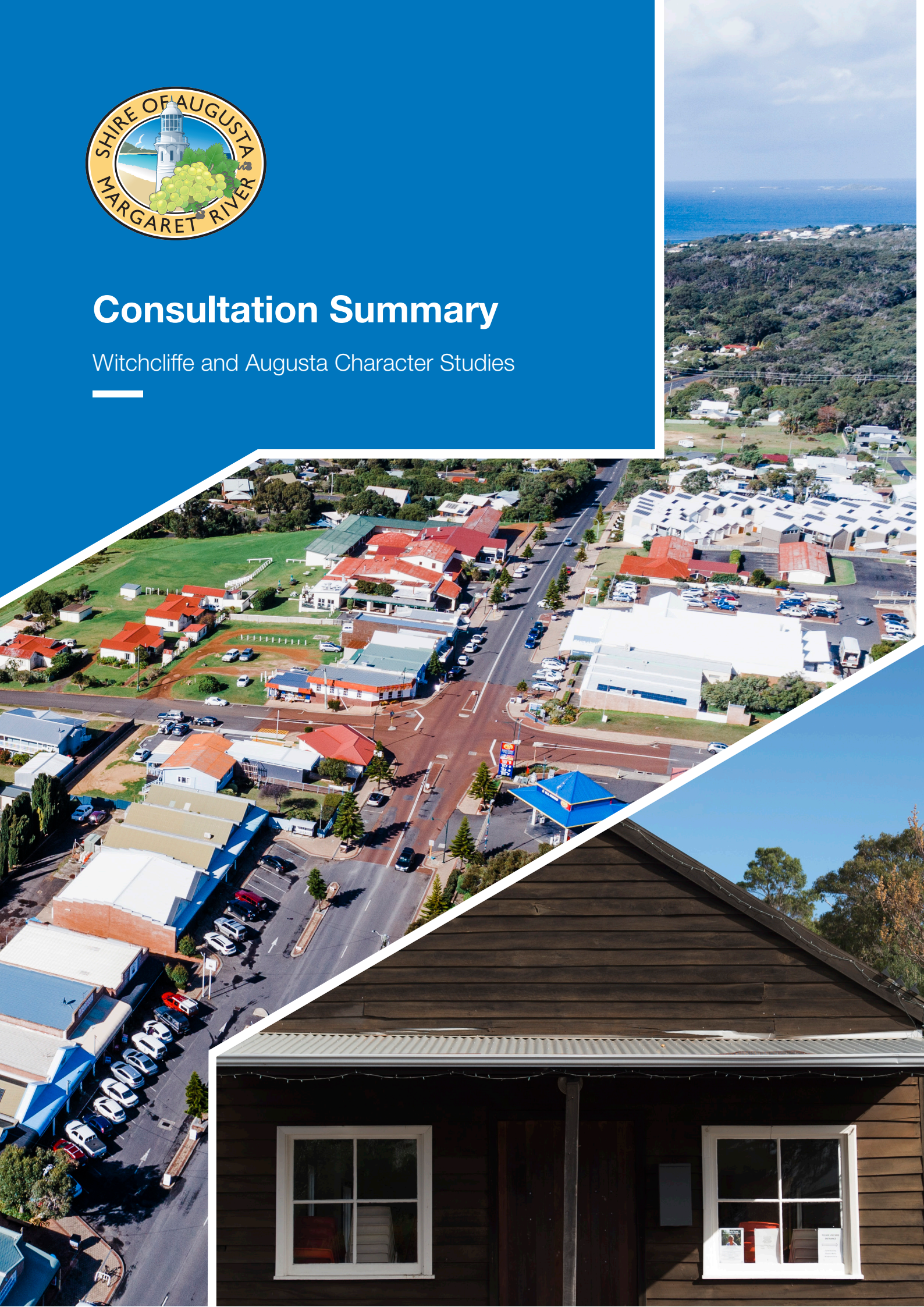
Consultation Summary

Witchcliffe and Augusta Character Studies



Background

Each place in the Shire has its own distinct character and lifestyle.

In order to look after the things that contribute to this unique character, the Shire is preparing character studies to help identify the qualities that define these townsites, starting with Witchcliffe and Augusta.

The Character Studies will provide an overview of the built, natural and experiential elements that contribute to sense of place. The outcomes of the character studies will inform future Shire projects to ensure they are sensitive to the individual character of the Shire's Townsites.



