at the site (which may not be appropriate in any case) and the site is isolated from other heritage places.

Recommendations: Retain and conserve it its current use. Place interpretative marker if reasonable.

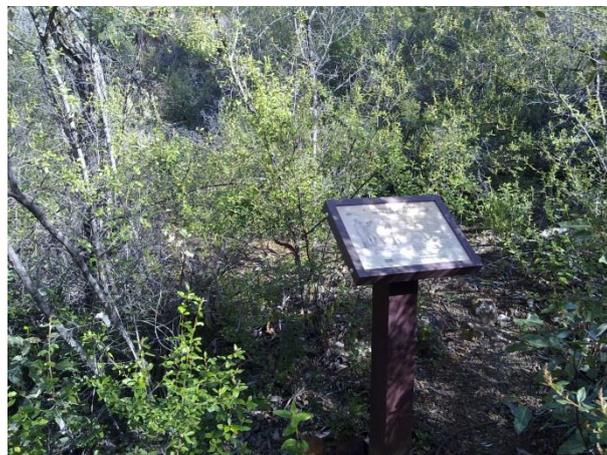
### 2.1.14 PLACE NO.73; JOE'S CAGE

The site lies in the Avon Valley National Park, south of the Avon Valley Survey Heritage Trail.

The site consists of a remnant built structure, a horse trap reputed to be built by Moondyne Joe. The structures are in a very deteriorated state from weathering and termites; based upon observations in 2010 and 2012 it is estimated that the remnant structures will be completely destroyed within 10 years. The site is overgrown and the dirt track leading to the site is in a poor state of repair. The site has not been extensively impacted and has archaeological potential however the site is in dense bushland with little indication of where activities once took place. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 1.

The site has some potential as a tourist presentation. The site is associated with a legendary Western Australian convict figure and has already been presented as a heritage attraction, part of a walking/driving trail with some interpretation at the site. However, the site and trail are in poor repair and a high level of fitness would be required to visit the site. The site lacks parking, toilet, electricity, water and is out of mobile coverage.

Recommendations: Retain, request the Department of Environment and Conservation to repair the walk trail and site. Recommended as a secondary heritage attraction linking Toodyay to Perth.



### 2.1.15 PLACE NO.80; LUNN'S LANDING

The site lies in the Coondle locality of Toodyay, west of the Bindi Bindi-Toodyay Road on a flat plain by a creek, within in a mixed/small scale rural landscape. Associated with Newcastle's 'golden age,' when government investment and trade with the goldfields saw new infrastructure growth.

The site is where the Coondle railway siding once stood, with no visible remnants that may represent the siding itself. Currently, this is presented as a dirt railway maintenance track. As the site was used as a minor transport hub and has since been impacted by grading and the development of the Standard Gauge railway, there is only a very low archaeological potential. The site is listed on the Shire's Municipal Inventory with a Management Category of 5.

The site has little potential as a tourist presentation. The site is situated near a main transport access route north from Toodyay, but is isolated from other heritage places. The site is not currently used except for rail access and lacks toilet, electricity and water. There is no interpretation at the site.

Recommendations: Retain and conserve if reasonable. Place interpretative marker if reasonable. May have value as part of a secondary heritage attraction linking Toodyay to Bolgart.



### 2.1.16 PLACE NO.83; MONGER'S STORE

The site lies in the Toodyay town site, adjacent to Stirling Terrace. The site is associated with the development of Toodyay's industries and streetscape in the 19<sup>th</sup> century.

The site is where Monger's store once stood, with no visible remnants extant. Currently, this site is presented as a recreation ground (Duidgee Park) and Harper Road. Due to the impact of road works and the extensive landscaping of Duidgee Park, there is only a very low archaeological potential. The site is listed on the Shire's Municipal Inventory with a Management Category of 4.

The site has high potential as a tourist presentation. The site is situated near Stirling Terrace near the Toodyay Visitors Centre and is located near other heritage places. The site is currently used as a tourist recreation area with an environmental theme, with parking, toilets, electricity and water. There is currently no interpretation at the site relating to the history of the place; however the site is part of the *Living History* walk trail.

Recommendations: Retain and conserve in current use. Place interpretative marker if reasonable.



### 2.1.17 PLACE NO.87; NARDIE CEMETERY

The site lies in the Dumbarton locality of Toodyay, north of the Toodyay-Northam Road on a gentle slope overlooking a creek, within a light industrial/small scale rural landscape.

