

A DREAM PARTNERSHIP OPPORTUNITY HAMERSLEY INLET RESERVE FITZGERALD RIVER NATIONAL PARK



📍 FITZGERALD RIVER NATIONAL PARK, GREAT SOUTHERN



TOURISM WESTERN AUSTRALIA AND THE SHIRE OF RAVENSTHORPE ACKNOWLEDGE
ABORIGINAL PEOPLES AS THE TRADITIONAL CUSTODIANS OF WESTERN AUSTRALIA AND
PAY OUR RESPECTS TO ELDERS PAST, PRESENT AND EMERGING.

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THE OPPORTUNITY

The Shire of Ravensthorpe (the Shire), in collaboration with Tourism Western Australia (Tourism WA), is delighted to invite all experienced tourism investors/operators to **Register Interest** and reply to this **Request for Proposal** to investigate a unique, environmentally sensitive tourist accommodation opportunity on the Great Southern coast of Western Australia.

The opportunity is within the 130 hectare Hamersley Inlet Reserve (No 17544) where the Hamersley River meets the Southern Ocean. Located approximately 25 minutes' drive west of Hopetoun the Reserve is under a management order established in 2023 to the Shire for a 21-year term with powers to sublease and adjoins the Fitzgerald River National Park – Western Australia's only declared UNESCO biosphere reserve and one of only five in Australia.

With access to spectacular landscapes, native flora/fauna and premier multi-day hiking experiences like the Hakea Trail a sensitively designed accommodation offering will leverage Fitzgerald River National Park's growing visitation and target a low-impact visitor market seeking immersive nature-based experiences in a remote and environmentally significant setting.

The Reserve includes day-use facilities and 14 site off-grid nature-based camping area along its northeast boundary. The successful proponent can work with the Shire to determine the most suitable location for an appropriately scaled nature-based tourism accommodation offer across the remainder of the Reserve. That said the Shire has undertaken preliminary investigations into a 7.5 hectare land parcel north of the established nature-based camping area. Tourism WA undertook a Flora and Fauna survey over this land parcel in 2024.

The Shire and Tourism WA are seeking responses from experienced and reputable investors/operators who:

- Are willing to work collaboratively with the Shire and Tourism WA to investigate the opportunity.
- Have proven experience and are capable of designing, delivering and operating eco-sensitive, off-grid accommodation.
- Are committed to environmental stewardship and are capable of complementing the natural and cultural values of Fitzgerald River National Park.
- Will bring innovative design and operational models suited to remote locations that targets a low-volume, high-yield nature-based tourism market.

This opportunity is being supported by the State Government's [National Park Tourism Experiences Development](#) (NPTED) program administered by Tourism WA.

FITZGERALD RIVER NATIONAL PARK

Fitzgerald River National Park is the largest national park in the south-west of Western Australia, covering more than 330,000 hectares. The landscape is recognised as one of the most diverse botanical areas on earth with around 1,800 species of flowering plants, 75 of which are found nowhere else in the world.

LOCATION AND ACCESS

The Fitzgerald River National Park is located 200km east and 220km west of the regional centres of Albany / Kinjarling and Esperance / Kapa Kurl respectively and sits between the towns of Bremer Bay and Hopetoun.

Direct flights operating from Perth to regional airports Albany (four daily) or Esperance (three daily) take between 1-1.5 hours. Car hire is then available at both regional airports with a 4 hour drive from Albany or 2 hour 45 minute drive from Esperance to access the Reserve.

Chartered flights can be arranged from Perth to Bremer Bay Airstrip or Ravensthorpe Airport, with ground transport able to be arranged in advance.

Fitzgerald River National Park forms part of the South West Edge, a 12 day road trip that covers 1,200km of iconic coastline from Perth City / Boorloo to Esperance.

