

## BUSINESS PROPOSAL

For

### “Friends of Pingelly Railway (FPR)”

#### 1. VISION STATEMENT

##### Description of the Business

The Pingelly Railway Station is to be a community building which favours inclusion rather than exclusion of all community groups and disassociated people.

To have and to operate a professionally run tourism based facility along with a family of like minded organisations.

With the help of these groups, Men’s shed, Townscape group, Apex, Museum

Group, Tourism group, Community First, and community members we hope to restore the building turning it back into being a useful and viable Shire acquisition.

*See appendix 1a*

Ideas have been forwarded by these groups and the petitioners for the use of the building. A consensus of ideas has been reached. *See appendix 1b*

These ideas have been forwarded by members who assess there is a need in our Community for such activities.

Artists have come forward where they would like some studio space in order to learn and inspire each other. The sale of artwork and prints would contribute to the funding of the building by commission sale. An artist in residence could be a focal point for the acquisition of knowledge and also a tourist drawcard. *See appendix 1c*

Musicians have come forward and would like some space from time to time for music appreciation workshops. Percussion and Bongo lessons could be had. All proceeds would achieve a commission back to the building. *Didgeridoo* lessons could be had and would assist in community development, tourism and the enhancement of the site relating to “The Dreamtime trail -Boyagin Rock”.

A place for historical storytelling to children so that they might appreciate their forefathers and their place in our community.

A room designated for Pingelly Railway memorabilia, including an operating model railway system with sounds and whistles and voice overs. This will be a major exhibit and attract a ticketed entry fee. The idea is to have an interactive experience that will be remembered and recommended. *See appendix 1d*

The attractiveness of the building will be enhanced through plantings in the out of door space. Selected and rare native flora, will be seeded displaying the genus, species and common name from the area. This will further the desires of botanist and groups interested in wildflowers on route to Tutanning and Boyagin rock. With all the prior work done by Dawn Box, we see this as a tribute to her. Specimens of native plants are archived at the CRC.

## Visitors Centre

It has been identified that we don't have a Visitors centre. With the ablutions block nearby and a road with a turning ring at the rear of the building this site would be ideal for caravans' and buses to enter.

They could partake of light refreshments, the exhibits and activities in the building. Enjoy the ambience of the surroundings and be informed of what there is to see in town, and the out of town tourist designations.

The Pingelly railway station was once a staging point for the eastern goldfields and the Rabbit proof fence.

We see the importance of showcasing our area, and thus would like to use this building as a staging point once again to -"The Historic Town walk", "The Pingelly Courthouse Museum", "The Pingelly Community Craft Centre", "The Moorumbine Trail", "Tutanning reserve" and "Boyagin Rock". Some of these sites are in the process of redevelopment.

We have been informed that tour groups will come back to Pingelly if we supply some of the above attractions.

By aligning with the Pingelly tourism group, their products and publications, and enlisting informed volunteers to direct tourists, the visitors centre would be able to serve and promote the area.

The market we wish to operate in includes, tourists, community elders and educators, artists, musicians and historians and the general community.

Canvassing for contributors in these areas. Using all forms of Media, general printed matter and website support.

Motives for entering the Enterprise.

The idea of an arts, music and memorabilia studio came after publishing a need to address the use of the building in order to retain and stop the demolition.

Proposals were put forward by a number of people.

Meetings were held to ascertain community interests and ideas.

A consensus was determined as to the uses. *See appendix 2a/2b*

We wish to pursue:

- These ideas for the benefit of the whole community and the cultural identity of Pingelly.
- The idea of a visitors centre so to share the cultural and historic identity of Pingelly with the wider community

- **Motives for entering the Business Enterprise:**

The Pingelly community was advised that due to little or no public interest at the time in the preservation of the Pingelly Railway station, that the Public Transport Authority would demolish the railway station.

Petitioners and other interested parties came forward with the proposal to utilise the railway station precinct as a tourism based facility and a facility for the local arts and music movement to use.

- **Business Goals and Objectives:**

**Business Goals:**

Utilise the Pingelly railway precinct to promote and service tourism.