The site consists of around 50 graves, marked by various headstones or boundary markers. These graves relate to a number of local families and span from the 1840s to the 20<sup>th</sup> century. The site is in good repair and recently underwent community maintenance of the area. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 1.

The site has some potential as a tourist presentation. The site is situated near a main transport access route, is maintained as a public place and is in a picturesque setting. However, while there is parking there is no toilet, electricity or water at the site. There is also no interpretation at the site (which may not be appropriate in any case) and the site is isolated from other heritage places.

Recommendations: Retain and conserve it its current use. Place interpretative marker if reasonable. Investigate the possibility of linking the site to Toodyay as a secondary tourist attraction.



### 2.1.18 PLACE NO.90; NEWCASTLE GAOL MUSEUM

The site lies in the Toodyay town site, along Clinton Street.

The site consists of a single built structure, a 1860s brick and stone gaol in the Victorian Georgian style that still retains significant fabric from the original form. The site was a gaol, then a family home and currently serves as a museum. The site has recently undergone an upgrade of its presentation and is kept in good repair. The site underwent structural assessment in 2012. The site has been impacted by subsequent development but excavations of the area in 2002 and 2010 indicate the site has moderate to high archaeological potential. The site is listed on the State Register of Heritage Places.

The site has exceptional potential as a tourist presentation. The site is situated in the town site and is part of a complex of structures with exceptional heritage value. Furthermore, the site is currently used as a cultural heritage tourist attraction. The site has parking, toilets, water and electricity. The site is extensively interpreted inside with some interpretation outside and links via its involvement with convicts to other heritage places in the Toodyay town site. However, the site suffers from Blue-banded bee infestations (managed on a yearly basis) and the Machinery Shed located at the back of the structure is unsightly, slippery to access in winter and offers no protection to the artefacts therein. The site is listed in the *Living History* walk trail.

Recommendations: In line with results of structural review, establish schedule of works to better conserve structure. Perform necessary repairs when funding is available. Retain use as primary heritage tourist attraction associated with Toodyay Visitor Centre. Investigate linking the archaeological potential of the site to other places within the town site. Remove the machinery shed at the back of the gaol when better storage can be found.



### 2.1.19 PLACE NO.92; NEWCASTLE POLICE STABLES (FMR)

The site consists of a single built structure, a 1870s brick and stone stables in the Victorian style that still retains significant fabric from the original form. The site lies atop an even earlier set of stables (destroyed by fire) and currently serves as a museum. The site has been kept in good repair but the presentation is dated and has not significantly changed since the 1970s/80s. The site underwent structural assessment in 2012. This site is also home to the Museums Workshop/Administration and the Wicklow Shearing Shed, which is understood to have destroyed the last unmodified convict structures at the site when it was built. The site has been impacted by subsequent development but excavations of the area in 2002 and 2010 indicate the site has high to exceptional archaeological potential. The site is listed on the State Register of Heritage Places.

The site has exceptional potential as a tourist presentation. The site is situated in the town site and is part of a complex of structures with exceptional heritage value. Furthermore, the site is currently used as a cultural heritage tourist attraction and a storage space. The site has parking, and water and access to electricity and toilets. The site has some interpretation inside and links via its involvement with convicts to other heritage places in the Toodyay town site. The site is listed in the *Living History* walk trail.

Recommendations: In line with results of structural review, establish schedule of works to better conserve structure. Perform necessary repairs when funding is available. Retain use as primary heritage tourist attraction associated with Toodyay Visitor Centre. Investigate linking the archaeological potential of the site to other places within the town site. Redevelop interpretation/display and remove unsuitable material, utilise storage space for interpretation, consider removing the Wicklow Shearing Shed as an intrusive element if other storage becomes available

The site is also next to the “Year of Youth Park” which has been completely unused. This park may be useful in future plans to continue developing the area.



### 2.1.20 PLACE NO.97; PARKER'S COTTAGE

The site lies in the Toodyay town site, next to Donegan's Cottage and the Toodyay Showgrounds.

The site consists of a single built structure, a 1880s single-storey brick building in a Victorian Georgian style. This structure still retains significant fabric from the original form. The structure is associated with the development of northern Toodyay as well as the Clarkson and Donegan families. The site is currently used by the Toodyay Spinners. The site has undergone various modifications and repairs over the years but is considered to retain a low to moderate archaeological potential within its structure. The site is listed on the Shire's Municipal Inventory and Heritage List, with a management Category of 3.