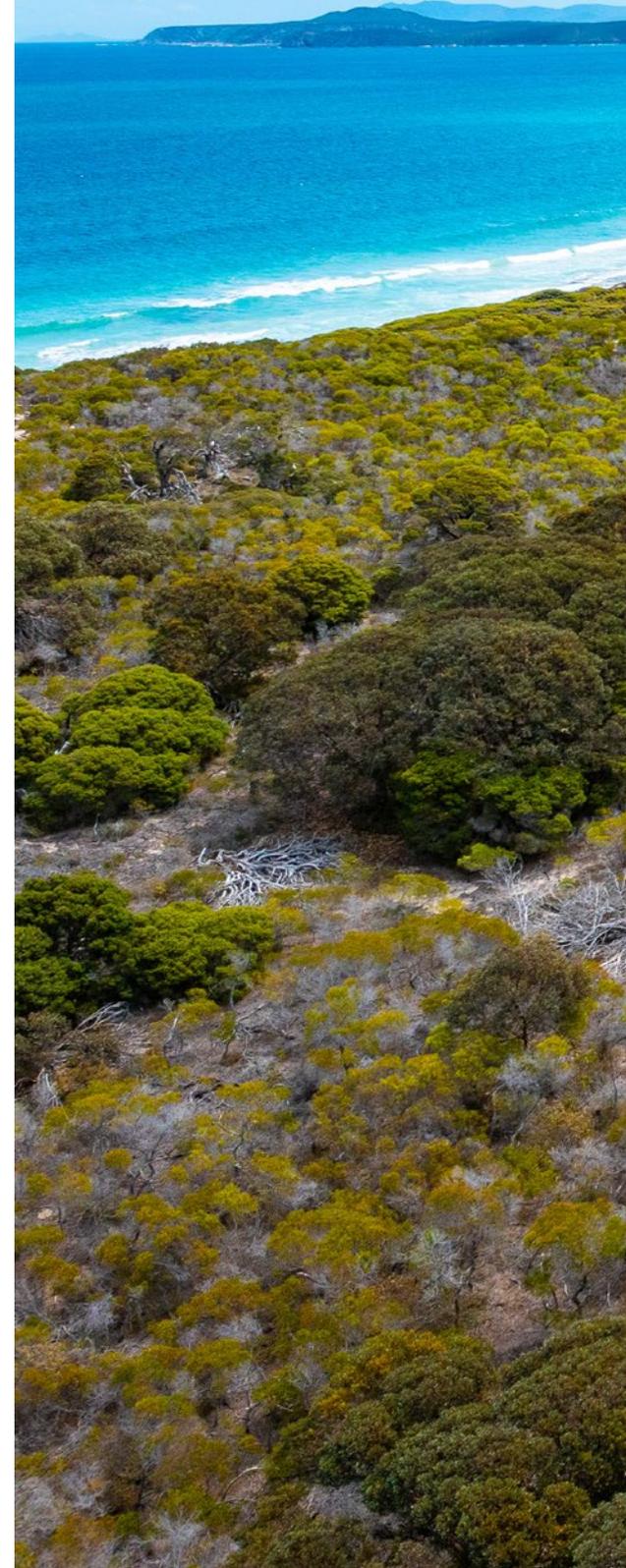
Much of the park's rugged scenery and pristine coastline is accessible via two-wheel drive. The Reserve itself is accessed via Hamersley Inlet Road, a sealed road jointly managed by the Shire and the Department of Biodiversity Conservation and Attractions that connects to Hopetoun via Hamersley Drive.

SERVICING INFRASTRUCTURE

Hamersley Inlet Reserve is not serviced by power, water or wastewater infrastructure. Any development is required to be fully self-sufficient.

VISITATION

Visitation to Fitzgerald River National Park has increased steadily year-on-year, growing from approximately 75,000 visitors in 2018-19 to nearly 150,000 visitors in 2024-25 (Source: DBCA). This growth is expected to continue as travellers continue to seek authentic nature-based experiences.





ACTIVITIES

The pristine wilderness of Fitzgerald River National Park is perfect for anyone with a love of nature and a thirst for adventure. Visitors can enjoy swimming, snorkelling, kayaking, surfing and fishing in the spectacular beaches, bays and inlets.

During winter and spring, the park's trails offer excellent vantage points for whale and bird watching. Southern Right Whales migrate to this coastline to calve, with sightings most common between July and October. Humpback whales, dolphins and orcas may also be seen along this spectacular coastline.