Enhance our unique culture for the town and district.

Provide a venue for the arts and music groups in town.

To attract railway memorabilia to the precinct, including a railway engine.

To bring all walks of life in Pingelly together to support the project.

**Business Objectives:**

To have a sustainable operation within 12 months.

To appoint a Project Manager upon Shire / PTA approval.

Start restoration of the railway building in September this year.

Start fundraising and searching for grants upon receiving approval.

## 2. THE BUSINESS CONCEPT

### 2.1 ABOUT THE BUSINESS

#### 2.1.1 Business Type

The business is going to be a 'Not for Profit' Organization.

#### 2.1.2 The Vision for the Business

The vision of the business is to gain access to and renovate the Pingelly Railway Station for the pursuit of cultural and historic events for the benefit of the local community and the general public at large.

### 2.2 BUSINESS NAME

## **Friends of Pingelly Railway (FPR)**

### 2.3 QUALIFICATIONS AND SKILLS

Steve Davis - Pingelly, Builder (Project Manager elect)  
Jeanette Jeffrey - small business experience, managerial associates  
Bryan Hotham - management running of not for profit orgs.  
Trevor Keats - educator and owner of model railway  
Harold Dawes - ex train driver, railway enthusiast  
Rex Hallet - last station master, Pingelly  
Tony Narduci - water authority rep and historical expert  
Peter Narduci - operates Lost Pingelly website  
Men's Shed - restoration works  
John Timms - demolition expert and salvage  
Dee Napier - Val Timms, Renee Vitos & Associates  
Chris Gloede - JSA placement consultant  
Ed Taylor - IT- website, Facebook  
Tia Allen - educator and historian  
Mike Lynch - consultant  
Claire Buckley - consultant and tourist

### 2.4 LEGAL BUSINESS STRUCTURE

#### 2.4.1 Description

Sits under the umbrella of the Pingelly Development Committee, provides volunteer liability insurance and a bank account for proceeds and payments.

That the building and land are vested with the Shire of Pingelly and will remain an asset of the Shire.

## 3. MARKET RESEARCH

### 3.1.1 Methods Used

Community reaction to the proposed demolition of the Pingelly Railway Station. Petition signed by 180 members of the community. Letter of concern published in the Pingelly Times (see appendix). Ideas were forwarded and submissions made by independent parties in order to save the railway station. Then a meeting was called to form a group and identify uses for the building. A consensus was achieved. A further meeting

was organised at the Railway Station to inspect and assess the building for its viability. *See appendix 3a*

The following railway stations have been researched and with community involvement each of them been restored and are now a focal point within their respective communities.

- **Beverley Railway Station** (*Art gallery and music festivals*)
- **Gingin Railway Station** (*under reconstruction by district Lions Club for community purposes*)
- **Pinjarra Railway Centre** (*has its visitors centre inside*)
- **Boyanup**
- **Carnamah** (*has the visitors centre inside*)
- **Bassendean** (*train museum and archivists*)
- **Yarloop** (*museum for trains and early timber industry*)

*See appendix 3b* for pictures of case studies.

### 3.1.2 Results

The visitors and tourists want:

- Food, toilets, rest spot, entertainment, markets, children's areas, art appreciation, music appreciation, interactive environment, directions, brochures to sites and facilities within the region.
- Busy times are going to be, school holidays, wildflower session, and will operate 7 days a week.
- We will charge an entry fee for exhibits, offer free advice for tourists with some charges for such things as regional maps.
- Tourist bus operators require 3 attractions in the area to promote their tours.

Our point of difference is our native flora and fauna which are indigenous to this area as well as the history of the area.

Helen at the business centre Narrogin will give us ideas on operating a visitors centre and assist with accreditations requirements. (*See appendix 4*)

The University of Western Australia have a landscape plan for Linear Park already complete. We may be able to use it and UWA for funding and help. This is held at the CRC.

Send out notices to all railways after we reach official capacity.

We also asked a local tourist of their honest first impressions of the town...