The site has some potential as a tourist presentation. The site is near a main access route within the Toodyay town site, and is near a two other heritage places. The site is currently used and has parking, electricity and water facilities, with toilets nearby. There is no interpretation at the site.

Recommendations: Retain and conserve. Remove community use if considered to be detrimental to structure in short term. Perform necessary repairs when funding is available. Recommended to utilise for community benefit. or as a storage space.



### 2.1.21 PLACE NO.98; PELHAM RESERVE

The site lies above the Toodyay town site, adjacent to Clinton Street. The site is associated with the development of Toodyay's population in the 20<sup>th</sup> century and with Toodyay's involvement in World War II.

Pelham Reserve covers a large area, which includes the town's water supply, a picnic/lookout with a memorial to Drummond and nature walk, as well as several tracks leading to Toodyay's Rifle Range and a reservoir/spill weir built in 1900. The area was also used as a signal station in World War II however no physical remnants of this use were located in 2012. The site is listed on the Shire's Municipal Inventory with a Management Category of 2.

The site has some/high potential as a tourist presentation. The site is situated in the Toodyay town site and is located near other heritage places. The site is currently used as a tourist recreation area along an environmental theme, with parking, toilets, electricity and water. There is some interpretation at the site relating to the history of the area, and the site is part of the *Living History* walk trail. However, while the gardens have undergone maintenance the picnic area, walk tracks and spill weir are in a dilapidated state. It should also be noted that due to the steep slopes of the reserve the walking tracks should only be presented as an activity for the physically fit.

Recommendations: Retain and conserve in current use. Repair walk trails and picnic area Place interpretative markers if reasonable. Present as a secondary tourist attraction.



### 2.1.22 PLACE NO.100; POLICE LOCKUP (FMR)

The site consists of a single built structure, a 1900s brick gaol that still retains significant fabric from the original form. The site currently serves as a storage area for the museum. The site underwent structural assessment in 2012. The site has been impacted by subsequent development but excavations of the area but the site is still considered to have low to moderate archaeological potential. The site is listed on the State Register of Heritage Places.

The site has some potential as a tourist presentation. The site is situated in the town site and is part of a complex of structures with exceptional heritage value. However, the site does not have parking, water, electricity, toilets, although these are available in the area. The site has no interpretation but does link via its involvement with law and order to other heritage places in the Toodyay town site. The site is listed in the *Living History* walk trail.

Recommendations: In line with results of structural review, establish schedule of works to better conserve structure. Perform necessary repairs when funding is available. Retain use as a heritage tourist attraction associated with the Gaol and Stables buildings. Investigate linking the archaeological potential of the site to other places within the town site. Consider redeveloping interpretation/display and remove unsuitable material and utilising storage space for interpretation.



### 2.1.23 PLACE NO.101; RECREATION GROUND

The site lies in the Toodyay town site, next to Donegan's Cottage and Parker's Cottage.

The site consists of a large recreation/sports ground with accompanying grandstand, pavilion and animal enclosures. Historically, this area was used for sports, agricultural shows and timber milling. Many of the structures have been re-developed, however some fabric from original structures is present. The area is associated with the development of northern Toodyay. The site is still used as a sporting and showground. The site considered unlikely to have archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List, with a management Category of 2.

The site has some potential as a tourist presentation. The site is near a main access route within the Toodyay town site, and is near a two other heritage places. The site is currently used and has parking, electricity, toilets and water facilities. There is no interpretation at the site.

Adjacent to the site is a registered Indigenous burial ground, discovered during earthworks associated with the development of the railways in the early 20<sup>th</sup> century. Unfortunately, part of this burial site is now underneath a hockey oval.

Recommendations: Retain and conserve, continue to use for community and sporting events. Perform necessary repairs when funding is available. Recommended to avoid any development that would impact upon the Indigenous Burial ground, and work with DIA/local Ballardong representatives should any development be considered that would affect the burials. Adopt a policy of caution in developing areas adjacent to this burial ground and seek advice from DIA if new burials come to light.

### 2.1.24 PLACE NO.102; RINGA RAILWAY BRIDGE

The site lies near the Hoddy's Well locality of Toodyay, southeast of the Toodyay Road on a flat plain by a creek, within in a mixed/small scale rural landscape. Associated with Newcastle's 'golden age,' when government investment and trade with the goldfields saw new infrastructure growth.