TRAILS

Fitzgerald River National Park provides access to a range of trails from short bushland and coastal walks to overnight hikes. The Hakea Walking Trail is a prominent 46 km (return) coastal trail that traverses superb coastal scenery between Cave Point and Quoin Head with camp facilities at Whalebone. It is the longest trail in the park, widely regarded as one of Western Australia's premier multi-day hiking experiences and is directly accessible from the Hamersley Inlet Reserve.

Other trails within Fitzgerald River National Park include:

- East Mount Barren Trail (3km return)
- Barrens Trail (250m loop)
- Sepulcralis Hill (600m return)
- No Tree Hill (6km return)
- Mamang Trail (31 km return)
- West Mount Barren Trail (1.7 km)
- Point Ann Heritage Trail (1 km)

CLIMATE

The park is open to visitors year-round. The region experiences a Mediterranean climate, characterised by warm summers and cool, wet winters. Average summer temperatures are around 25°C, while winter temperatures average approximately 18°C. Rainfall averages about 25 mm per month in summer, increasing to around 58 mm per month during winter.

Wildflowers bloom all year round, with peak flowering occurring between August and November. The peak hiking season typically occurs between August and November.

EXISTING ACCOMMODATION

Fitzgerald River National Park offers several public campgrounds that provide basic amenities, including picnic tables, gas barbecues and hot showers. An existing campground is located within the Hamersley Inlet Reserve which has 14 caravan / camping bays and managed by the Shire. Nearby Hopetoun also provides an array of short-term accommodation options.

ABORIGINAL CULTURE

Fitzgerald River National Park includes sites of significance to Traditional Owners that are evidence of a culture dating back more than 60,000 years.

Investigating a tourism accommodation opportunity at Hamersley Inlet Reserve will involve engagement with Wagyl Kaip South Noongar Aboriginal Corporation and will require an Aboriginal Heritage Survey to ensure compliance with the Aboriginal Heritage Act 1972.



LODGING REGISTRATIONS AND PROPOSALS

To participate in this exceptional opportunity, read this document in its entirety (including all attachments) and read the *NPTED Terms and Conditions for Accommodation Proposals* (NPTED T&Cs) and *NPTED Competitive Process Probity Guidelines* (NPTED Guidelines).

Then **complete and return** the Registration of Interest Form (Appendix 2) **by 5PM on 08 April 2026** to notify the Shire and Tourism WA of your intent to participate. Finally **submit a response** to the Request for Proposal | Evaluation Criteria (Appendix 3) **by 5PM on 12 May 2026**.

All enquiries, registrations and proposals are to be submitted by email with subject line starting with 'Hamersley Inlet Reserve' directly to Tourism WA via **invest@westernaustralia.com** noting:

- a. Submitted documentation will be marked as 'received' according to the date and time the email arrives in the relevant Tourism WA inbox.
- b. Proponent account for the time required to fully transmit emails.
- c. Tourism WA is not responsible for any loss, damage or corruption of electronic files.

- d. Tourism WA may request copies of any submitted documentation in electronic, hard copy or both.
- e. If Tourism WA requests additional copies the proponent should:
 - i. provide copies in the form(s) requested within the period specified; and
 - ii. provide a statutory declaration that the copies are a true, unedited copy of the original.

By submitting a proposal, proponents are deemed to have read and agreed to the *NPTED T&Cs* and *NPTED Guidelines*, and acknowledge they apply throughout the process and in evaluation of any proposals.



APPENDIX 1 – STANDARDS FOR THE EVALUATION OF PROPOSALS

1.0 INTRODUCTION

These Standards detail how the process to select a suitable project partner will be administered, proposals evaluated, and decisions made. The Standards may be amended in accordance with the *NPTED Terms and Conditions for Accommodation Proposals* (NPTED T&Cs) and *NPTED Competitive Process Probity Guidelines* (NPTED Guidelines).

1.1 KEY AGENCIES AND COMMITTEES

A key objective of the NPTED accommodation stream is to facilitate the appropriate development of high-quality and environmentally sensitive tourism accommodation in key locations around the state. The roles of agencies involved in NPTED are briefly highlighted below.

Shire of Ravensthorpe (Shire)

The Shire is the local government authority and manage the Hamersley Inlet Reserve. The Shire will negotiate and manage a sublease arrangement for the identified site, should a suitable project partner be identified.