*"Signs are the first impression of the town. If I am honest, I feel that the blue signs seem quite dated. They also draw the attention away from the larger brick entrance signs Pingelly has which I think are a lot nicer and more suited to the town. I didn't see any other signs for Pingelly before this apart from a small sign for the country route that avoids Brookton.*

*There were signs for the Roadhouse and the Exchange Tavern which I also feel are quite dated.*

*The 2<sup>nd</sup> aspects of the town I noticed were the wheat bins, cemetery and the old un-used railway station.*

*I made my way straight to the pub as I was meeting with the owners about a job. I think the pub is a remarkable building, traditional to Australia, an insight into the history and an asset to the town.*

*I then moved here to start work at the pub. I arrived on the Thursday but didn't make my way into the town to look around until the Saturday. This was because I thought there was nothing to see and nothing to do. I was wrong.*

*Pingelly is a very attractive and tidy town that has a lot to offer. The people are friendly and it has a strong community."*

### 3.2 CURRENT STATE OF THE INDUSTRY

Pingelly does not have a formal Visitors Centre.

Pingelly lacks a suitable venue for arts & music.

Pingelly does not have a central focus point/building to promote tourism

There is a need in the town to promote the significant history of the town and in particular the impact of the railway system.

### 3.3 CUSTOMER

#### 3.3.1 Customer Profile

Local school children, artists, musicians, tourists, historians, naturalists, conservationists, railway enthusiasts, book club, story tellers, poets, historic events, market days, antique fairs, artist in residence.

#### 3.3.2 Customers' Buying Motives

Different and unique experience, point of difference.

Town is steeped in history and culture.

Close to Perth, easily accessible.

On route to Wave Rock, Albert Facey House and other regional attractions.

Wildflower tracks in spring.

Attractions such as Boyagin Rock, Tutanning and Moorumbine, staging point to the Eastern Wheatbelt and Goldfields.

Unique attractions such as model railway and railway memorabilia.

### 3.4 SWOT ANALYSIS

#### Strengths:

Proximity to Perth, nice drive into the country side.

Nice visual impact as you come into town.

Good facilities and parks with BBQ's.

Historical town walk.

Very good attractions such as Boyagin Rock, Tutanning Moorumbine and Emu Farm.

Gateway to other Wheatbelt attractions.

Overflow for caravans at Oval.

Site is ideal for caravan access and turning.

#### Weaknesses:

Dwindling and itinerate population.

Low town profile.

No automotive LPG outlet in town

#### Opportunities:

To attract tourists from Perth and surrounds.

Bring the community together.

Develop profile of the town and the region as a whole.

Develop local business.

Threats:

PTA may demolish the building.

Shire and/or locals not supporting the venture.

Site could be a Public Liability Risk.

### **3.5 COMPETITION AND COMPETITIVE ADVANTAGE**

#### **3.5.1 Major Competitors**

We have not identified any major competitors.

#### **3.5.2 Competitive Advantage**

Historical significance of railway line, all tourist information in one attractive site, building is of historical significance and closeness to Perth.

Ideal setting with Linear Park next to the station and the Pioneer Park across the road, with modern facilities.

## **4. MARKETING PLAN**

### **4.1 PRODUCT/SERVICE DESCRIPTION**

Offering a facility for arts and music groups to develop and perform.

Offering a place where history and storytelling can be viewed.

One stop facility for tourists, information, food, tea coffee, clean facilities and advice.

Being the local Visitors Centre (volunteers only), of which there are many.

Offering adventure for all in railway memorabilia.

Local products and artwork for sale.

Long term opportunity to operate the site and will evolve over time.

*(See appendix 5)*

### **4.2 PRICE OF PRODUCTS/SERVICES**

The business is predominately staffed by volunteers, advice is given free of charge and sale of memorabilia and produce will be at market prices.

Exhibitions will attract an entry fee.

We will charge for some exhibits, catering, user pays to recoup costs.