The site consists of a timber trestle railway bridge, which was upgraded with steel supports in the 1950s before being abandoned with the development of the Standard Gauge line in the 1960s. Currently, this is presented as an abandoned rural transport site. The site was inaccessible in 2012 but observations from a 2010 site visit suggest the structure is generally good condition, however some dilapidation to the safety structures along the top of the bridge. This site is considered to have archaeological potential in researching the development of these timber structures. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 2.

The site has little potential as a tourist presentation. The site is situated near a main transport access route north from Toodyay, but requires some effort to locate. The site lacks parking, water and electricity and toilets. There is no interpretation at the site, although a plaque once standing at the site is now displayed at the Coorinja winery.

Recommendations: Retain and conserve if reasonable. Replace interpretative marker if reasonable. May have value as a secondary heritage attraction linking Toodyay to Clackline.

### 2.1.25 PLACE NO.103; ROCK CAIRN

The site lies in the Avon Valley National Park, south of the Avon Valley Survey Heritage Trail.

The site consists of a heap of rocks topped with a wooden stake, forming surveyor's marker 'DP' built by John Forrest in 1877-1878. The wooden stake has deteriorated from weathering and termites, however overall the structure is good condition. The site is overgrown and the bush path leading to the site is in a poor state of repair. The site has not been extensively impacted but is not considered to have archaeological potential as there is little indication of where any other activities once took place. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 1.

The site has some potential as a tourist presentation. The site is associated with a legendary Western Australian explorer and politician and has already been presented as a heritage attraction, part of a walking/driving trail with some interpretation at the site. However, the site and trail are in poor repair and a very high level of fitness would be required to visit the site. The site lacks parking, toilet, electricity, water and is out of mobile coverage.

Recommendations: Retain, request the Department of Environment and Conservation to repair the walk trail and site. Recommended as a secondary heritage attraction linking Toodyay to Perth. Re-locate the other surveyor's cairns in the area and place on the Municipal Inventory.

### 2.1.26 PLACE NO.113; SHOP AND HOUSE

The site lies in the Toodyay town site, along Stirling Terrace.

The site consists of a single built structure, a 1870s single-storey brick building in the Victorian Georgian Style that still retains significant fabric from its original form. The structure is associated with the development of the Toodyay streetscape as well as Daniel Connor. The site appears to be in good repair and is currently used for Shire housing and community use. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is currently used and has parking, toilet, electricity and water facilities. The site is also in the vicinity of the Toodyay Public Library and Toodyay Memorial Hall. However, there is no interpretation at the site.

Recommendations: Retain and conserve, continue to utilise as staff housing and community use.

### 2.1.27 PLACE NO.132; TOODYAY MEMORIAL HALL

The site lies in the Toodyay town site, along Stirling Terrace.

The site consists of a single built structure, an 1899 brick meeting room which was expanded in 1910 with a community hall, both in the Victorian style and still retaining significant fabric from their original forms. Further development included the side entrance and kitchen area in the 1990s. The building has performed several different functions over its life, currently serving as a meeting hall and memorial to those who died in World War I and II. The site has a good presentation and is kept in good repair. The site has been impacted by subsequent development and is considered to have very low archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 2.

The site has some potential as a tourist presentation. The site is situated prominently on Stirling Terrace, and is next to the Federation Square memorial garden. The site has parking, electricity, toilets and water. The site some interpretation outside and is part of the *Living History* walk trail.

Recommendations: Retain use as community meeting place, conserve as necessary.

### 2.1.28 PLACE NO.134; TOODYAY CEMETERY

The site lies in the Toodyay town site, adjacent to the Telegraph Road where it becomes the Bindi Bindi – Toodyay Road.

The site consists of almost 1,000 graves, marked by various headstones or boundary markers. These graves relate to a number of families (including settler families) and span from the 1860s to the 21<sup>st</sup> century. The site is in good repair and recently had a new memorial garden added. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 2.

The site has some potential as a tourist presentation. The site is along a main transport access route, is maintained as a public place and presents a wide variety of families, denominations and grave types. However, while there is parking there is no toilet, electricity or water at the site. There are only dirt tracks through the site, with no interpretation of the place (which may not be appropriate in any case). The site is isolated from other heritage places.