Department of Creative Industries, Tourism and Sport

Tourism Western Australia (Tourism WA)

Tourism WA has been tasked with administering NPTED with the aim of attracting private investment to compliment Government funding into tourism infrastructure. With this remit Tourism WA coordinates the competitive registration of interest processes.

Tourism Investment Delivery (TID)

TID supports the efficient and effective delivery of tourism investment in Western Australia. With this remit TID assists with navigating the approvals pathway in support of a tourism accommodation development.

Department of Biodiversity, Conservation and Attractions (DBCA)

DBCA is the state government agency responsible for managing and maintaining national parks. DBCA promotes biodiversity and conservation through sustainable management of Western Australia's protected estates.

Tourism Investment Committee of Cabinet

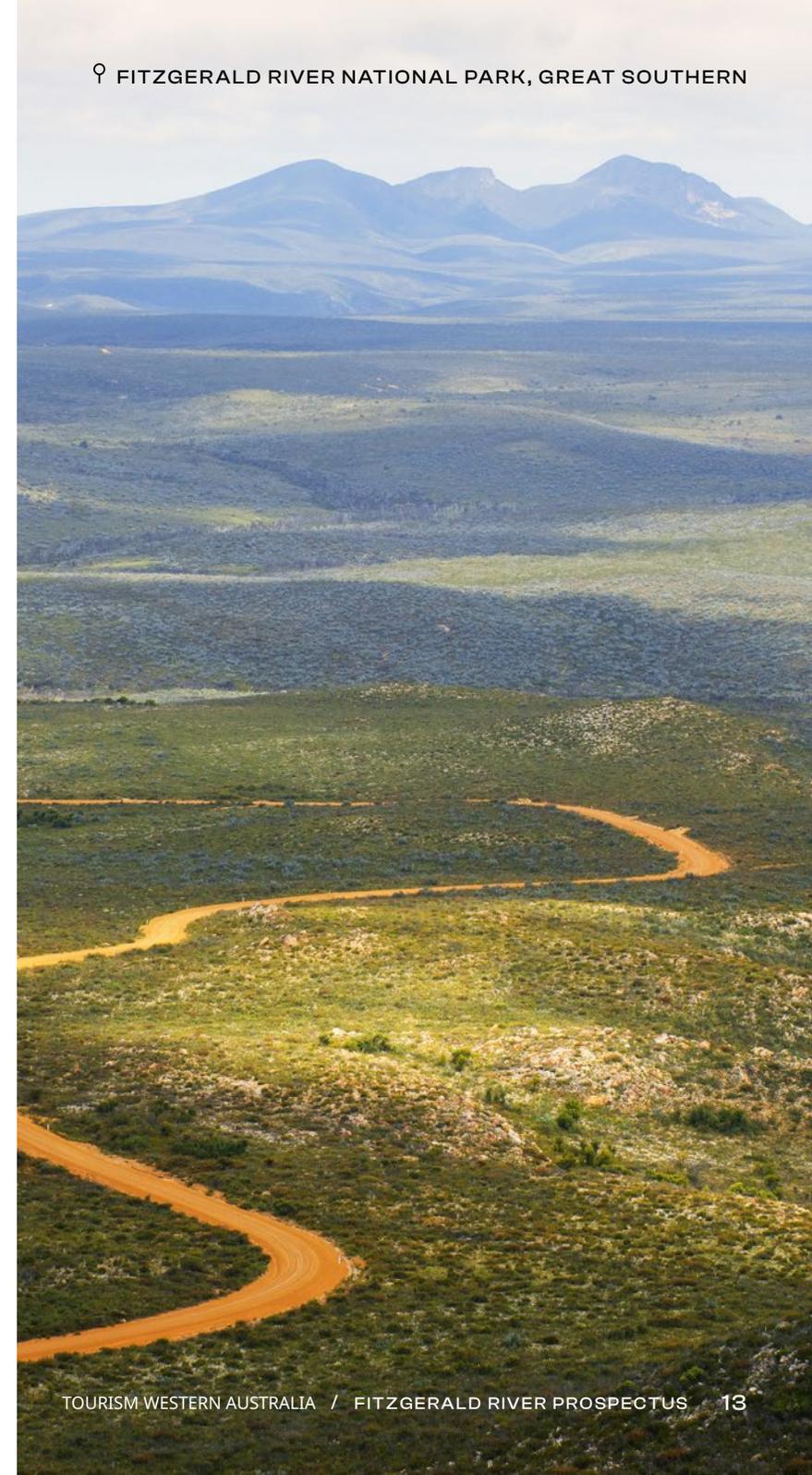
The Western Australian Government established the Tourism Investment Committee of Cabinet (TICC) to support the efficient and effective delivery of tourism investment in Western Australia. TICC's role is to identify and remove barriers to investment.

