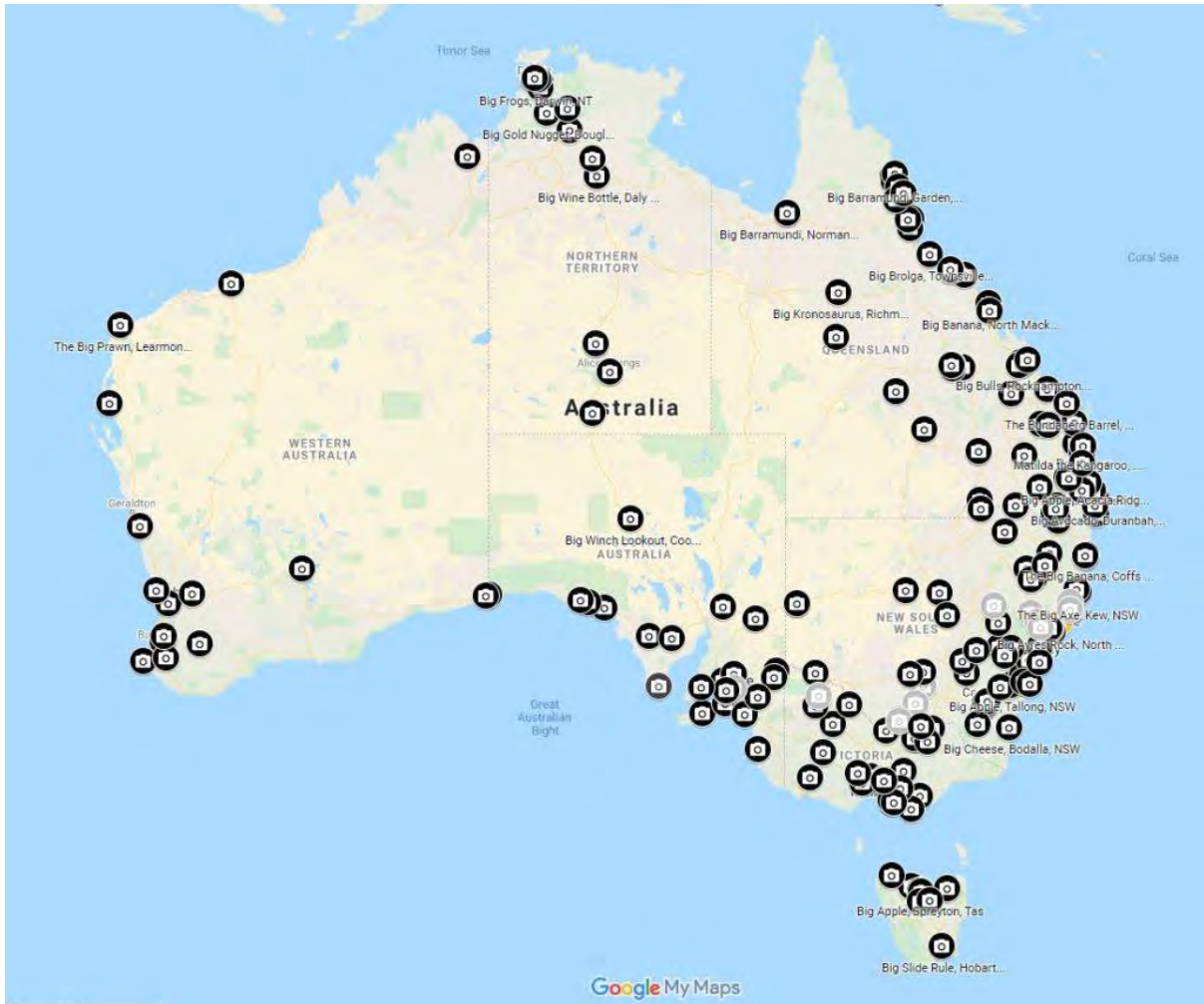


Australia's Big Things



600 Big Things around Australia. WA is hugely **UNDERREPRESENTED**.

7 of Australia's Most Iconic Big Things

The Big Prawn: Ballina, NSW. ...

The Big Pineapple: Woombye, QLD. ...

The Big Potato: Robertson, NSW. ...

The Big Lobster: Kingston SE, SA. ...

The Giant Koala: Dadswells Bridge, Vic. ...

The Big Banana: Coffs Harbour, NSW. ...

The Big Merino: Goulburn, NSW.

Australia's Big Things



Most recognisable WA Big Thing is the Wagin Ram (built 1985) is 9m tall. The Big Carnaby's sculpture will be nearly 2m taller.

Big Tractor project - Carnamah



- Big Tractor being built to boost Carnamah tourism
- Project approx. \$600,000
- Structure will be 11.5 metres high, 16m long, and 8.5m wide, made of 36 tonnes of steel.
- To be built on Arc Infrastructure land.
- Carnamah Shire on board with project – have made a contribution and will fund insurance of tractor
- Building has commenced, to be completed in 2024.
- ABC article 21.06.23 <https://www.abc.net.au/news/2023-06-21/worlds-biggest-steel-tractor-sculpture/102501446>
-

From: Lydia Haeusler <haeusler.brendon@gmail.com>

Sent: Tuesday, June 6, 2023 9:21 AM

To: mcc.nrmo@bigpond.com

Subject: Carnamah Big Tractor

Hi Rachel

The project is still going ahead. We are looking to lock in the build soon and begin manufacture, tho it will still be at least 6 months till completion.

Regards Brendon Haeusler

Chairperson Big Tractor Project

From: [Marcie Smith](#)
Sent: Thursday, 29 June 2023 10:02 AM
To: kdeepop2@bigpond.com
Cc: [Donna George](#)
Subject: Bart the giant ram

Good Morning Topsy,

Bart the big ram was built in 1985 and since then, thousands of tourists visit him each year. Each year in March we hold Woolorama which draws thousands to the town and of course the big ram.

As the Shire office is situated next to the giant ram, staff are able to advise that passing traffic number who stop to see Bart is very high, with up to 10 cars per hour stopping to take pictures with him.

The ram has recently had a fresh coat of paint which has made him look brand new. The ram has a fresh coat of paint every 10 years or so, which makes him very low maintenance.

The newly added Ninja Park and redeveloped playground provide an activity for passing visitors to take a break on their journey. The area also has BBQ and picnic facilities for visitors to enjoy.

Hope this answers your query.

Regards

Marcie Smith
Administration Officer (Trainee)

Shire of Wagin
2 Arthur Road, Wagin, WA, 6315
Ph: [08 9861 1177](tel:0898611177)
E: marcie.smith@wagin.wa.gov.au



www.wagin.wa.gov.au

Wagin is home of the Giant Ram and Wagin Woolorama

“Disclaimer by the Shire of Wagin: This email is private and confidential. If you are not the intended recipient, please advise us by return email immediately, and delete the email and any attachments without using or disclosing the contents in any way. The views expressed in this email are those of the author, and do not represent those of the Shire of Wagin unless this is clearly indicated. You should scan this email and any attachments for viruses. The Shire of Wagin accepts no liability for any direct or indirect damage or loss resulting from the use of any attachments to this email.”

WA Silo art tourist trap research

From: Robyn McCarthy Visitor Centre <visitor@merredin.wa.gov.au>
Sent: Monday, 15 February 2021 12:18 PM
To: mcc.nrmo@bigpond.com
Subject: RE: Silo trail tourist number impact

Anecdotally I can provide some feedback to your questions.

- Find out tourism numbers before and now – we have been keeping stats since 2009, there is a steady increase in visitor numbers over the years and this could be attributed to peak wildflower season as well as more people doing the Silo trail.
- Who are the tourists? ie backpackers, silver nomad etc – Visitor to the trail and a mix of younger Perth visitors following urban artists, families during school holidays, grey nomads both interstate and intra state and internationals pre COVID.
- When do the tourists visit? ie all year, certain times? Peak season starts Easter and depending on the quality of the Wildflower season (dependent on rainfall) and duration, the Peak season can continue until October. Our shoulder season is traditionally over the hottest months.
- Has it made the town more appealing? – More appealing in the sense that more people are doing the whole Silo Art Trail or parts of it as a road trip, so there is an additional reason for visitors to stop in Merredin.
- Was it worth the investment long term? – The shire of Merredin were not involved in the financial commitment, FORM get funding to engage the artists and FORM engage with CBH to seek permission to use the Silos for the Artwork.

