

THE WAMA PROJECT:

ENRICHING THE GRAMPIANS EXPERIENCE



WAMA
SITE MAP



WAMA SITE

THERE IS NO WORLD CLASS ARTS AND CULTURAL EXPERIENCE THAT SHOWCASES AUSTRALIA'S DEEP CONNECTION WITH OUR UNIQUE FLORA AND FAUNA IN THE REGION OR INDEED IN AUSTRALIA.

DELIVERY OF THE WAMA PROJECT WILL POSITIVELY IMPACT:

- REGIONAL AND VICTORIAN ECONOMY
- VISITOR ECONOMY, DOMESTIC AND INTERNATIONAL
- CULTURAL AND SOCIAL CAPITAL
- EXPERIENTIAL LEARNING

The WAMA Foundation is seeking an investment of \$10M funding from State Government for construction of a \$24M world class gallery and fully landscaped botanic gardens in the Grampians region. Pre-establishment operating costs are \$3.4M.

FUNDING MODEL

State Government	\$10M
Federal Government	\$10M
Private Funding	\$7.4M
	\$27.4M

THE WAMA PROJECT:

DELIVERING SIGNIFICANT ECONOMIC RETURN

A \$10M STATE GOVERNMENT INVESTMENT WILL RESULT IN \$62M NPV AND ECONOMIC BENEFITS OF \$135M OVER 10 YEARS.

10
YEARS

BCR
3.74

NPV
\$62M

ECONOMIC BENEFIT
\$135M

25
YEARS

BCR
4.07

NPV
\$165M

ECONOMIC BENEFIT
\$601M



ECONOMIC DRIVERS

Construction
Operations
Tourism
Volunteerism

WAMA'S OPERATING CASH SURPLUS WILL BE REINVESTED IN THE REGION.



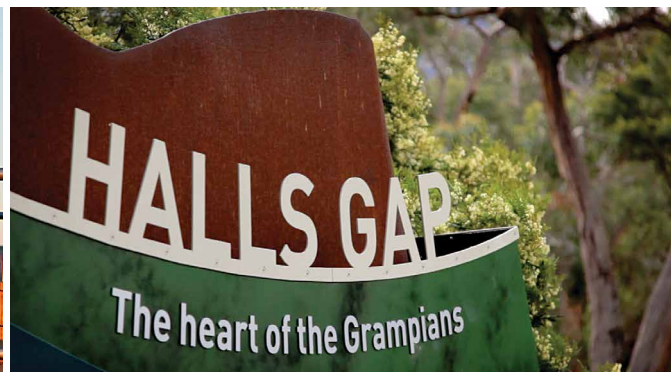
ECONOMIC BENEFITS OF WAMA (YR 10)

64 DIRECT JOBS
39 INDIRECT JOBS
50,000 TOURISTS
\$29M REGIONAL BENEFIT



GRAMPIANS REGIONAL VISITOR ECONOMY

2.3M VISITORS
13% GROWTH
98% DOMESTIC
2.9M VISITOR NIGHTS
\$400M SPEND

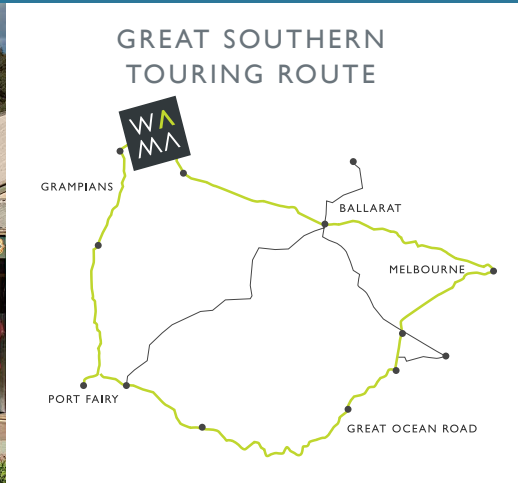


THE WAMA PROJECT:

A SIGNIFICANT BOOST TO REGIONAL TOURISM



HALLS GAP



GREAT SOUTHERN
TOURING ROUTE



GRAMPIANS
PEAKS TRAIL

- GREAT SOUTHERN TOURING ROUTE
- GRAMPIANS PEAKS TRAIL
- DOMESTIC TOURISM STRATEGY
- INTERNATIONAL TOURISM STRATEGY
- INFRASTRUCTURE INVESTMENT
- HALLS GAP VILLAGE MASTERPLAN
- WAMA ART & NATURE PRECINCT

WAMA will grow the visitor economy by significantly enriching nature-based and cultural tourism in the Grampians region.

WAMA will establish the Grampians as a destination for international visitors seeking world class cultural and nature experiences.

WAMA will increase potential for other high end investments in accommodation, food and convention facilities.

THE WAMA PROJECT:

WHERE ART MEETS NATURE



SCULPTURES BY LUCY MCEACHERN; "EUCALYPTUS (CORYMBIA) FICIFOLIA" (DETAIL) BY PHILIPPA NIKULINSKY

“*Art has been used by man since the beginning of time, as a powerful way to gain a deeper understanding of nature.*”

WAMA's purpose is to inspire and enrich our appreciation of nature. WHY IS THIS IMPORTANT?

SIMPLY, WE ALL FEEL BETTER WHEN WE ARE MORE CONNECTED WITH NATURE. IT IS OUR BELIEF THAT A HAPPIER, MORE SUSTAINABLE FUTURE DEPENDS ON US ALL WORKING WITH, NOT AGAINST NATURE.

Located adjacent to the national heritage listed Grampians, WAMA's centrepiece will be a world class gallery showcasing art inspired by nature and set within botanic gardens and wetlands, a home to rare Australian plants and animals.

KEY CONTACTS

Glenda Lewin, WAMA Patron

Greg Lewin AM, WAMA Chair

Ange Turrell, WAMA Marketing Director



AN EMERGING REGIONAL PRIORITY

Northern Grampians Shire Council

Ararat Rural City

Horsham Rural City Council

Southern Grampians Shire Council

Grampians Tourism

Wimmera Development Association

National Gallery of Australia

Parks Victoria

Museums Victoria

Botanic Gardens Australia and New Zealand

Australian Geographic

WWF Australia

Zoos Victoria

WEB: www.wama.net.au | EMAIL: info@wama.net.au |



WAMA Project

THE WAMA FOUNDATION IS DGR REGISTERED AND A NOT-FOR-PROFIT ORGANISATION.

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We hope that all those who come to WAMA will feel intrinsically connected to nature in much the same way that inspires Australian wildlife artists to record our unique natural history. WAMA will be a special place of tranquillity and energy. We want visitors to savour the experience and be inspired.”

Glenda Lewin
GLENDA LEWIN, WAMA PATRON



"NATIVE SEED PODS" OIL PAINTING ©CRISS CANNING

