

Background

The City of Wanneroo is exploring options to reactivate the former Quinns Rocks Caravan Park site which formally closed as a caravan park in 2014.

- **2012** - Council resolved to close the existing caravan park.
- **2014** - Quinns Rocks Caravan Park closed.
- **2014 to 2017** - Site investigations to inform development scenario as well as stakeholder and community engagement at intervals during this period.
- **2018 to 2019** - As part of a Business Plan process, the City sought community input and feedback on the site's future.
- **2020** - Council endorsed a Business Plan for the site's potential redevelopment with an eco-retreat or family tourist park as the most viable options and authorised an expression of interest process to investigate market proposals to develop the site.
- **August to October 2021** - Expression of Interest (EOI) process. Two submissions received.
- **July 2022** - Following review of the EOI submissions, [Council](#) identified an ecotourism accommodation, café and event space proposal as a potential option for the Site. Council requested community feedback on the proposed concept as well as collecting alternative ideas and preferred uses for the site.

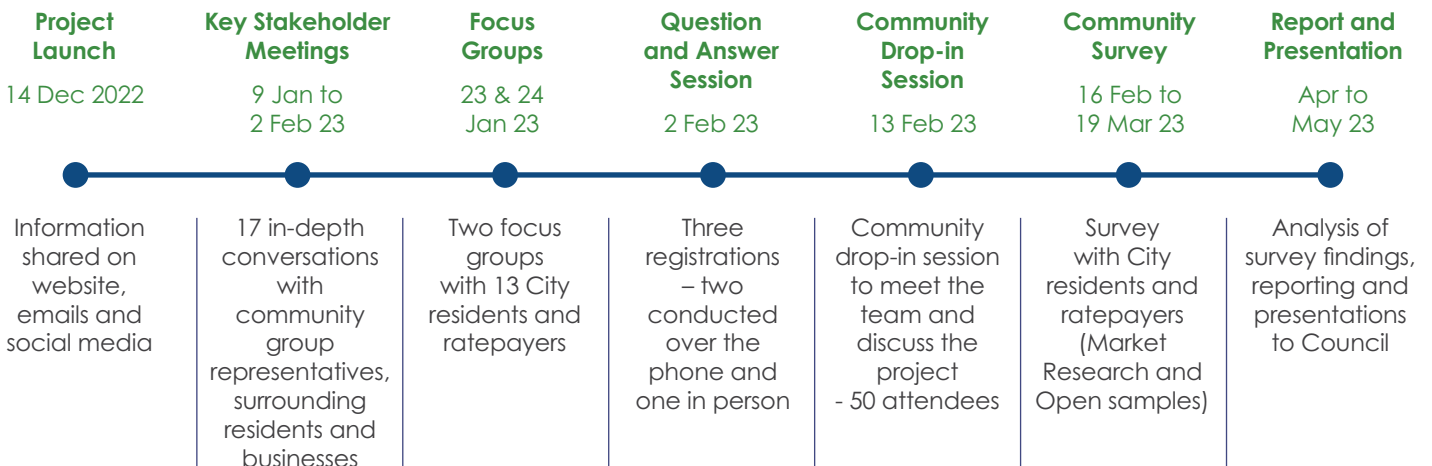
To view the project timeline, [click here](#)

For more background information on the project, visit www.wanneroo.wa.gov.au/quinnsrockscaravanpark

Community Engagement - Purpose and Approach

Between December 2022 and March 2023, community engagement was undertaken to:


1. Understand stakeholder and community views on the proposal
2. Explore alternative ideas for the site



How people engaged



[Your Say Page Views](#)
27,099



Your Say - Shared Public Comments
154



[Interactive Plan Concept Views](#)
3,783




Project Subscribers
725



Your Say Unique Users
12,144



[Video Views Concept Proposal](#)
3,135



Interactive Plan Unique Users
1,537

Completed Surveys



426 Market Research



1006 Open Survey

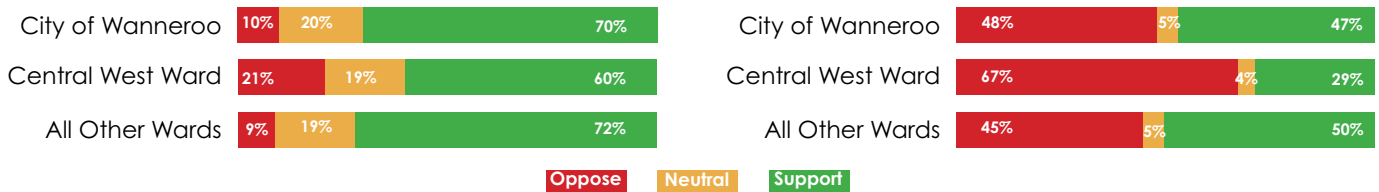
Snapshot of Findings

Community Survey – Level of Support / Opposition

Market Research Sample – Total of 426 (196 Central West Ward, 230 all Other Wards) randomly selected residents and ratepayers conducted by an independent research company.

Open Sample – Total of 1006 (742 in Central West Ward, 264 from all Other Wards) self-selected residents and ratepayers.

Survey error of +/- 4.7% at the 95% confidence level for the City of Wanneroo, +/- 7% for Central West Ward and +/- 6.5% for all other wards.



Overall sentiments toward the ecotourism development and alternative uses for the site were varied, with some stakeholders supporting, some opposing and a smaller proportion neutral or indifferent.

Support

Key reasons for supporting the ecotourism proposal:

- it supported environmental sustainability with a low environmental impact to build and operate.
- it would provide tourism and accommodation for locals and visitors to the City.
- it would boost the local economy and provide job opportunities for locals.
- the proposal aligns with the sites historical use for short-stay accommodation.

Neutral

A number of people surveyed were indifferent of the proposal as long as:

- it was built within the existing footprint.
- impacts on ocean views and noise were minimal.
- generated income for the City.

Oppose

Key reasons for opposing the ecotourism proposal:

- encroachment on surrounding bushland.
- Insufficient parking and increased traffic and noise in the area.
- unaffordable for locals and not considered family friendly.
- public access restrictions.
- financial integrity and viability of the business and proponent.
- negative economic impact on existing local businesses.
- potential future expansion of QMSLSC would be restricted.

Alternative Ideas

Alternative ideas for the Site included:



Community space: Similar to Whitford Nodes and Mullaloo with public facilities such as BBQs shelters, playground and a major attraction such as Jacobs Ladder.

- There were concerns about the cost if it led to rate increases.
- Suggested kiosk or café to subsidise costs.



Quinns Mindarie Surf Life Saving Club: Part of the Site to be reserved for future expansion.



Bushland: Restore and retain as bushland.



Other ideas: Golf course, water park, skate park or environmental education centre.



Parking: Retention of overflow parking (or an alternative) is needed.

Project Information



City of Wanneroo's website

A dedicated project page with information about the project and how people can have their say on the proposal.
www.wanneroo.wa.gov.au/quinnsrockscaravanpark or use the QR code.



Online interactive map

An online interactive map detailing the ecotourism proposal, providing the site layout and images of what the development could look like.



Fly-through video of concept

A two minute fly-through video showing a 3D version of the ecotourism concept.



Project brochure

A project brochure outlining the project background, ecotourism proposal and community engagement process.



Frequently Asked Questions

A detailed Question and Answer document regularly updated to include answers to questions as they emerge throughout the engagement process.