I hope this helps.

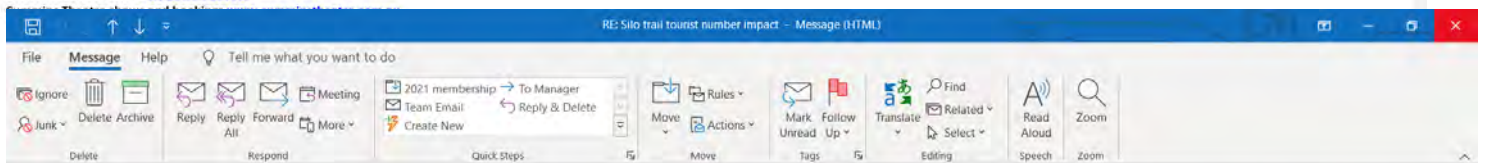
Kind regards,

ROBYN McCARTHY

MANAGER, CENTRAL WHEATBELT VISITOR CENTRE



Click to check out future [Wheatbelt Events](#)



RE: Silo trail tourist number impact

MZ Michal Zdanowicz <Michal.Zdanowicz@form.net.au>
To: mcc.nrmo@bigpond.com
Cc: 'Robyn McCarthy Visitor Centre'

Reply Reply All Forward ...
Mon 15/02/2021 11:50 AM



Hi Rachel,

Thanks for getting in touch. FORM established some electronic surveys a few years ago across for each regional town once each site was completed and we also did a small survey for the trail in its entirety. I've attached some of the results.

We haven't been able to capture any visitation numbers as this would be a very difficult and costly exercise given the scale of the trail and the inability to hone in who has come for what purpose. The way we've spoken about the impacts in the past has been around colloquial feedback from locals. I've attached the media kit for the trail that has a page on some of these.

Hope this assists.

Many thanks

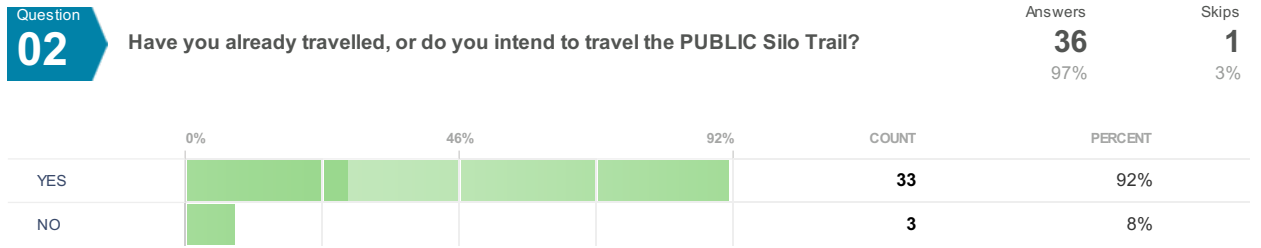
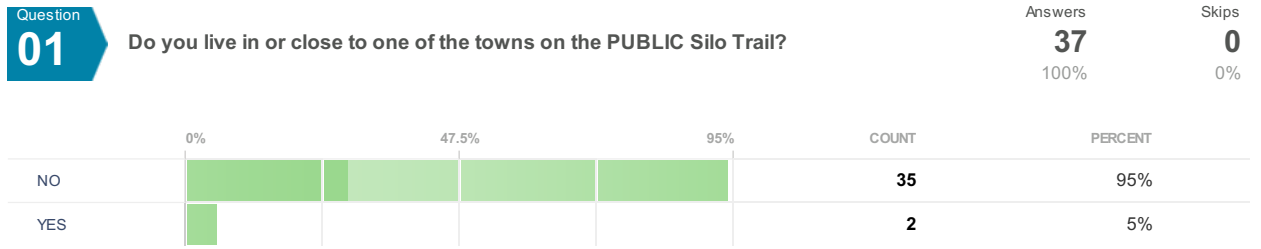
Michal Zdanowicz MARKETING MANAGER, FORM
+61 401 619 239 • michal@form.net.au • form.net.au
Available: Monday, Tuesday and Wednesday

FORM



PUBLIC Silo Trail - Full Trail...

Survey Results



224,298,363	Wanted to see the art, and it is impressive.	Monday, Aug 26th 5:22PM
224,298,289	Art appreciation and reason for a different path.	Monday, Aug 26th 5:21PM
224,298,184	Bucket List for 2019	Monday, Aug 26th 5:18PM
224,298,117	Love the artwork.	Monday, Aug 26th 5:16PM
224,298,060	To see the structures and the artworks and learn about the local 'story' of CBH etc.	Monday, Aug 26th 5:12PM
224,297,936	NA	Monday, Aug 26th 5:11PM
224,297,895	All the stories.	Monday, Aug 26th 5:09PM
224,297,856	Interesting follow on Facebook.	Monday, Aug 26th 5:06PM
224,297,811	NA	Monday, Aug 26th 5:05PM
224,297,775	History and take in the art.	Monday, Aug 26th 5:02PM
224,297,730	To have a good look at the art.	Monday, Aug 26th 5:01PM
224,297,709	Other attractions.	Monday, Aug 26th 4:59PM
224,297,665	Travel work.	Monday, Aug 26th 4:55PM
224,297,597	Interested to see the artwork and towns that I might not otherwise have visited.	Monday, Aug 26th 4:53PM
224,297,567	Point of interest.	Monday, Aug 26th

224,297,487	Visit the towns and see the art.	Monday, Aug 26th 4:47PM
224,297,440	Artwork.	Monday, Aug 26th 4:46PM
224,297,425	Artwork.	Monday, Aug 26th 4:45PM
224,297,404	To see the lovely silos.	Monday, Aug 26th 4:42PM
224,297,362	Have a look.	Monday, Aug 26th 4:40PM
224,297,316	NA	Monday, Aug 26th 4:38PM
224,297,278	Enjoy seeing the art.	Monday, Aug 26th 4:36PM
224,297,242	Artwork.	Monday, Aug 26th 4:34PM
224,297,209	See the silos!	Monday, Aug 26th 4:31PM
224,297,174	View the artwork.	Monday, Aug 26th 4:30PM
224,297,145	Amazing work.	Monday, Aug 26th 4:26PM
224,297,071	Interesting work.	Monday, Aug 26th 4:24PM
224,297,046	Interest.	Monday, Aug 26th 4:20PM
224,296,911	Amazing artwork.	Monday, Aug 26th 4:15PM
224,296,879	Love the artwork - spectacular!	Monday, Aug 26th 4:07PM
224,296,794	Just travelling.	Monday, Aug 26th 4:05PM
224,296,745	To see the magnificent artwork of talented artists.	Monday, Aug 26th 2:34PM
224,295,450	Art to see the local talent. Followed the FORM publicity.	Monday, Aug 26th 2:28PM
224,295,364	Photography and to see the art.	Monday, Aug 26th 2:27PM
224,295,164	See art and countryside.	Monday, Aug 26th 2:11PM
224,295,119	Art and to see the country.	Monday, Aug 26th 2:06PM
224,295,047	Publicity of the silos whet our appetite.	Monday, Aug 26th 2:02PM

Question

04

Which silo artworks have/will you visit? (Mandatory)

Answers

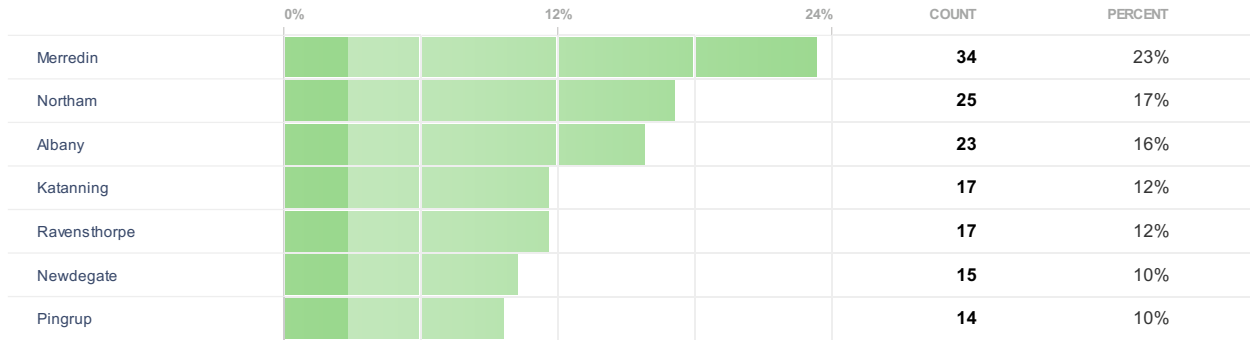
37

100%

Skips

0

0%



Question

05

Do you believe projects like the PUBLIC Silo Trail are important to the sustainability of regional towns?