Process

Before starting work on the Character Study the community was asked which built and natural elements contributed to the character of the towns, as well as the activities they would do on a typical day in these places.

Consultation for the project was promoted the following ways:

- Letters sent to the residents of Witchcliffe and the residents within the study area in Augusta.
- Email's sent to the key interest groups and stakeholders in the respective towns.
- Promoted on the Shire's Facebook page.
- Advertised in the Augusta Margaret River Times and in the Pelican Post.

The consultation period ran between the 14 March – 4 April 2022, with residents asked to complete a short survey, or provide information on an interactive map on the Shire's Your Say page. Online meetings where also offered to residents.

The consultation centered around the following questions:

1. **What built or natural features do you feel represent Witchcliffe's/Augusta's unique character?**

   (eg. Built features are things like buildings, landscaping materials, colours, public artworks, fencing, street furniture etc)

   (eg. Natural features are things like plant species, landscaping themes, established trees etc)

2. **What types of things do you typically do in Witchcliffe/Augusta town centre?**

   (eg. Places you like to sit, gather, visit, or things you like to see and do etc)

Consultation Outcomes

The Shire received 38 survey responses for Witchcliffe, with 25 locations identified on the interactive map, and 27 survey responses for Augusta, with 21 locations identified on the interactive map. Staff also met with two community members from Witchcliffe and two community members from Augusta.

Analysis of the results involved tallying the number of times that a particular built or natural item, or experience was mentioned. A small number of responses were grouped, particularly where the responses where general and did not refer to a specific feature, place or experience.

For Witchcliffe, 26 (68%) of respondents lived in the townsite, with 4 responses received from Margaret River, three from Perth and individual responses from Gnarabup, Brisbane, Coburg, (Victoria) and one undisclosed.

In broad terms, the response for Witchcliffe highlighted the heritage buildings and boutique stores as central to the character, supported by elements of the towns rural history, bushland and tree canopy bordering the town. The town is used as a meeting and gathering place for its residents.

Of the responses to the Witchcliffe Survey, 92% of respondents have lived in the town for 10 years or less. Irrespective of the time lived in the town, the collective historic buildings and Yardbyrd featured in the responses provided.

In the case of Augusta, 21 (77%) of respondents lived in Augusta, with 3 responses received from Margaret River, and individual responses from Bunbury, Karridale and Perth.

The responses from Augusta focused on the interaction with the surrounding natural environment, slightly further afield. The responses indicated that the Augusta townsite supports this interaction with more day to day uses rather than being a destination itself.

There was greater variation in the amount of time respondents had lived in Augusta, however the responses where quite consistent regardless. The Blackwood River, Lighthouse, Scenic Coastline, Harbour, Natural Bushland/Forest and walks along the river were mentioned irrespective of the length of time residing in the town.

The most popular responses for each of the townsites has been provided overleaf, with the full list of responses provided at Appendix 1.

Next Steps

The consultation outcomes have been provided to the consultants working with the Shire on this project, who will use this alongside their analysis to compile a draft character study for each of the townsites.

The draft versions will be released for further public comment, which is expected to occur early to mid May 2022.



Consultation Outcomes - Witchcliffe

Item - Built		Votes
1.	Druids Hall	14
2.	Historic Buildings (collectively)	12
3.	Darnell's Store	10
4.	Flying Wardrobe	10
5.	Yardbyrd	8
6.	Rural Character, Old Farm Machinery Yards	8
7.	Older dwellings	7
8.	Candleshop Building (Margaret River Candle Company)	6
9.	CWA Hall	6
10.	Width of Highway with Parking alongside	5

Item - Natural		Votes
1.	Native Vegetation/Bushland	13
2.	Wadandi Track	11
3.	Treelines (along Redgate Road, bordering Townsite)	10
4.	Half wine barrell planters	8
5.	Druids Hall Park	6

Item - Natural cont.		Votes
6.	Rural Outlooks - Open Spaces of Surrounding Farms	6
7.	Established Trees (specific examples annotated)	5
8.	Wildlife (not annotated)	4
9.	Redgate Beach (not annotated)	4
10.	Cottage Style Gardens (not annotated)	5

Item - Things to do		Votes
1.	Café (Yardbyrd)	26
2.	Wadandi Track	18
3.	Flying Wardrobe	12
4.	Witchy Pies	9
5.	Petrol Station/Post Office	9
6.	Walking Main Street and surrounding streets	7
7.	Bottleshop	6
8.	Visit Druids Hall and Park Area (Events)	5
9.	Tiny Store (Laneway Secondhand Shop)	4