Recommendations: Retain and conserve in its current use. Place interpretative marker if reasonable. Investigate the possibility of linking the site to Toodyay as a secondary tourist attraction.

### 2.1.29 PLACE NO.135; TOODYAY PUBLIC LIBRARY

The site lies in the Toodyay town site, along Stirling Terrace.

The site consists of a single built structure, an 1870s brick meeting/reading room which was expanded in 1886 to include two wings. The site is associated with Toodyay's development, Rev. Harper as well as the Monger and Leeder families. The site has performed several different functions during its history, currently serving as a public library. The site is kept in good repair and was renovated in 2009/2010. The impact to this site has affected the archaeological potential of the structure, however artefacts unearthed during the recent renovations indicate there is still at least a low archaeological potential. The site is listed on the State Register of Heritage Places.

The site has some potential as a tourist presentation. The site is situated prominently on Stirling Terrace, and is still used as an educational venue. The site has parking, electricity, toilets and water. There is some interpretation of the structure present and the place is part of the *Living History* walk trail.

Recommendations: Retain use as public library, conserve as necessary.

### 2.1.30 PLACE NO.136; TOODYAY SHIRE OFFICES

The site lies in the Toodyay town site, along Fiennes Street.

The site consists of a single built structure, a 1890s brick courthouse in the Federation style that still retains significant fabric from the original form. The building currently serves as the Shire Administration Centre. The structure was expanded in 1985 and a demountable office was added to the back in the 2000s. Overall, the building is kept in good repair. The site has been impacted by subsequent development but excavations of the area in 2010 indicate the site has exceptional archaeological potential as the site of the Newcastle Convict Depot complex, including the Convict Association Ward, Warder's Quarts, Infirmary, Kitchen and Privy. A Conservation Management Plan relating to the Convict Depot has been received by the Shire. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 1. The site has been nominated for listing on the State Register of Heritage Places.

Given then archaeological context of the place the site has exceptional potential as a tourist presentation. The site is situated in the town site and is part of a larger complex of structures with exceptional heritage value, some of which are already used as cultural tourism presentations. The site has parking, toilets, water and electricity. However, the demountable office located at the back of the structure is unsightly and is not sympathetic to the heritage themes of the place. The site is listed in the *Living History* walk trail.

Recommendations: Retain and conserve the current building structure. Follow the guidance policies set out in the Conservation Management Plan, particularly in any development that might negatively impact the archaeological resources of the area. Investigate the possibility of exposing the archaeological remains as a convict tourism presentation and consider all possible future uses of the Courthouse structure. Consider removing the demountable office should a viable alternative be found.

### 2.1.31 PLACE NO.138; TOODYAY WAR MEMORIAL AND PARK

The site lies in the Toodyay town site, along Anzac Avenue.

The site consists of a single built structure, 1920s memorial in the Inter-war style consisting of an obelisk flanked by a wall and gardens. The memorial commemorates soldiers from Toodyay between World War I to Vietnam. The site is associated with Toodyay's long involvement in military service. The site is kept in good repair and was upgraded in 2010. The site is not considered to have any archaeological potential however it is adjacent to the site of the Superintendent's Quarters, a site of exceptional archaeological significance pertaining to the Newcastle Convict Depot. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 1.

The site has some potential as a tourist presentation. The site is situated prominently on Anzac Avenue, and is near the Toodyay Train Station. The site is still used as a public memorial and has parking nearby. There is some interpretation of the structure and it is included on the *Living History* walk trail.

Recommendations: Retain use as public memorial, conserve as necessary. Re-interpret area where the Superintendent's quarters once stood and investigate links with other parts of the Newcastle Convict Depot.

### 2.1.32 PLACE NO.145; WA BANK (FMR), 108 STIRLING

The site lies in the Toodyay town site, along Stirling Terrace.

The site consists of a single built structure, a 1890s single-storey brick building originally constructed in the Federation style and later modified in the Inter-war Art Deco style. The building still retains significant fabric from its original form. The structure is associated with the development of the Toodyay streetscape. The site appears to be in good repair and is still used for banking purposes. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is currently used and has parking, toilet, electricity and water facilities. The site is also in the vicinity of the Toodyay Public Library and Toodyay Memorial Hall. The site is included on the *Living History* walk trail. However, the site does not strongly present a heritage tourism theme and is better suited to its current purpose.

Recommendations: Retain and conserve, continue to utilise for community banking and community use.