Answers

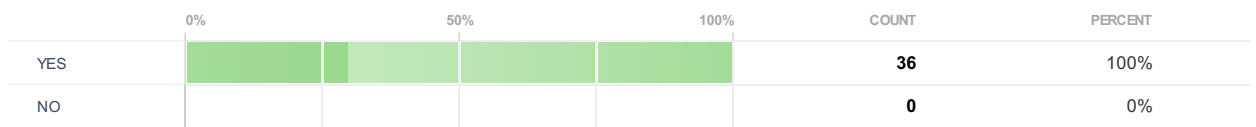
36

97%

Skips

1

3%



Question

06

Would you like to see projects like this further encouraged?

Answers

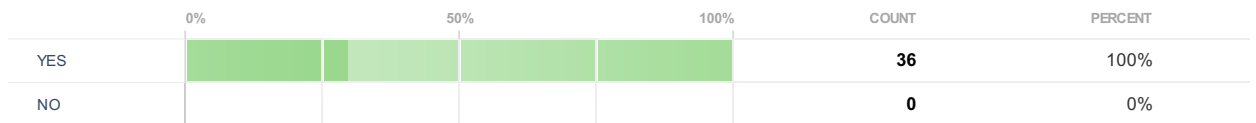
36

97%

Skips

1

3%



Question

07

Whilst travelling the PUBLIC Silo Trail, how much do you estimate you spent on ancillary expenses like accommodation, food, petrol and other consumables or experiences?

Answers

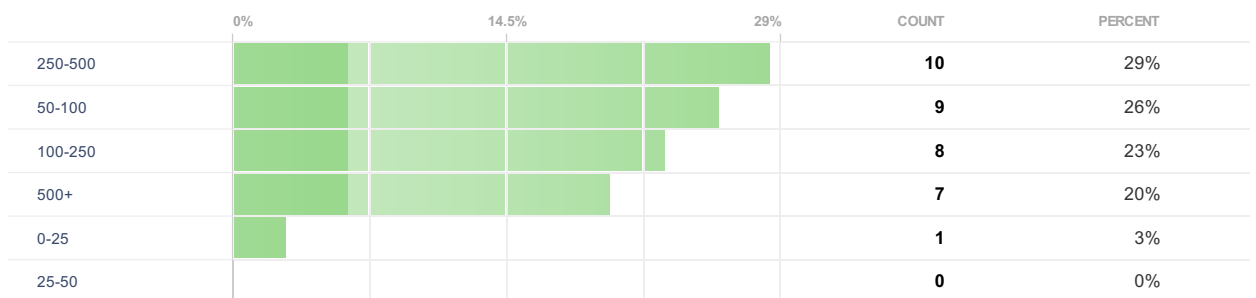
35

95%

Skips

2

5%



Question

08

What other local attractions or local businesses did you visit while travelling along the PUBLIC Silo Trail?

Answers

37

100%

Skips

0

0%

224,298,363	Coffee shops, fuel.	Monday, Aug 26th 5:22PM
224,298,289	Museums, pubs and cafes.	Monday, Aug 26th 5:21PM
224,298,184	Field of Lights and Cummins Theatre	Monday, Aug 26th 5:18PM
224,298,117	Museums, theatres.	Monday, Aug 26th 5:16PM

224,298,060	Museums, bakeries, caravan parks, cemeteries, information centres, galleries.	Monday, Aug 26th 5:12PM
224,297,936	Train station, public toilet, information centre, cafe	Monday, Aug 26th 5:11PM
224,297,895	As many as we could fit in.	Monday, Aug 26th 5:09PM
224,297,856	Visiting rocks and markets.	Monday, Aug 26th 5:06PM
224,297,811	NA	Monday, Aug 26th 5:05PM
224,297,775	NA	Monday, Aug 26th 5:02PM
224,297,730	Art and craft.	Monday, Aug 26th 5:01PM
224,297,709	Merredin Peak.	Monday, Aug 26th 4:59PM
224,297,665	Bakerys	Monday, Aug 26th 4:55PM
224,297,597	Local pubs for meals, Military Museum, walking trails.	Monday, Aug 26th 4:53PM
224,297,567	Fuel and museums.	Monday, Aug 26th 4:49PM
224,297,487	Cafes, bars, accommodation.	Monday, Aug 26th 4:47PM
224,297,440	Anything	Monday, Aug 26th 4:46PM
224,297,425	Museums and historic buildings.	Monday, Aug 26th 4:45PM
224,297,404	Muesums	Monday, Aug 26th 4:42PM
224,297,362	Supermarkets, bakery, servos, hotel.	Monday, Aug 26th 4:40PM
224,297,316	CWVC	Monday, Aug 26th 4:38PM
224,297,278	Anything in the towns we visit.	Monday, Aug 26th 4:36PM
224,297,242	Trails, Museums.	Monday, Aug 26th 4:34PM
224,297,209	Albany - Field of Light, Granite Skywalk, Porongorups and Mallee Fowl centre at Ongerup.	Monday, Aug 26th 4:31PM
224,297,174	Military Museum, Railway Museum, Merredin Peak.	Monday, Aug 26th 4:30PM
224,297,145	NA	Monday, Aug 26th 4:26PM
224,297,071	NA	Monday, Aug 26th 4:24PM
224,297,046	Kal Super Pit and Esperance.	Monday, Aug 26th 4:20PM
224,296,911	NA	Monday, Aug 26th 4:15PM
224,296,879	Campsites, petrol stations, cafes, local shops.	Monday, Aug 26th 4:07PM
224,296,794	NA	Monday, Aug 26th 4:05PM
224,296,745	Rock formations, coastal sights, monuments, nature walks.	Monday, Aug 26th

			2:34PM
224,295,450	Accommodation, cafes, fuel, museums, Tourist Information.		Monday, Aug 26th 2:28PM
224,295,364	NA		Monday, Aug 26th 2:27PM
224,295,164	Cafes and shops.		Monday, Aug 26th 2:11PM
224,295,119	Cafes		Monday, Aug 26th 2:06PM
224,295,047	Real estate businesses in Albany occurred.		Monday, Aug 26th 2:02PM

Question
09

What would further enhance your experience of the PUBLIC Silo Trail?

