



# The Australian World Heritage Gateway

The Wet Tropics Management Authority (WTMA) is excited to announce one of its latest projects, a pre-feasibility study for an iconic *World Heritage Gateway Centre* in Tropical North Queensland – home of two World Heritage Areas.

A team led by EC3 Global including locals Parker Travel Collection and leading architects Clarke Hopkins Clarke have the task of conducting a prefeasibility study and developing a concept that will inspire investment in a 'must-see' destination for the State and something that positions Tropical North Queensland as the gateway to World Heritage. A key priority is raising awareness and building appreciation for the region's significant natural, cultural and ecological diversity. The proposed World Heritage Gateway Centre has the potential position Tropical North Queensland as the 'Centre of Excellence' in World Heritage management and one of the richest learning landscapes in the world.

## A regionally significant project

The World Heritage Gateway Centre was identified as a catalyst project in the Queensland Government's Tourism Opportunity Plan (TOP) released in 2010.

It has since been recognised as a demonstration project in the Draft Queensland Parks and Wildlife Tourism Strategy and has the potential to be globally significant.

## Why is WTMA involved?

WTMA's vision is to build widespread recognition of the Wet Tropics World Heritage Area and to present and preserve its significant values. The Authority foresees the development of the World Heritage Gateway as a significant catalyst towards achieving - and maintaining WTMA's long-term vision and objectives.

The prefeasibility study is jointly funded by WTMA and the Queensland Government. EC3 Global will be assisting WTMA with the project in partnership with key regional stakeholders. Everyone involved will be encouraged to 'think outside the box' on how the proposal could positively influence the region.

## The pre-feasibility study will...

The aim of the pre-feasibility study is to identify a viable yet inspiring concept for a World Heritage Gateway Centre based on sound commercial principles with industry involvement and key stakeholder support.

The study will include:

- Review of **global best practice** models;
- A concept for the Centre based on a full understanding of expectations **and needs of stakeholders and consumers**;
- In-depth analysis of the preferred concept including **assessment of costs & benefits**, commercial opportunities and the possible **economic and social benefits** to the region's economy;
- Identification of **risks associated with development**, actions for risk mitigation, **estimated costs** and an implementation plan; and
- A **strong and inspiring vision** for the Gateway, enabling the region to move forward with and to **attract the required investment**.



## Project Timeline



## The opportunity

The World Heritage Gateway Centre will:

- Contribute to a revitalisation of tourism in Tropical North Queensland including the emerging Indigenous tourism sector, and encourage greater collaboration.
- Become a 'must-see' attraction that will capitalise on the region's World Heritage status and help to position Cairns and Tropical North Queensland as world leaders in preserving and presenting the universal values of natural World Heritage.
- Offer something new to reinvigorate tourism but also for local residents to enjoy.
- Strengthen the region's profile as a destination bursting with high quality, nature based experiences.
- Capitalise on the region's dual World Heritage status
- Provide a stage for acknowledging Australia's largest concentration of eco-certified operators.
- Be a central promotional point of interest which will provide exposure to relevant marketing collateral and tools (websites, visitor info centre, regional smart phone 'apps').
- Acknowledge our Learning Landscape partners, strengthening regional, national and international collaboration across a broad range of fields e.g. reef and rainforest experts.
- Potentially capitalise on opportunities such as provision of a public 'front' for publically acknowledging the research and achievements of leading tropical experts and organisations doing extraordinary work within the World Heritage Area.

## Project contacts

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