### 2.1.33 PLACE NO.148; WEST TOODYAY SCHOOL (FMR)

The site lies in the West Toodyay locality of Toodyay, at the intersection of Julimar Road and River Road near the Avon River, within in a rural residential landscape. The site is associated with the development of Toodyay's education system, being the first fully-funded government school in the area.

The site is where the West Toodyay school once stood, with no visible remnants extant. Currently, this site is presented as a block of bush. Due to the school building materials being removed to Woodendale in 1929, there is only a very low archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The site has little potential as a tourist presentation. The site is not situated near a main transport access route, is not currently used and lacks parking, toilets, electricity and water. There is interpretation at the site in the form of a slightly deteriorated sign that is part of the 1998 Toodyay Pioneer Heritage Trail. However the site is located near the West Toodyay townsite precinct and may have potential as part of a secondary attraction.

Recommendations: Retain and conserve if reasonable. Repair or replace interpretative marker if reasonable.

### 2.1.34 PLACE NO.152; WINDMILL HILL CUTTING

The site lies near the Dumbarton locality of Toodyay, south of the Northam - Toodyay Road on a steep rise through which the Standard Gauge Railway travels. Built in the 1960s, the site is associated with the development of modern transport routes through the area.

The site consists of a deep curved cutting through a low hill, with a small lookout placed at the eastern end of the area. This area is presented as a short pathway, with an interpretative plaque and a lookout protected by a safety fence. When built the cutting was the longest and deepest in the southern hemisphere. This site is not considered to have any archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 2.

The site has some potential as a tourist presentation. The site is situated near a main transport access route between Toodyay and Northam, and has parking and some interpretation. However the site lacks, water and electricity and toilets. The site is still a working railway and care needs to be taken in this regard.

Recommendations: Retain and conserve as a working transport route with historic interest. Upgrade interpretative marker if reasonable. May have value as a secondary heritage attraction linking Toodyay to Northam.

## 2.2 HERITAGE PRECINCTS

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### 2.2.1 PLACE NO.11; CATHOLIC CHURCH PRECINCT

The precinct lies in the Toodyay town site, along Stirling Terrace.

The site consists of several built structures ranging from the 1860s to 1910, all historically associated with the development of the Catholic Church in Newcastle. The sites are all within private property; the Catholic Church still controls the St. Aloysius Convent of Mercy (fmr), the St. Aloysius Convent of Mercy Classrooms and Boys Boarding House, the St. Aloysius Convent of Mercy Classrooms and Girls Boarding House and Dr Growse's House (fmr). The Old Presbytery and St. John the Baptist Church (fmr) are private family properties. The portion of the precinct still owned by the Catholic Church is still used for ecclesiastical functions. The site was redeveloped in the 1980s and been kept in good repair. The site has been impacted by subsequent development but the structures would be considered to have low to moderate archaeological potential. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of P2. The portion of the area owned by the Catholic Church is being considered for listing on the State Register of Heritage Places.

The precinct has some potential as a tourist presentation. The precinct is situated in the Toodyay town site and is a complex of structures with high heritage significance. The site has parking, water and electricity but no public toilets. However, the precinct is owned by multiple private owners and only a portion of the precinct would be appropriate to use as a public space. The site does not have any interpretation, and care would need to be taken to ensure the area was interpreted appropriately. The site is listed in the *Living History* walk trail.

Recommendations: Encourage the private owners to retain and conserve the area and actively seek grant opportunities that they may choose to use in this regard. Consider working with the private owners to present the area as a cultural attraction and investigate linking the precinct to other places within the town site or to other ecclesiastical areas of interest in the region.

## 2.2.2 PLACE NO.14; CLACKLINE TO TOODYAY RAILWAY LINE

This precinct stretches across the entire Toodyay landscape, following the early railway line from Clackline up to Bolgart. Constructed from 1886-1908 the precinct is associated with Newcastle's 'golden age,' when government investment and trade with the goldfields saw new infrastructure growth.

The area where the line once ran still contains remnants of its original use, including culverts, embankments, sidings, a railway bridge and the remnants of a telegraph system that followed the rail line. This railway line was eventually replaced by the development of the Standard Gauge line in the 1960s. The majority of the early line passes through multiple private properties and as such many areas of the precinct were not directly inaccessible in 2012. However observations of the remnant structures indicate that evidence for the presence of the early railway are still present. The early railway line was the subject of a Heritage Assessment project in 1999 and the document concluded that there was some archaeological potential in researching the development of the state's railway system. The site is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of 3.