Answers

34

92%

Skips

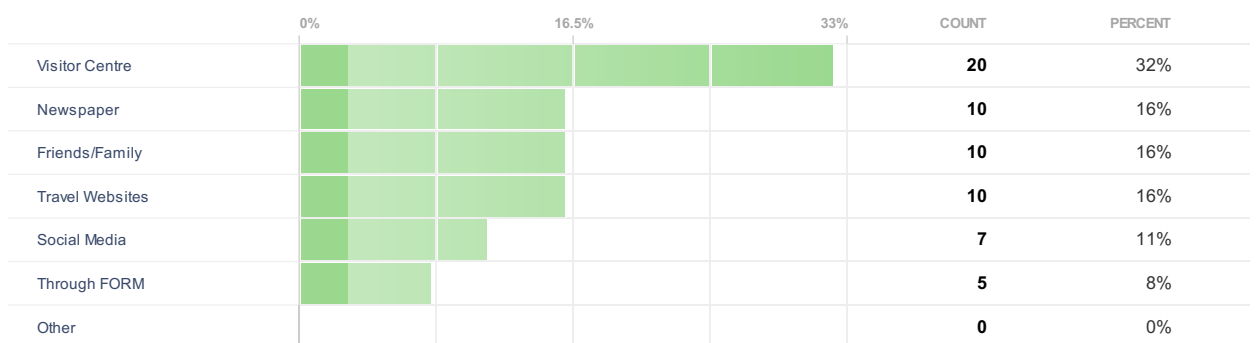
3

8%

224,298,363	NA		Monday, Aug 26th 5:22PM
224,298,289	Can't think.		Monday, Aug 26th 5:21PM
224,298,184	Now we have collected information (Merredin) the experience will be enhanced.		Monday, Aug 26th 5:18PM
224,298,117	More advertising.		Monday, Aug 26th 5:16PM
224,298,060	NA		Monday, Aug 26th 5:12PM
224,297,936	Coffee trail.		Monday, Aug 26th 5:11PM
224,297,895	Nothing, very happy.		Monday, Aug 26th 5:09PM
224,297,856	NA		Monday, Aug 26th 5:06PM
224,297,811	NA		Monday, Aug 26th 5:05PM
224,297,775	NA		Monday, Aug 26th 5:02PM
224,297,709	NA		Monday, Aug 26th 4:59PM
224,297,665	NA		Monday, Aug 26th 4:55PM
224,297,597	NA		Monday, Aug 26th 4:53PM
224,297,567	Coffee shops.		Monday, Aug 26th 4:49PM
224,297,487	NA		Monday, Aug 26th 4:47PM
224,297,425	Public parking and access to silos.		Monday, Aug 26th 4:45PM
224,297,404	Better camping and clean toilet places		Monday, Aug 26th 4:42PM
224,297,362	NA		Monday, Aug 26th 4:40PM
224,297,316	Signage and laybys.		Monday, Aug 26th 4:38PM
224,297,242	NA		Monday, Aug 26th 4:37PM

224,297,209	More silos.	Monday, Aug 26th 4:31PM
224,297,174	Don't know.	Monday, Aug 26th 4:30PM
224,297,145	NA	Monday, Aug 26th 4:26PM
224,297,071	NA	Monday, Aug 26th 4:24PM
224,297,046	NA	Monday, Aug 26th 4:20PM
224,296,911	NA	Monday, Aug 26th 4:15PM
224,296,879	Better viewing locations at some of the towns.	Monday, Aug 26th 4:07PM
224,296,794	NA	Monday, Aug 26th 4:05PM
224,296,745	Better access to stop spots to view and photograph the silo art.	Monday, Aug 26th 2:34PM
224,295,450	It's very well covered.	Monday, Aug 26th 2:28PM
224,295,364	NA	Monday, Aug 26th 2:27PM
224,295,164	More signage and posters.	Monday, Aug 26th 2:11PM
224,295,119	Plaque for explanation of the process. Katanning, no silo.	Monday, Aug 26th 2:06PM
224,295,047	A side trip to Esperance.	Monday, Aug 26th 2:02PM

Question 10 How did you hear about the PUBLIC Silo Trail? (Mandatory) Answers **37** 100% Skips **0** 0%



Question 11 Do you have any additional feedback? Answers **36** 97% Skips **1** 3%

224,298,363	Put the name of the town on the silos so we can share to social media easily. Increase tourism.	Monday, Aug 26th 5:22PM
224,298,289	We have really enjoyed the trail - Victoria 1st and now WA, thanks!	Monday, Aug 26th 5:21PM
224,298,184	Love it!	Monday, Aug 26th 5:18PM

224,298,117	Very helpful staff at Merredin Visitor Centre.	5:16PM
224,298,060	NA	Monday, Aug 26th 5:12PM
224,297,936	NA	Monday, Aug 26th 5:11PM
224,297,895	Just that its awesome.	Monday, Aug 26th 5:09PM
224,297,856	NA	Monday, Aug 26th 5:06PM
224,297,811	NA	Monday, Aug 26th 5:05PM
224,297,775	NA	Monday, Aug 26th 5:02PM
224,297,730	NA	Monday, Aug 26th 5:01PM
224,297,709	Merredin - good promotion for tourism.	Monday, Aug 26th 4:59PM
224,297,665	NA	Monday, Aug 26th 4:55PM
224,297,597	NA	Monday, Aug 26th 4:53PM
224,297,567	NA	Monday, Aug 26th 4:49PM
224,297,487	So far so good.	Monday, Aug 26th 4:47PM
224,297,425	NA	Monday, Aug 26th 4:45PM
224,297,404	NA	Monday, Aug 26th 4:42PM
224,297,362	NA	Monday, Aug 26th 4:40PM
224,297,316	NA	Monday, Aug 26th 4:38PM
224,297,278	NA	Monday, Aug 26th 4:36PM
224,297,242	NA	Monday, Aug 26th 4:34PM
224,297,209	More please!	Monday, Aug 26th 4:31PM
224,297,174	Keep up the great work.	Monday, Aug 26th 4:30PM
224,297,145	NA	Monday, Aug 26th 4:26PM
224,297,071	NA	Monday, Aug 26th 4:24PM
224,297,046	No.	Monday, Aug 26th 4:20PM
224,296,911	NA	Monday, Aug 26th 4:15PM
224,296,879	Not really - it has been a delightful surprise. Wasn't previously aware of it - so maybe it needs more publicity. "National" silo trail would be great - expanded for other types of public buildings perhaps.	Monday, Aug 26th 4:07PM
224,296,794	NA	Monday, Aug 26th 4:05PM
224,296,745	Whilst great to view some silo art, hard to photo due to poor stopping spots and tree cover to hide silo bases.	Monday, Aug 26th 2:27PM

WA regional towns similar to Moora who have added sculpture/art tourists attractions in recent years as a drawcard

Cowaramup, Western Australia - the **gateway** to the Margaret River Wine Region!

Cowaramup, or Cow Town to those who struggle with its pronunciation, is a thriving village of some **2000 persons, an important hub for its surrounding rural district** that is fast becoming a recognised gateway to the Margaret River wine district and other produce in the region. It has established viticultural, agricultural, technical, service, retail and tourism businesses that serve the surrounding area, residents and visitors to the region.

In 2012 the town installed 42 lifesize fibreglass cow sculptures around the town, as a tourist attraction. In July 2014, the town set a Guinness World Record for the largest group of people – 1,352 – dressed as cows.

A permanent cow-themed tourist attraction is the golden cow statue. Created by local artist Ron Roozen in 2010, "Free As A Cow" is located in Pioneer Park and is locally known as "Rump On A Stump" (a pejorative counterpoint to the "chick on a stick" statue installed in front of the Robert Oatley Winery cellar door, a few kilometres north of Cowaramup

Margaret River Shire – contact to find Progress Association or other group in Cowaramup

Evidence to gather:

- Find out tourism numbers before and now
- Who are the tourists? Ie backpackers, silver nomad etc
- When do the tourists visit? Ie all year, certain times?
- Has it made the town more appealing?
- Was it worth the investment long term?

Findings from contact to Cowaramup:

From: porterpaley@gmail.com

To: "Topsy De Vries" <kdeepop2@bigpond.com>

Sent: Saturday, 13 Feb, 2021 At 8:11 AM

Subject: Cows

I don't have any contacts within the Visitor Centre, but I put the question up on the **Cowaramup facebook page** and had lots of comments from people, including those who work in businesses on the main street.

I'll screenshot the comments and attach them here in a doc if that helps. The last comment is a good one. Note that there were some people who didn't support having the cows there, for the usual reasons. They were very much in the minority.

There is a local woman named Jill Turton who has been very active in promoting our town, and knows all the ins and outs of the cows and the impact they had. You can call her for a chat (I've told her about you already and she looks forward to hearing from you): 0418 933 345

There doesn't seem to be any report that has the statistics about visitor numbers, but it would be very hard to measure how many more people now stop within our town, who used to just drive through. But **it is obvious what a difference it has made in putting our town on the map, especially for people who used to drive by on the way elsewhere.**

It started with a Cow Parade in which cows were purchased (not sure by whom) and then local artists decorated them with different themes and they were parked around different parts of the whole Augusta-Margaret River Region as a draw to encourage people to visit different businesses. The 'Roast on a Post' was purchased by the Shire and is still in the Cowaramup Park today (it was a parody of a serious statue at a winery in the region). After that, Cowaramup ended up continuing the cow theme, with the cows you see in the town today. There have also been a few attempts to break the world record of 'most people gathered in one place dressed as cows' (I was in one of them!)

Our businesses often have cow-theme names too - Mukau (gifts), the Candy Cow, etc.

Despite all that, most people are aware that Cowaramup is named for the Cowara bird, and not cows! It's just a fun play on the name Cowtown and also a nod to the dairy farms in the region.

My final suggestion is if you can get your local Lions Club on board, then they could contact the Cowaramup Lions Club, which has been involved with our cows (so I'm told) and might have some tips for them. Ditto the Cowaramup Mens Shed.