2.0 ABOUT TOURISM WESTERN AUSTRALIA

Tourism WA's role as the Western Australian Government's tourism agency is to grow the industry by promoting the State as an incredible holiday and events destination and inspiring more people to visit.

Tourism WA focuses on:

- Marketing Western Australia globally through innovative campaigns. This includes working with partners such as airlines, travel wholesalers, retail and online travel agents, on domestic and international marketing campaigns to encourage more visitors to Western Australia. Tourism WA also focuses on developing and securing aviation routes to make it easier for people to travel to, and around WA.
- Developing, attracting and promoting major sporting, arts, cultural and business events. Tourism WA also bids for major international events to activate major infrastructure, such as Optus Stadium.
- Working with Government and the tourism industry to improve access, accommodation and tourism experiences for visitors. Major focus areas include Aboriginal tourism, cruise tourism, workforce development, and helping tourism product investors navigate Government approval processes.
- Informing and empowering the WA tourism industry through sharing key insights, monitoring global trends and building strong relationships with domestic stakeholders. Tourism WA promotes strategic investment and tourism business development by keeping the industry updated with new research and data; responding to evolving industry needs; and providing leadership to the sector through clear and consistent communications.



3.0 SUPPORT AND ASSISTANCE

NPTED is designed to be investor led. This allows for a proponent to identify a preferred site in partnership with the Shire and based on individual needs. However, this approach results in land assessment and planning studies occurring once a suitable project partner and site has been identified.

If a suitable project partner is identified, an agreement (such as an exclusive working arrangement or Memorandum of Understanding) is negotiated and executed. NPTED funding and technical support can then be made available to undertake land assessment and planning studies.

Types of land assessment and planning studies that can occur include but are not limited to:

- Aboriginal heritage survey.
- Fauna and flora assessment.
- Site survey.
- Bushfire assessment.
- Site and soil evaluation.

On the completion of the necessary land assessment and planning studies, and engagement with stakeholders, the Shire and its project partner can make an informed decision as to whether the project can progress.

Should the project progress beyond land assessment and planning studies, the State Government may provide case management support to assist with navigating approval processes. The support available will be subject to the project partner demonstrating an ability to fund the delivery of the accommodation development, and factors such as the quality and estimated cost of the proposed development.

Provision of NPTED funding and technical support is subject to a suitable agreement being entered into between the Shire and the successful proponent at the conclusion of the process.





4.0 ADMINISTERING THE PROCESS

4.1 Governance

Tourism WA will administer the processes outlined in these Guidelines and provide regular updates to the Minister for Tourism.

4.2 Evaluation panel

An evaluation panel will be established to assess proposals against the criteria outlined in this document and to provide recommendations to the Shire Council for endorsement. The evaluation panel will comprise of suitably experienced representatives from the Shire, Tourism WA and DBCA. The evaluation panel may seek the advice of technical experts and stakeholders where required.

4.3 Probity

The evaluation of proposals and any negotiations with proponents will be undertaken with the highest levels of probity consistent with the public interest. The application of established probity principles aims to assure all parties of the integrity of the decision-making process. These include maintaining impartiality, accountability, and transparency, managing potential or perceived conflicts of interest, maintaining confidentiality, and obtaining value for money.

A Probity Auditor will be appointed to provide independent probity advice on evaluating the proposals in accordance with the *NPTED Guidelines*.

The *NPTED Guidelines* may be amended and are subject to the *NPTED T&Cs*.

4.4 Conditions

This process, its administration, and the receipt and evaluation of proposals submitted pursuant to it are subject to the *NPTED T&Cs* and *NPTED Guidelines* and may be amended by the State Government. The *NPTED T&Cs* and *NPTED Guidelines* will apply throughout this process and will prevail to the extent of any inconsistency with these Standards or this process. These Standards do not limit the *NPTED T&Cs* or *NPTED Guidelines*.

