



**KEY LOCAL STAKEHOLDERS**

- Lower Great Southern Economic Alliance
- Tourism WA
- Australia's South West
- Albany Chamber of Commerce & Industry
- Great Southern Development Commission
- YMCA WA
- Albany Youth Support Ass.
- University of WA (CENRM)
- Middleton Beach Group
- Albany SLSC
- Albany Boardriders Inc.
- Surf Life Saving WA
- Friends of Emu Point
- Disabled Surfers Association of Australia
- Albany Granny Grommets
- Ocean Heroes
- South Coast NRM
- Dept. of Transport
- GS Dept. Sport & Rec.

*'To create a consistent, surfable wave central to Albany, driving benefits in tourism, economic development, social inclusion + retention of region's younger age demographic'*

# AMAZING SOUTH COAST SURF REEF

@ MIDDLETON BEACH, ALBANY, WESTERN AUSTRALIA



**DIVERSIFY + GROW THE REGIONAL ECONOMY**

- Cost-benefit analyses demonstrate a positive NPV of \$18m (BCR of 3.52), clearly deriving from the high level of community benefits that would accrue.
- The project is expected to create 125 FTE direct jobs during construction and an estimated 27 sustainable long-term FTE jobs in the region.
- Further economic benefits will accrue through increased land values and the attraction of investment in new infrastructure at MB Activity Centre.

**ICONIC TOURISM DESTINATION**

- The project will provide a significant tourism drawcard in Albany's winter season and an increase in the number of visitors and how long they stay.
- It will create an opportunity for Albany to be recognised as a Surfing Hub; a clustering of multiple recognised surfing spots in the region.
- The surf reef will create a consistent, quality wave appropriate for holding events at state, national and international levels.

**REGIONAL LIVEABILITY**

- The project will deliver a recreational outlet that contributes to Albany's liveability and reputation, providing for diversified interests in the community.
- The project also complements other initiatives in the City and will take advantage of tertiary educational opportunities, such as the overlap with marine science and courses held at UWA.
- The facilitation of a recognised hub in Albany would provide substantial benefits, both economically and socially.

**ATTRACT + RETAIN A YOUNGER GENERATION**

- There is a critical need to retain young populations in the regions into the future through initiatives that aim to revitalise regional cities and towns and cater for young interests, needs and desires.
- Enabling surfing and water sports to be undertaken at Middleton Beach will improve safety through increased monitoring and proximity to the Albany SLSC and will be accessible by walking, riding or public transport.

**HEALTHY ACTIVE COMMUNITY**

- Prevention, including access to sport, recreation and open spaces, is identified as the most impactful and beneficial approach to the obesity epidemic.
- Considered particularly popular amongst all generations, surfing offers a significant recreational outlet that will engage the community, get them outdoors and active.
- The project will improve the social wellbeing and interaction of the regional community and foster positive cultural outcomes with a strong sense of place.

**LONG-TERM SUSTAINABLE INFRASTRUCTURE INVESTMENT**

- Enhanced marine ecology in and around the reef structure; especially for snorkelling, diving and fishing based activities especially during periods when the wind and wave conditions are less than ideal for surfing (typically coinciding with onshore winds from January to April each year).
- Analysis and modelling of the Surf Reef, indicate that the reef has the potential to increase marine ecology and beach protection and will have no negative impacts on the environment.