Good luck!

Love,

Jodie

PS When you speak with Jill, perhaps also ask her about the Cow Rally and similar events that have promoted the local businesses here. It's not just the cows, but also a range of cow-themed, slightly wacky, events that are put on occasionally, to make the news and entice people to participate. For example, with a Carnaby theme you could have an egg hunt (have to visit different businesses to sight the eggs, like a car rally), or have a competition for Carnaby theme displays in local shops and ask people to vote for their favourite. Or a street party with a bird parade where people dress up like birds and are led by a Carnaby, etc.

Our Cow Rally was great fun. You had to visit different businesses to find out the answer to questions to go in the draw to win a prize. Bella and I did it over several weekends, for a few years running. It's a great way to get people to visit places they weren't aware of.



Cowaramup Community Noticeboard

From Notifications



Jodie Porter

15 hrs · 🌐



Posting for a friend who is not local...

"Does anybody know of any reports that may be in the public domain about the impact the Cowaramup (fibreglass) cows have had on the town? eg whether the town saw an increase in the number of people stopping to visit Cowaramup?"

My friend lives in a rural area and is part of a group that is wanting to organise something similar to encourage more visitors to their town. Not sure of the town but they would be doing something different to cows, more related to their area. They are looking for evidence that such a project has had a favourable impact on visitor numbers elsewhere.



Debbie Jones, Katie Downes and 5 others

19 Comments

Like

Comment



Jacinta Branson 🗨️

Go stand on the main drag lol if you can cross it , a decade back you could have put a couch out , drunk a carton of beers in the middle of the road and moved your chair hearing a truck coming . It's definitely gotten wings - **Megan Staley** you would know about this all day





Steve Trice

Cowaramup is buzzing. The Cowaramup initiative has worked wonders for growth and prosperity

Like · Reply · 15h



Mitch Wolff

Made a huge difference, talk to any of the Lions Club membes for info, or go to the Men's shed

Like · Reply · 15h



1



Sarah Hall

You like to have a chat with **Wendy Sibly**, **Jill Turton** or any other business owner in town.

Like · Reply · 15h



2



Marie Hunt

Have a chat with Mr Don Miller. A local ex dairy farmer and a current member of Cowaramup Lions. He is a fountain of knowledge in regards to the cows. North Hampton have sheep and a couple of dogs. Look great

Like · Reply · 14h



2



Pam Bellamy

Jill Turton Wendy Sibly

Like · Reply · 14h



1



Brad Shehan

Ask the people that actually have businesses in town. I'm sure they would know. Ashley Hammond at the Pharmacy has been there long enough to see the difference.

Like · Reply · 13h



1



Rich Marrant

Hi Jodie, can I pm you some info?

Like · Reply · 13h · Edited



Jodie Porter · Author

Rich Marrant yes thanks 😊

Like · Reply · 13h



1



Jodie Porter · Author

Thanks everyone. Some good suggestions I can follow up



Like · Reply · 13h



Anita Revel

They were an initiative of the Retailers Association. Talk to any retailer 😊 Especially **Jill Turton** 🙏

Like · Reply · 13h



Peter Holben

Actually a local lady Lorraine Teasdale put the idea to the Cowaramup Lions Club ,from then the Lions took on the challenge managed and carried out the project through to completion . Lorraine had a vision of a herd of Cows wandering through Cowtown .

Like · Reply · 10h



3



Ruth Buck

Anita Revel Lorraine Teasdale had a vision of cows lining the highway of Cowaramup and its been a great success 🙏🙏🙏🙏🙏

Like · Reply · 10h



1

↪ View 1 more reply



Jacinta Branson 🗨️

Ashley Hammond ❤️

Like · Reply · 12h



Narelle Rodley

I would definitely say that it has had a positive impact on the town. I've had so many comments from people that had never previously stopped in Cowaramup before the cows. Or explaining to people where in WA you live - oh Cowtown, the place with the co... [See More](#)

Like · Reply · 9h



1



Chloë Alexander

If you would like a different side to the cows, please pm me

Like · Reply · 8h



2



Amanda Duggan

Chloë Alexander haha 😂

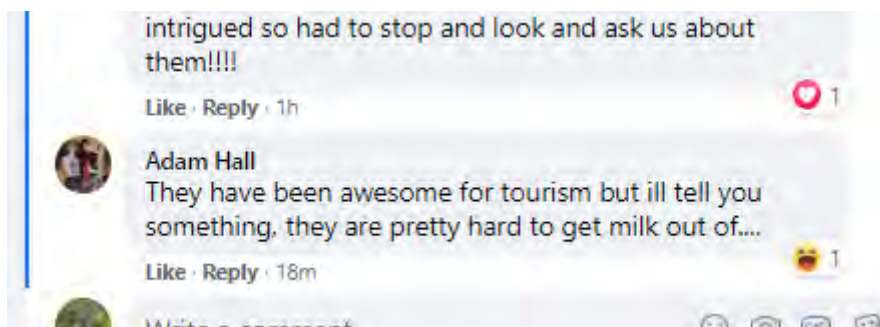
Like · Reply · 2m



Shirley Clarke

Hi I am Shirley I work at Cowaramup Post Office. I have had a lot of tourists who have said they were driving past and suddenly turn around as the Cows had them intrigued so had to stop and look and ask us about them!!!!

Like · Reply · 1h



From: Catharina De Vries <kdeepop2@bigpond.com>

Sent: Monday, 15 February 2021 3:41 PM

To: Mcc.nrmo@bigpond.com

Subject: Kerkhof Carnaby Group

Hi Rachel

I spoke with Jill Turton, President of the Cowaramup Business Assn. who stated that when the cow sculptures came to town their **businesses showed an increase in income at 10% almost overnight.**

And they hold three cow themed events every year that are well attended by locals and tourists alike.

If we need more info she is happy to talk to us on 0418933853.

Regards

Topsy De Vries

Secretary of the Kerkhoff Carnaby Group Inc.

Summary:

Prior to 2012, Cowaramup was a town passed through to and from Margaret River with little reason for tourists to stop. The cows were installed in 2012 as a tourist drawcard and they have been successful in encouraging more tourists to stop. To start with, passing tourists which were intrigued and 'turned around' to explore. But now tourists intentionally visit Cowaramup to look at the cows. Cowaramup has built on the cow tourist drawcards by developing businesses around them – hospitality/merchandise, and holding events associated with them. Indeed Cowaramup is widely known as the 'Cow Town'.

A successful demonstration of a 'gateway regional tourism town' becoming a 'must see regional tourism' town.

From: Governance <governance@mandurah.wa.gov.au>
Sent: Tuesday, May 30, 2023 11:35 AM
To: mcc.nrmo@bigpond.com
Subject: RE: Question re insurance for giants and large public art

Good Morning Rachel

Thank you for your email enquiry regarding the Giants of Mandurah Sculptures. As a local government, the City of Mandurah's insurance provider is LGIS (Local Government Insurance Scheme).

You will also be able to find tourism related information at [Giants of Mandurah](#) on the City's website which may assist.

Kind Regards

Janet Weber
Coordinator, Legal Governance

Web mandurah.wa.gov.au
Email Janet.Weber@mandurah.wa.gov.au
Phone +61 (8) 9550 3265
3 Peel St, Mandurah WA 6210 | **Post** PO BOX 210, Mandurah WA 6210

Address

Thomas Dambo's Giant Arrival in Mandurah

GENERAL FOR: ALL

Monday, 29 May 2023

Yaburgurt Cirkelstone, Thomas Dambo's Giants of Mandurah 2023 Photo by Dan MacBride courtesy of FORM Building a State of Creativity

The Australian-first Giants of Mandurah by world-renowned artist Thomas Dambo has welcomed a highly anticipated addition to the popular outdoor trail.

The WA Government, through Tourism WA and the City of Mandurah and FORM Building a State of Creativity are pleased to share Yaburgurt Cirkelstone has taken up residence on the Coodanup foreshore, adjacent to where his much-loved little sister Vivi Cirkelstone once stood.

Located on the land of the Bindjareb Noongar people, the new Giant has been named in consultation with Bindjareb Elders, and in honour of a respected Elder from the region – Yaburgurt (George) Winjan.

