



GOLDEN QUEST DISCOVERY TRAIL

PROJECT :

- 1: Feasibility Study
- 2: Development & Interpretation Plans
- 3: Marketing & Business Development Plans
- 4: Preparation of all interpretive material, inc. Guide Book
- 5: Project Management

Client :



ISSUE / CHALLENGE

Late in 2000 GEDC and AUT contracted Maher Brampton Associates (MBA) to undertake a Feasibility Study which would “guide the development of a Heritage Trail of major national and international standing”. This study led to a full-scale planning phase, including detailed interpretation plans and a marketing and business development plan. The proposed Heritage Trail sought to achieve a number of important objectives in tourism, recreation, heritage preservation, job creation and social impact in a remote and vast region spanning five local government areas each naturally focussed on achieving the best outcomes for local residents and ratepayers. Raw resources in terms of heritage and history were rich, but practical challenges relating to location and marketing were substantial as were the financial demands of the proposed trail.

APPROACH

Working with historical and tourism specialists MBA sought to engage local residents and communities in the project, in the belief that their long-term sense of ownership of the Trail would be vital in ensuring its future. A strong emphasis was placed on interpretation, as the area is blessed with countless intriguing and enriching stories. Further, it was clear that for the Trail to ‘stand out’ and overcome its locational challenges it would have to offer cutting-edge experiences not found on every drive trail or themed route. MBA and its partners were contracted to write the Guide Book and script and produce the two audio CD’s which key-note the delivery of interpretive material. In addition, MBA undertook project management of the construction phase, thereby ensuring consistency and a tight adherence to the original design guidelines.

OUTCOMES

Having attracted almost \$1 million from Federal, State and local governments, the Trail opened in March 2003 and is delivering substantial economic, social and heritage outcomes right across the northern goldfields region of WA.



The ‘ghost town’ of Kookynie is one of 25 historic sites interpreted along the discovery trail