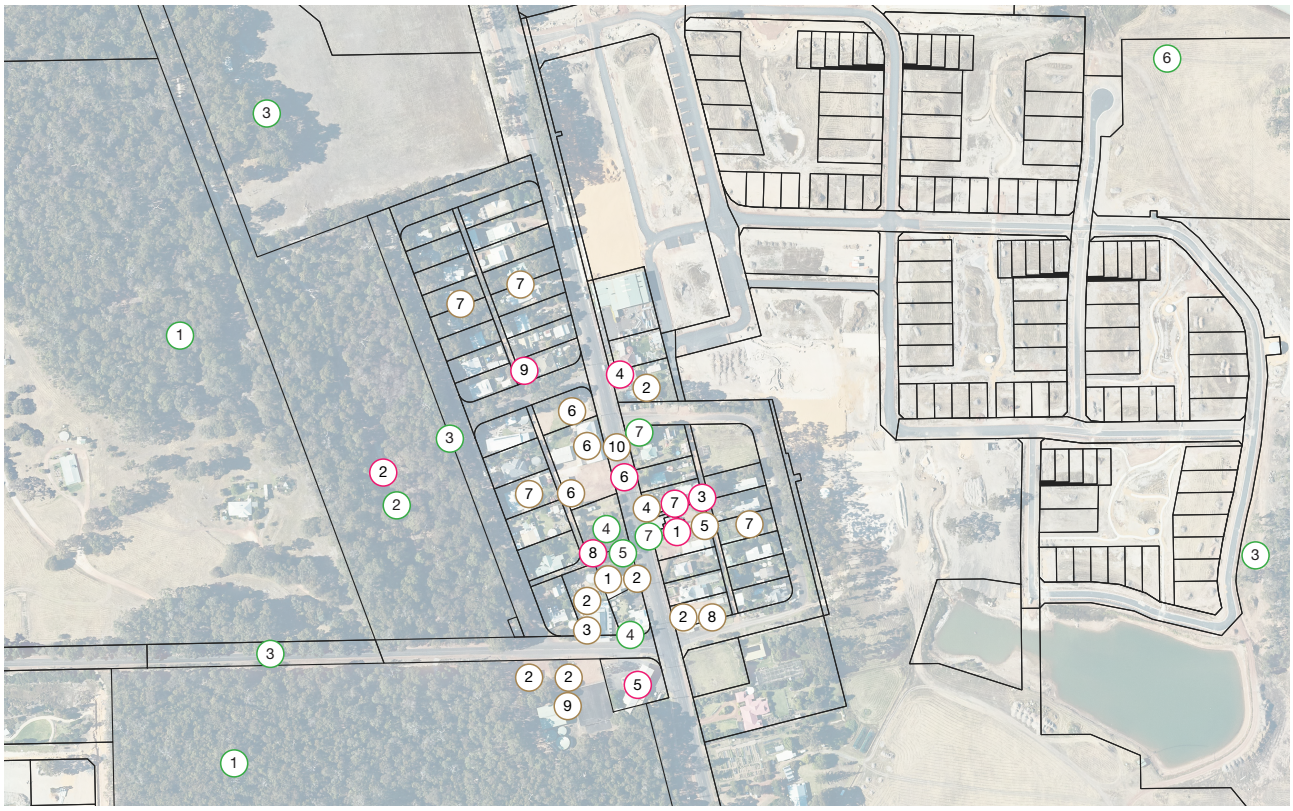


Figure 1 - Witchliffe Study Area

Consultation Outcomes - Augusta

Item - Built		Votes
1.	Lighthouse	15
2.	Old Town Jetty	7
3.	Weatherboard Houses/Old Coastal Cottages (not annotated)	6
4.	Augusta Hotel	6
5.	Marina	6
6.	Colourpatch Cafe	4
7.	European History (not annotated)	4
8.	Waterwheel	4
9.	Augusta Wall of Faces, other murals	3

Item - Natural		Votes
1.	Blackwood River (and its proximity to Town)	14
2.	Scenic Coastline	14
3.	Natural Bushland/Forest	13
4.	River and Ocean Walk Paths	10
5.	Flinders Bay (specific mention of Grannys Pool)	10
6.	Outlook From Town	8
7.	Colourpatch	7