Deputy Premier and Minister for Tourism, the Hon. Roger Cook MLA said, “The WA Government, through Tourism WA, is delighted to welcome Yaburgurt Cirkelstone as the newest addition to the popular Giants of Mandurah exhibition. The Giants have been a record hit for Mandurah, with more than 110,000 people heading the local visitor centre since its launch in November – a more than 400 per cent lift from the year before – creating a huge boost for local tourism and leisure businesses.”

While Dambo could not join his team in Western Australia this time around, the artist said, “Yaburgurt joins the wider Cirkelstone family of Giants around the world, which includes Bjarke Cirkelstone in Dragor, Denmark. How special it is to name this Giant after such an important community leader. Just as Yaburgurt creates his own circle around the stones Vivi left, it is such a privilege to have Bindjareb Elders and community welcome this Giant and in turn create their own circle of care and protection around Yaburgurt.”

FORM’s CEO Tabitha McMullan said, “Thomas Dambo’s work has a proven track record of successfully being used as a vehicle to highlight the unique stories of the places where they are installed. The Giants of Mandurah shares important local stories from the region, connecting Mandurah to the artist’s broader global narrative. We are so grateful to everyone in the community who has helped shape and tell this story so far.”

Building the new Giant has been no small feat, with Dambo creating the head in Copenhagen, Denmark, and his team working with FORM, the City of Mandurah and a cohort of incredible local volunteers to bring Yaburgurt to life over the past few weeks.

Of the new arrival, City of Mandurah's Mayor Rhys Williams said, “The best thing about the Giants of Mandurah is how it captures the imagination and creativity of not just little people but big people too. There's a real palpable sense of excitement about this new giant that's joining the giant family, and the community is so proud to have them in our midst.”

The Giants of Mandurah will be on display at least until 12 November 2023. A number of free resources are available to help plan your adventure and discover the Giants, including the official Traveller's Companion, which can be downloaded at the giantsofmandurah.com.au.

The Giants of Mandurah has been initiated and produced by FORM Building a State of Creativity and delivered in collaboration with the City of Mandurah. The project is supported by the WA Government through Tourism WA’s Regional Events Program, Lotterywest, and the Department of Local Government, Sport and Cultural Industries; as well as the Alcoa Foundation and the City of Subiaco.



DTM
TOURISM
LET'S PUT YOU ON THE MAP

COLLIE Tourism Marketing Strategy
FINAL



COLLIE'S TOURISM SNAPSHOT cont..

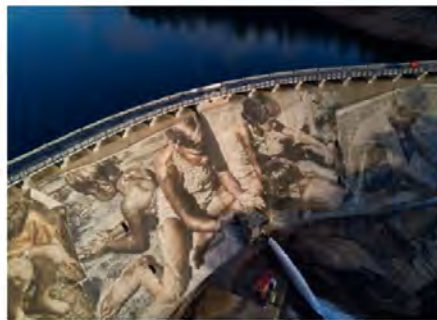
MAJOR TOURISM PROJECTS

Significant State Government investment has been made in a number of tourism-related initiatives for the Collie region. The projects contribute to an overall tourism vision for the region as it transitions to an economic future where tourism will play a major role in increasing economic outcomes for the region and employment opportunities. The vast majority of projects are funded through the Collie Futures Fund (CFF). Optimising tourism outcomes for these projects resides in a wider strategic view of tourism development and marketing strategy.

COLLIE ADVENTURE TRAILS



COLLIE MURAL TRAIL



LAKE KEPWARI



Wellington dam mural completed February 2021

- World's biggest.
- Created to help boost tourism economy in Collie area.

<https://www.abc.net.au/news/2021-02-20/worlds-largest-dam-mural-unveiled-near-collie/13169742>

VISITOR NUMBERS

Tourism Research Australia (TRA) is the federal government authority which collates tourism statistics as a division of Austrade. This data is widely used to inform tourism decisions. However, the data sample size for the Shire of Collie has traditionally been very small and in 2019, the total visitor information for Collie was reported as 73,000.

In comparison, the Collie Visitor Centre reported 17,605 visitors in the calendar year 2019 and experienced a 28% decline during 2020, impacted by Covid-19 travel restrictions.

In 2021, visitor numbers have rebounded. The announcement of the Collie Mural Trail and the completion of the Wellington Dam Wall mega-mural have initiated a significant upswing. The first 4 months of 2021 have attracted 10,964 visitors to the CVC, representing a growth of approximately +37% compared to the same period in 2019.

The Dam Kiosk at Wellington Dam have reported approximately 40% growth in transactions through the kiosk. With the announcement that international borders are likely to remain closed until at least Q1 2023, visitor growth projections could exceed 30,000 visitors through the CVC in 2021.

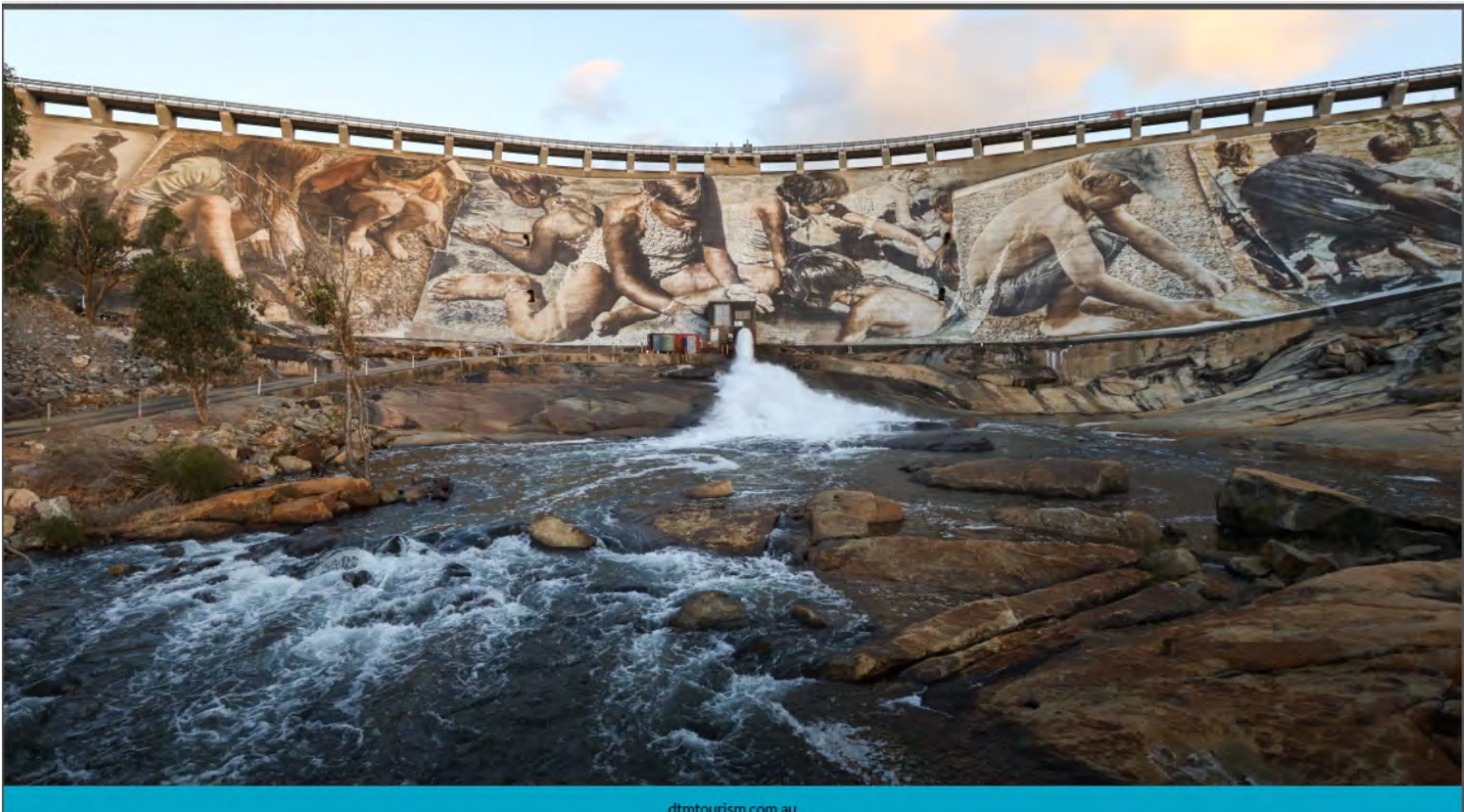
LOCAL GOVERNMENT AREA PROFILES, 2019

COLLIE (S), WA
AREA POPULATION: 8,672



TOURISM BUSINESSES	TOTAL	DOMESTIC OVERNIGHT	
		VISITORS	NIGHTS
Non-employed	21	Interstate	np
1-4	24	Intrastate	73K
5-19	24		161K
20+	0		
Total	76		

TOP INTERNATIONAL MARKETS		
COUNTRY OF RESIDENCE	VISITORS	NIGHTS
New Zealand	np	np
United Kingdom	np	np
Germany	np	np



dtmtourism.com.au

- Increase in tourism in 2021 (most up to date figures given in report) related to the dam mural
- A phone call to Collie Visitors Centre reports continued increase in tourism compared to the year's before mural was created.