4.5 Resource commitments and timeframes

Proponents will be required to commit resources to prepare and progress their proposal. Proponents may be invited to present their proposals to an Evaluation Panel. The Shire and Tourism WA reserve the right to request additional information to assist in the selection of a preferred project partner. Submitting a proposal, and any matter concerning a proposal, is at the proponent's sole risk, cost, and expense.

4.6 Disclosure

Tourism WA is responsible for coordinating the public disclosure of proposals received under NPTED. The State Government recognises the confidential nature of proposals received and will endeavour to treat them accordingly, subject to the disclosure provisions outlined in the *NPTED T&Cs* and subject to the State Government's public disclosure and accountability obligations.

While all reasonable steps will be taken to protect the intellectual property of proponents, the proponent should be mindful that it participates in the NPTED process at its own risk.

Proponents are advised to exercise a high degree of discretion and are required to not publicly disclose any information during the assessment process. Proponents will be formally notified whether their proposal has been successful, and Tourism WA will advise the successful proponent when it can disclose information publicly.

5.0 EVALUATION PROCESS

The evaluation process has been designed to substantiate proponents' capacity and interest in exploring the opportunity with the Shire and, subject to land assessment and planning study findings and stakeholder engagement outcomes, investing in the development opportunity.

5.1 Request for Proposal

Proposals will be required to address the evaluation criteria outlined in this section.

By submitting a proposal Proponents acknowledge a competitive process will be applied to determine which proposal will deliver the best business and management outcome for the Shire and the State.

When addressing the evaluation criteria, proponents should aim to demonstrate an understanding of developing/operating in a remote area, and provide examples to substantiate their capability and experience. Proponents should address the criteria in the same order as presented.

5.2 Submission Requirements

Proponents will submit the following information as part of this process:

- Registration of Interest Form (Appendix 2).
- Response to the Request for Proposal | Evaluation Criteria (Appendix 3)
- Any supporting attachments to substantiate answers to evaluation criteria.

The evaluation panel may request for proponents to present their submission to the panel.

5.3 Evaluation Criteria

The following evaluation criteria will be used to assess submissions.

1. The proponent represents a reputable company and has demonstrated its experience in developing and operating accommodation, particularly in remote and environmentally sensitive locations. **(30%)**
2. The proponent has outlined an appropriate business/operating model for this location, including required lease terms. **(15%)**
3. The proponent has presented a preliminary accommodation proposal that is appropriate for the location, has outlined its estimated value, and demonstrated its financial ability to construct and operate an accommodation offering on the site. **(40%)**
4. The proponent has demonstrated its commitment to working and engaging collaboratively with the local government, Traditional Owners, the local community and state government. **(15%)**

5.4 Scoring and Evaluation

The evaluation panel will determine an agreed score for each proposal against each of the evaluation criteria.

Unless otherwise stated, a score of five (5) will be given to a response evaluated as satisfactory for that criterion. Higher or lower scores will be given to reflect whether an proposal demonstrates greater or lesser satisfaction against each of the criteria respectively.

The aggregate score of each proponent will be used as one of the factors in the final evaluation of proposals to determine which proponent will deliver the best business and management outcome for the Shire and the State.

The scoring legend zero to nine is outlined as follows:

0	<i>Does not address the criteria.</i>
2	<i>Limited understanding or capability, no confidence that criteria will be met.</i>
4	<i>Less than satisfactory understanding or capability, limited confidence that selection criteria will be met.</i>
6	<i>Satisfactory understanding or capability, reasonably confident that selection criteria will be met.</i>
8	<i>Good understanding or capability, confident that selection criteria will be met.</i>
10	<i>Excellent understanding or capability, complete confidence that selection criteria will be met.</i>

Scores such as 1,3, 5, 7 and 9 may be used to reflect variation to these scores.

Proponents should also understand that the evaluation panel reserves the right to:

- not progress any proposal should it believe that none are appropriate; and
- not accept certain parts of a submission and discuss changes to proposals, with due regard to probity, so that an application can provide the best outcome for the State and the Shire.

Each submission will be considered on its merits and if no submissions are acceptable, then none will be accepted.