### **4.3 PLACE – LOCATION AND DISTRIBUTION**

#### **4.3.1 Location**

**Pingelly Railway Station Precinct**

#### **4.3.2 Advantages of the Location**

High visual aspect. On a main road, ease of access, plenty of parking, room for caravans to turn around. Historical significance. Close to recreational facilities.  
Close to centre of town and shops. Nice outlook to Linear Park.  
Availability of the adjacent land to be landscaped and developed.  
Having a cross section of wildflowers and other plants indigenous to the area.

#### **4.3.3 Distribution**

Building to be staffed by volunteers 7 days a week. Community first will be involved in the placement of volunteers as well as others from the local community.

(See appendix 6)

### **4.4 PROMOTION AND ADVERTISING**

#### **4.4.1 Promotion and Advertising Approach**

Use community, not for profit facilities.

Local papers, press releases, videos, advertise in tourist and caravan magazines.

Use local CRC's and other visitor centres.

Educate and make available orientation nights.

Contact tour operators.

Website setup and on the local Shire website.

Facebook page. Use modern media.

## **5. OPERATIONS PLAN**

### **5.1 BUSINESS PREMISES**

#### **5.1.2 Lease/Rental Details (If applicable)**

Under the Shire umbrella, and need to formalise the use of the building, any costs and ongoing arrangement.

### **5.2 LEGAL AND ADMINISTRATIVE REQUIREMENTS**

#### **5.2.1 Local, State or Commonwealth Government Regulations**

Health Department approval, Shire approvals, public access requirements, Occupational Health & Safety.

#### **5.2.2 Insurance**

Public Liability, building and contents insurance.

Insurance will be paid monthly under agreement.



## **5.4 ORGANISATION OF TASKS/DUTIES**

### **5.4.1 Key Roles**

The committee will be responsible for management of the “Friends of Pingelly Railway”, they will make all decisions that affect the ongoing running of the business.

They will appoint a Project Manager who will report directly to the Committee of Management.

The Project Manager will be responsible for all works carried out on the site, including costs, safety and workmanship.

Volunteers, workers, contractors will be directed by the Project Manager.

The Committee will appoint in due course, a Secretary to cover the admin duties of the group.

## **5.5 STRATEGIC ALLIANCES**

The Pingelly Shire

Pingelly Museum Group

Hotham Valley Railway Group

Railway Restoration Group, Bassendean

W.A. Country Arts Network.

Pingelly Tourist Group

Pingelly Small Business Operators

Government Stakeholders

UWA Linear Park Project

Pingelly CRC

The Boyagin Rock Trail

The Dawn Box Memorial Project

### **5.6a Major sponsors:**

Tamma Grains

CBH

Southern Fuels

Other large businesses

Community Resource Centre

Public Transport Authority

Pingelly Transport

Birds Silos

Bendigo bank

## **5.6 MONITORING BUSINESS PERFORMANCE**

### **5.6.1 Quality of Product/Service**

Once this project is operational we will ensure a professional and efficient service is provided.

### **5.6.2 Customer Service**

Once this project is operational we will ensure all customers experience professional and efficient customer service. Preforming to all recommendations required in being a visitors centre.

## **APPENDIX**

*1a.* Submission of costings to perform work on the Pingelly Railway Station. Steve Davis builder.

*1b.* Notice in Pingelly Times JUNE 2014 “Letter of Concern” Jeanette Jeffrey.

*1c.* Submission by John and Val Timms “Cultural centre, Arts/music, Memoribilla.”

*1d.* Submission by Trevor Keates “Model railway and railway memoribilla”.

*2a.* “Notice to form an steering committee for the restoration of Pingelly Railway Station and the identification of community uses for the building.”

*2b.* Evidence of meetings and collaborative ideas put forward by the community.

Includes Railway visit Photo and list of participants.

*3.* Pictures of railway stations.as resorations

*4.* Visitors centre servicing template provided by Dryandra Visistors centre.

*5.* Market research. Article by John Stanley “Ghost town, Clone town, or Hometown”.

Article on garden prospects for small towns. Both taken from Nannup Telegraph.

*6.* Submission of document from Chris Gloede regarding volunteer recruitment under the JSA program.

*7.* Collection of Pingelly railway station photos and information for your perusal.