Giant magpie swoops in to join Australia's top 'big things' on collectible coins from Royal Australian Mint

By Penny Travers

Posted Mon 4 Sep 2023 at 12:35pm, updated Mon 4 Sep 2023 at 12:55pm



Big Swoop may be new to Australia's big things list but it's already been minted in gold. (ABC News: Nick Haggarty)

When Artist Yanni Pounartzis was designing his chip-loving magpie sculpture to command Canberra's CBD, he never expected it to be recognised as one of Australia's "big things".

Australia's love of giant outdoor sculptures has seen hundreds of big things pop up in regional towns and along highways across the nation since the 1960s.

And just 18 months after landing in the capital, Big Swoop has been recognised as one of the nation's top 10 big things in a new Royal Australian Mint coin series.

"I'm in disbelief. He [Big Swoop] won't go away, and he won't stop receiving attention," Pounartzis told ABC Radio Canberra.

"It was just an idea, a funny, ironic idea.

"When you release an idea to the community, then they decide what it becomes, so that's been really nice to see where he's ended up."



the collectible \$1 coin featuring Canberra's Big Swoop. (Supplied: Royal Australian Mint)

The commemorative \$1 coins released by the mint also celebrate Woombye's The Big Pineapple (Qld), Coffs Harbour's The Big Banana (NSW), Muswellbrook's Big Blue Heeler (NSW), Dadswell Bridge's Giant Koala (Vic), Swan Hill's Giant Murray Cod (Vic), Mole Creek's Big Tasmanian Devil (Tas), Kingston's The Big Lobster (SA), Wagin's Giant Ram (WA), and Wak Wak's Big Jumping Crocodile (NT).

Big Swoop is also one of five big sculptures to feature on new \$1.20 stamps from Australia Post.



Big Swoop is quick to eye off any hot chips in Canberra's city centre. (ABC News: Nick Haggarty)

Pounartzis said Big Swoop "became iconic overnight" after being vandalised within hours of its unveiling in Garema Place last year.

"People were really upset about that ... so there was a lot of support and when he came back — people were very pleased about that," he said.

"He's developed a bit of a character, people love him, he won't go away."

Big things here to stay

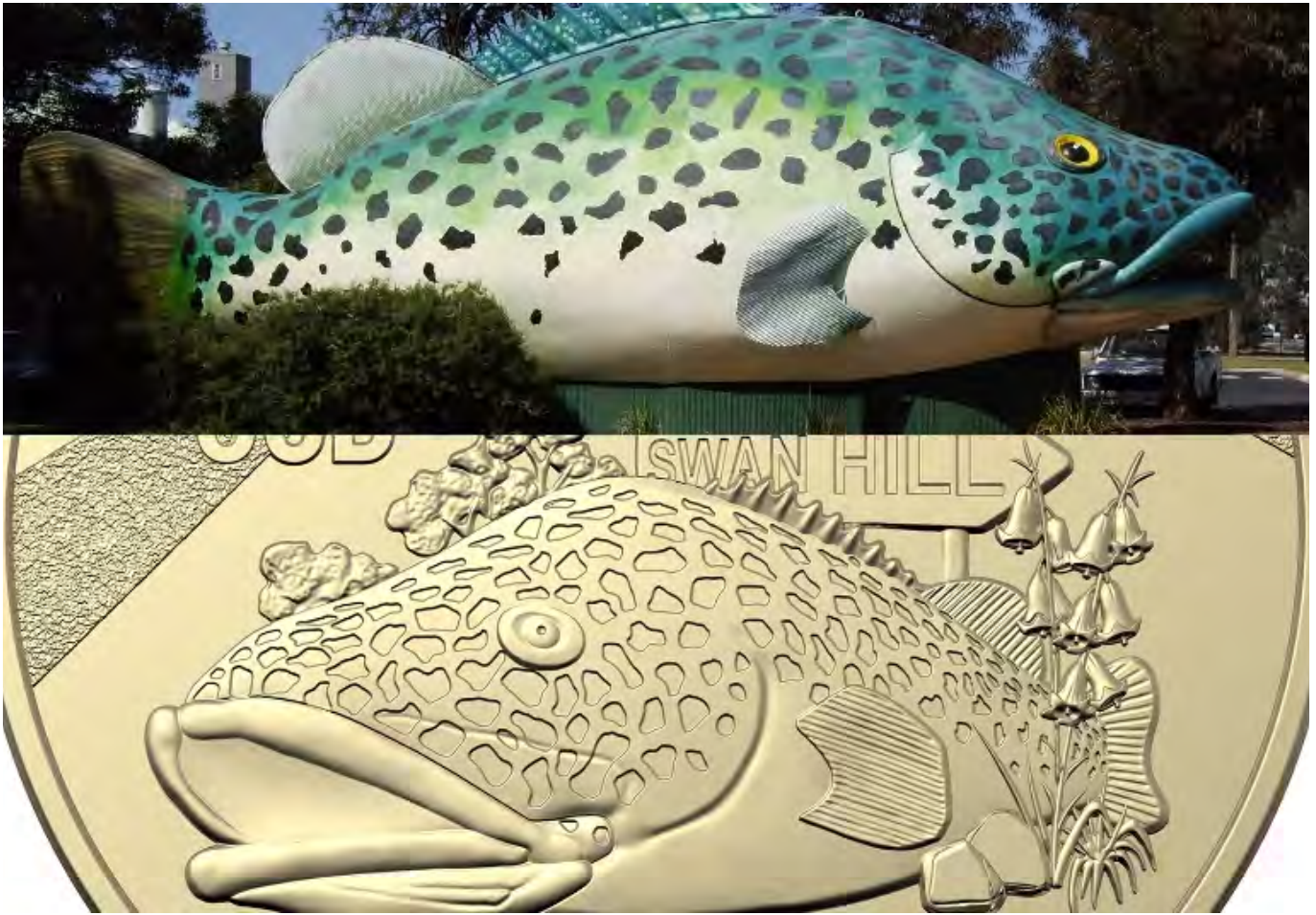


The Big Pineapple in Woombye, Queensland. (Supplied: Giulio Saggin/Royal Australian Mint)

Big things have long been a way for regional towns to pay tribute to their local industry, history or native fauna, and put themselves on the map.

And many Australians can recall childhood road trips featuring some of the supersized kitsch icons.

"People have these beautiful memories that they've made at big things Australia wide, they've gone as tourists, as families, they've built those stories together," Amy Clarke, lecturer in history at Sunshine Coast University said.



e Giant Murray Cod in Swan Hill, Victoria. (Supplied: Wikimedia Commons/Royal Australian Mint)