The precinct has some potential as a tourist presentation. The precinct crosses the landscape of Toodyay, passing through the Toodyay town site and in areas following the major access routes to and from Toodyay. The precinct offers different types of sites along a common theme and can be linked to other railway tourism attractions in the region such as Windmill Hill Cutting and the Avon Yard in Northam. However, most areas of this precinct are on private property and lack parking, water, electricity and toilets. There is also no interpretation along the original railway line.

Recommendations: Encourage the private owners along the precinct to retain and conserve remnants of the original rail line. Place interpretative markers of the line where it passed through the Toodyay town site if reasonable. The precinct is considered to have value as a secondary heritage attraction linking Toodyay to Clackline, Northam and Bolgart.

### 2.2.3 PLACE NO.96; ORIGINAL TOODYAY TOWN SITE

The precinct lies in West Toodyay, along West Toodyay Road and along the Avon River.

The site consists of several remnant and subsurface structures as well as historic sites ranging from the 1830s to the 1860s, all historically associated with the development of the original Toodyay town site. The various sites are mostly on private properties with one site on a public reserve. These structural remains include S. Ferguson's cottage, the Royal Oak Inn, the Highland Laddie inn, the Queen's Head Inn, the Military Barracks, Colonial School, Lock-up, Police Barracks, Everett's Cottage, West Toodyay Bridge, Sheepyards/shepherd's hut. The area was impacted by floods in the 1860s as well as subsequent residential development; however excavations on a West Toodyay property in early 2012 indicate that there are areas of archaeological potential within this precinct. The precinct is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of P2.

The precinct has some potential as a tourist presentation. The precinct is situated near the Toodyay town site and is a complex of structures with moderate to high heritage significance. Some interpretation is present in the area in the form of plaques, part of the 1988 Toodyay Pioneer Heritage Trail. However, the precinct is owned by multiple private owners and lacks toilets, water electricity and parking. The parking in particular was a problem, as the West Toodyay Road is a narrow street with variable traffic flow, and safely travelling slowly or stopping to view historic sites is difficult- a walking tour of the area would also not be encouraged. While the site does follow the Avon River there are very little river views; the area was presented as a tangle of bush. The site is listed in the *Living History* walk trail.

Recommendations: Encourage the private owners to retain and conserve the historic remnants in the area and actively seek grant opportunities that they may choose to use in this regard. Consider working with the private owners to present the area as a cultural attraction and investigate linking the precinct to other places within Toodyay.

## 2.2.4 PLACE NO.123; STIRLING TERRACE PRECINCT

The precinct lies in the Toodyay town site, along Stirling Terrace between the Newcastle Bridge and the Stirling Terrace/Goomalling intersection.

The precinct consists of multiple built structures as well as historic sites ranging from the 1860s to the present, all historically associated with the development of Toodyay in general and the Toodyay town site in particular. The various structures are mostly private businesses or residential properties with some public structures and reserves present. Many of the buildings still retain significant fabric from their original structure, and the historic architecture combined with the gentle curve of the main road (which still follows the original 'New Road' surveyed by the Gregory Brothers) gives the precinct a distinctive identity. The area has been impacted by subsequent business and residential development; however some historic structures may still have a low archaeological potential. The precinct is listed on the Shire's Municipal Inventory and Heritage List with a Management Category of P2.

The precinct has high to exceptional potential as a tourist presentation, and the area between Newcastle Bridge and the Toodyay Fire Station in particular has served as the town's tourism area for decades. The area offers a variety of shopping, gifts and places to eat, as well as Duidgee Park, the Toodyay Visitors Centre and Connor's Mill. Water and public toilets are present, and some interpretation is present in the form of memorial plaques and the *Living History* walk trail. However, the precinct is owned by multiple private owners and has not developed as a purely tourist-oriented area, sharing the space with domestic business needs. Tourist-oriented signage is also a problem, where signage directing tourists to various attractions and businesses would negatively impact on the strongest feature of the area; the historic streetscape. Parking is present along Stirling Terrace and Charcoal Lane however the dirt parking area between the Toodyay Visitors Centre and the Toodyay Train Station is disorganised and unsightly.