5.5 Selecting the Preferred Project Partner

Once applications have been evaluated, the evaluation panel will identify the preferred project partner and make a recommendation to the Shire Council for a decision. The Shire Council may agree or disagree with the recommendation. It may also determine to not progress with the project.

The final decision on the successful submission will be based on the best business and management outcomes for the Shire and the State.

All proponents will be informed of the outcome at the completion of the evaluation process.



6.0 FORMAL AGREEMENT

Following the conclusion of the evaluation process, where the Shire determines to proceed, a suitable agreement will be entered into to establish terms of the working arrangement.

The State's financial support is subject to:

- a. the establishment of a suitable agreement between the Shire and the nominated Project Partner; and
- b. an agreement between the State and the Shire or the Project Partner or both regarding the support; and
- c. the State's discretion not to proceed with the process or a proposal as outlined in the *NPTED T&Cs*.

APPENDIX 2 – REGISTRATION OF INTEREST FORM

Name of legal entity	
Registered address (or address of principal place of business if no registered address)	
Business name	
Australian Business Number (ABN) (or the country where the business is registered)	
Lead contact person(s), position title(s) and contact detail(s)	
Is the Proponent acting as an agent or trustee for another person or persons?	
Has the Proponent engaged, or does the Proponent intend to engage another party to deliver / operate the Proposal?	

Please provide an overview of your company and its values.
Please outline why you are interested in this opportunity.

APPENDIX 3 - REQUEST FOR PROPOSAL EVALUATION CRITERIA

The proponent represents a reputable company and has demonstrated its experience in developing and operating accommodation, particularly in remote and environmentally sensitive locations. (30%)

The proponent has outlined an appropriate business/operating model for this location, including required lease terms. (15%)

Note: details of aspirational number of keys, development staging, when the proposal will be operational and justification for if the proposal wishes to vary the existing management order term of 21 years should be provided.

The proponent has presented a preliminary accommodation proposal that is appropriate for the location, has outlined its estimated value, and demonstrated its financial ability to construct and operate an accommodation offering on the site. (40%)

Note: A high level concept plan showing proposed building typology, estimated building footprints, service requirements (incl. utility and workforce needs) and examples such as illustrations, photo references or concept images should be provided to visually describe your proposed offering.

The proponent has demonstrated its commitment to working and engaging collaboratively with the local government, Traditional Owners, the local community and state government. (15%)

ACKNOWLEDGEMENT

This form is to be signed by the proponent or a duly authorised representative. In signing this form the proponent:

- warrants the information provided as being true and accurate;
- confirms that they have the necessary funds to progress a development;
- acknowledges, understands and agrees to the Terms and Conditions;
- acknowledges that Tourism WA and the Shire of Ravensthorpe are not obliged to accept any registration of interest received;
- notes that the Shire and/or Tourism WA may request additional information from proponents to assist with the assessment process;
- acknowledges that the form will be used to assess their suitability for the opportunity; and
- notes the following conditions:
 - a) Receipt of the proposal will be determined by the date and time that the proposal was received.
 - b) Lodgement of electronic files may take time and the proponent must make its own assessment of the time required for full transmission of its proposal.
 - c) Tourism WA and the Shire of Ravensthorpe will not be responsible in any way for any loss, damage or corruption of the electronic copy of the proposal.
 - d) If the electronic copy of the proposal becomes corrupted, illegible or incomplete as a result of transmission, storage, encryption or decryption, then Tourism WA and the Shire of Ravensthorpe may request the proponent to provide another copy of the proposal either electronically or in hard copy or both.
 - e) If Tourism WA and the Shire of Ravensthorpe request the provision of another copy of the proposal, then the proponent must:
 - 1) provide the copy in the form or forms requested within the period specified; and
 - 2) provide a statutory declaration that the copy is a true copy of the proposal which was electronically submitted by the proponent and that no changes to the proposal have been made after the initial attempted electronic submission.

Full Name:			
Company:			
Position:			
Signature:		Date:	

All registrations should be emailed to invest@westernaustralia.com

Tourism Western Australia

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. 08 9262 1700 F. 08 9262 1787

invest@westernaustralia.com

westernaustralia.com
tourism.wa.gov.au

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