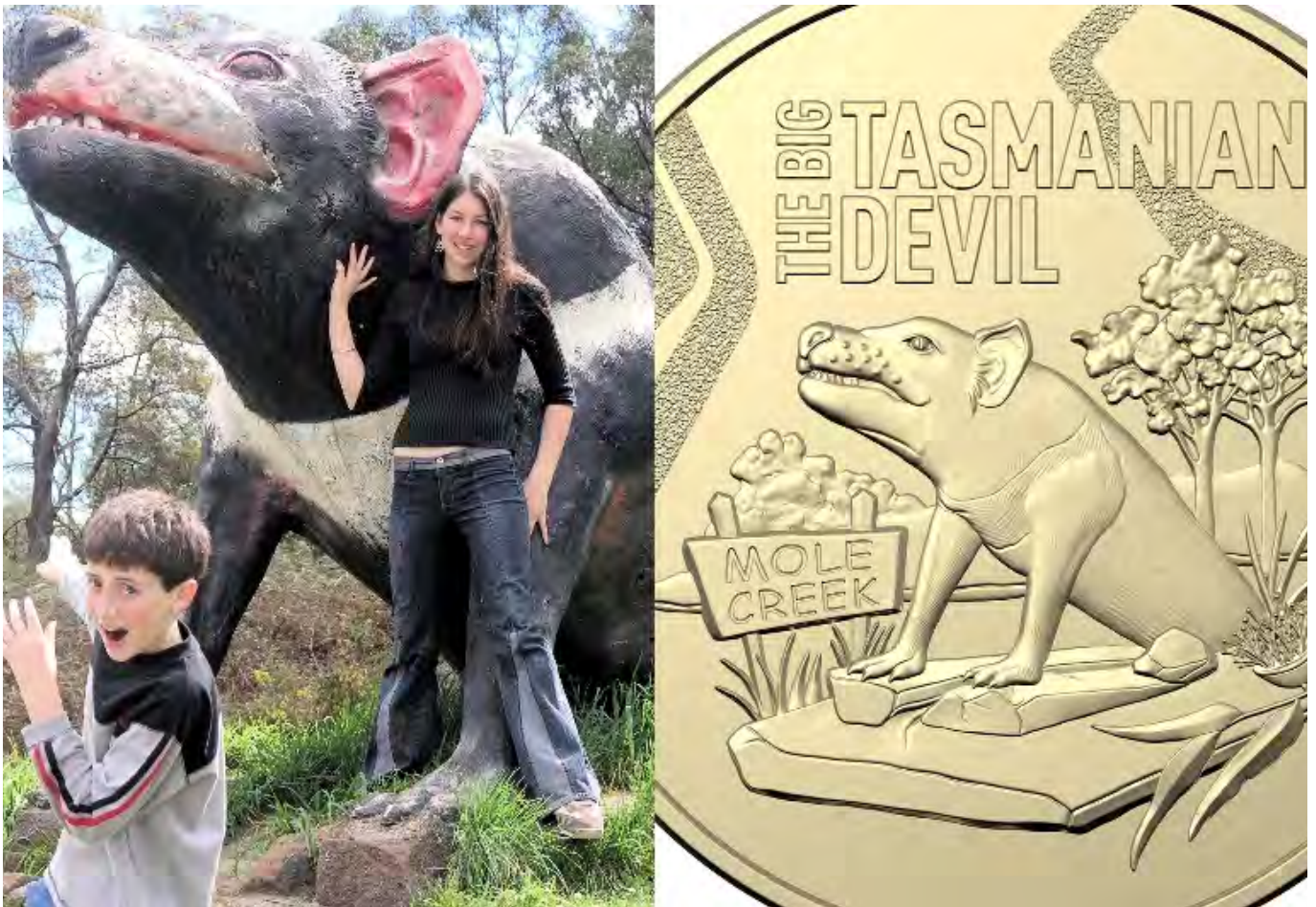
While Australia's fascination with [some of the novelty attractions has faded over time](#), Ms Clarke said the uniqueness of big things meant new ones were still going up.

"Big things ... are something that are familiar, comfortable, childlike, nostalgic," she said.

"You can feel special with big things; it's a special out-of-everyday-life sort of experience."



the Big Banana in Coffs Harbour, NSW. (Supplied/Royal Australian Mint)



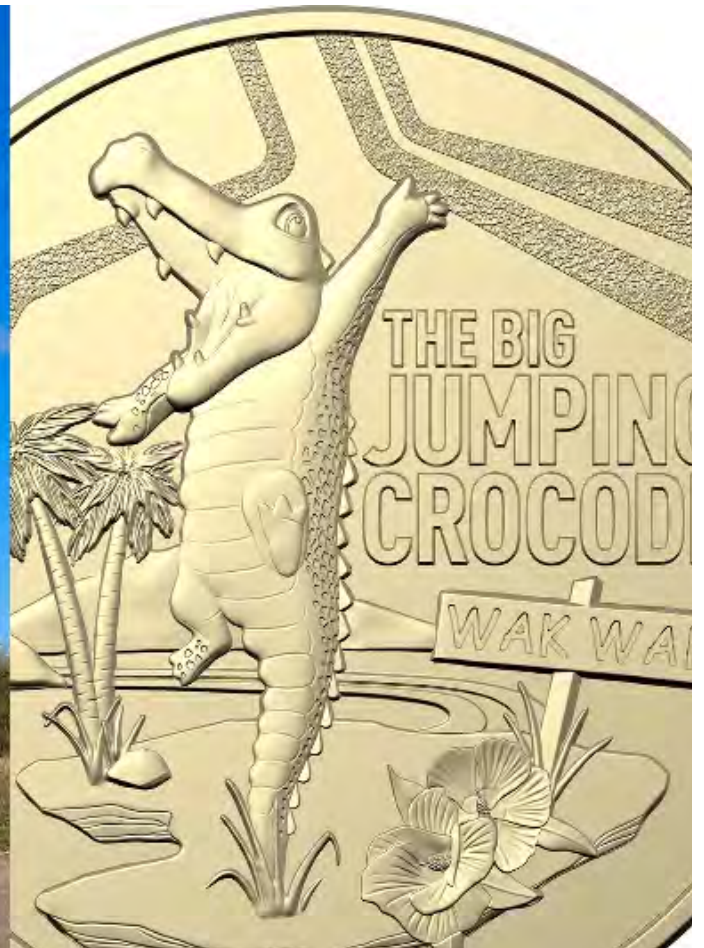
e Big Tasmanian Devil in Mole Creek, Tasmania. (AAP: Tourism Australia/Supplied: Royal Australian Mint)



e Big Lobster in Kingston, SA. (Supplied: Tourism Australia/Royal Australian Mint)



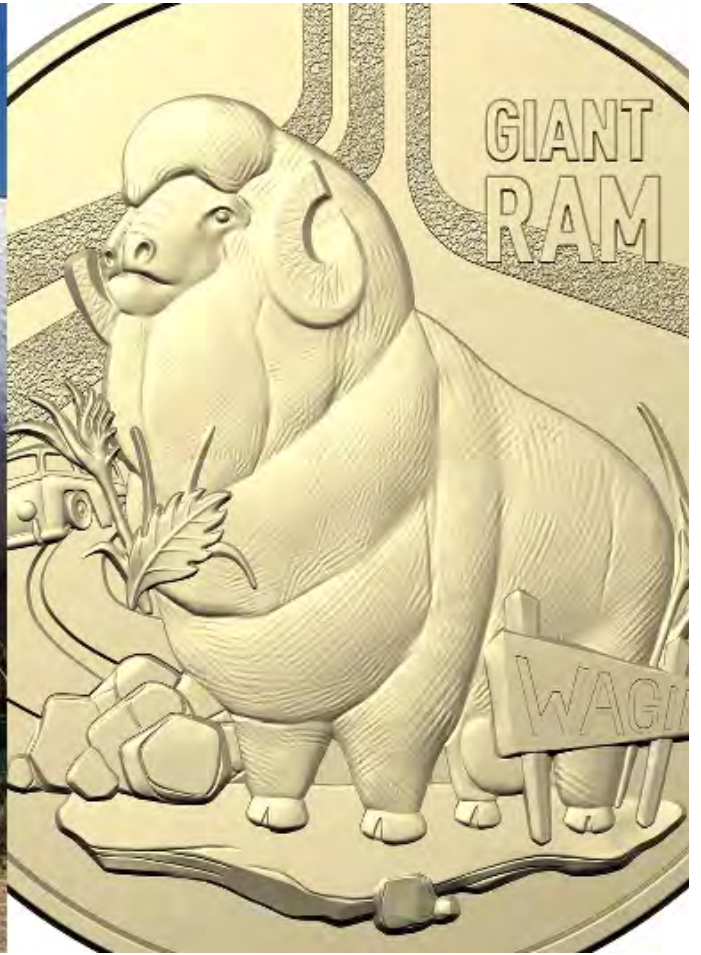
the Giant Koala in Dadswell Bridge, Victoria. (Supplied: Facebook, Giant Koala/Royal Australian Mint)



e Big Jumping Crocodile in Wak Wak, NT. (Wikimedia Commons/Royal Australian Mint)



e Big Blue Heeler in Muswellbrook, NSW. (Monuments Australia: Russel Byers/Royal Australian Mint)



the Giant Ram in Wagin, WA. (Supplied: Wikimedia Commons/Royal Australian Mint)