Recommendations: Encourage the private owners to retain and conserve the historic remnants in the area and actively seek grant opportunities that they may choose to use in this regard. Actively work with the private owners to further develop the area as a tourist hotspot. Improve the Toodyay Visitors Centre as a central point of information and direction and provide an information bay near the town site directing tourists to the building. Improve the parking area by the Toodyay Train Station to allow for better tourist access to the Toodyay Visitor Centre



## 2.2.5 ADDITIONAL PRECINCT PROPOSED – NORTH TOODYAY

This area encompasses a registered Indigenous burial ground, the Showgrounds, the Toodyay Cemetery, and Donegan’s and Parker’s cottages along with other worker’s cottages dating from the 1890s including place number 57 on the Municipal Inventory.

The precinct contains built structures as well as sites of cultural sensitivity.

Some components (notably the group of cottages) are associated with Newcastle’s “golden age”, when increasing trade with the goldfields saw new infrastructure growth and a corresponding population increase.

Further research should be undertaken to more fully determine this area’s place within Toodyay’s broader cultural landscape and whether this should be identified as a separate historic precinct.

Recommendations: Encourage the private owners to retain and conserve the historic remnants in the area and actively seek grant opportunities that they may choose to use in this regard. Consider working with the private owners to present the area as a cultural attraction and after community consultation investigate linking the precinct to other places within Toodyay through self-guided walking or driving tours.

### 3 APPENDIX: PRIORITY CONSERVATION LIST

Place No.	Name	Management Category	Condition	Sensitivity to Change	Threats	Priority
4	Bejoording Homestead	1	Homestead good, other structures poor (await structural analysis)	High	Maintenance Issues	High
22	Connor's Mill	1	Good (await structural analysis)	High	Maintenance Issues	High
71	Jimperding Cemetery	2	Variable by grave site	High	Maintenance Issues	High
73	Joe's Cage	1	Poor	High	Severe maintenance Issues	High
87	Nardie Cemetery	1	Variable by grave site	High	Maintenance Issues	High
90	Newcastle Gaol Museum	1	Good (await structural analysis)	High	Maintenance Issues	High
92	Newcastle Police Stables	2	Good (await structural analysis)	High	Maintenance Issues	High
100	Police Lockup (fmr)	2	Good (await structural analysis)	High	Maintenance Issues	High
101	Recreation Ground	2	Good	Moderate	Maintenance/Future Development	High
132	Toodyay Memorial Hall	2	Good	High	Maintenance Issues	High
134	Toodyay Cemetery	2	Variable by grave site, generally good	High	Maintenance Issues	High
135	Toodyay Public Library	1	Good	High	Maintenance Issues	High
136	Toodyay Shire Offices	1	Good	High	Maintenance/Future Development	High
138	Toodyay War Memorial and Park	1	Good	High	Maintenance Issues	High
6	Bejoording Town Site/Spring/Reserve	2	Site only	Moderate	Future development	Medium
9	Butterly House	2	Good	High	Maintenance/Future Development	Medium
20	Connor's House	3	Good	High	Maintenance/Future Development	Medium
38	Donegan's Cottage	2	Good	High	Maintenance/Future Development	Medium
57	House (33 Telegraph Road)	3	Good	High	Maintenance/Future Development	Medium
97	Parker's Cottage	3	Good	High	Maintenance Issues	Medium
98	Pelham Reserve	2	Variable; many parts poor	Moderate	Maintenance/Future Development	Medium
102	Ringa Railway Bridge	2	Good	High	Maintenance Issues	Medium
113	Shop and House	2	Good	High	Maintenance/Future Development	Medium
145	WA Bank (fmr) 108 Stirling	3	Good	High	Maintenance/Future Development	Medium
1	10 Mile School	3	Site only	Low	None	Low
5	Bejoording Siding	5	Site only	Low	None	Low
24	Coondle Hall (fmr)	3	Site only	Low	None	Low
26	Condle School (fmr)	3	Site only	Low	None	Low
27	Coondle Siding	3	Site only	Low	None	Low
33	Culham Hall (fmr)	3	Site only	Low	None	Low
80	Lunn's Landing	5	Site only	Low	None	Low
83	Monger's Store	4	Site only	Low	Maintenance/Future Development	Low
103	Rock Cairn	1	Good	High	None	Low
148	West Toodyay School (fmr)	3	Site only	Low	None	Low
152	Windmill Hill Cutting	2	Good	Moderate	None	Low