Item - Natural cont.		Votes
8.	Whales (not annotated)	4
9.	Wind (not annotated)	3
10.	Leeuwin Naturaliste Ridge	3

Item - Things to do		Votes
1.	Walks along the River	11
2.	Bushwalks	9
3.	Shop for day to day needs	9
4.	Beach Walk	7
5.	Coffee at Cafe	9
6.	Fishing/Diving	7
7.	Lions Bookshop/Shop	6
8.	Visit oval, watch sport	4
9.	Old Town Jetty	4
10.	Colourpatch	4
11.	Boating/Rowing/Kayaking	4
12.	Surfing/Stand Up Paddle Boarding (not annotated)	4
13.	Beach (swimming, sitting)	4

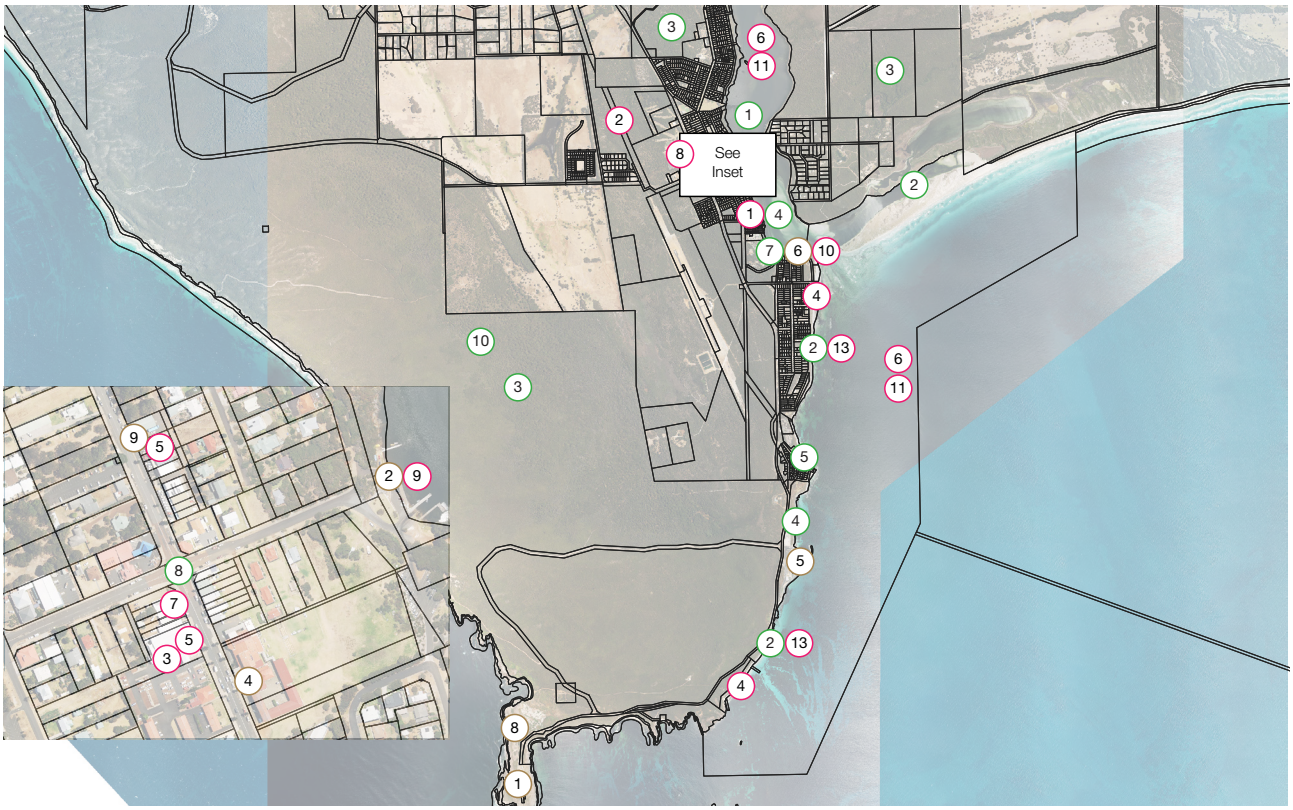


Figure 2 - Augusta Study Area

Appendix 1 - Overall Results, Witchcliffe

Item - Built		Votes
1.	Druids Hall	14
2.	Historic Buildings (collectively)	12
3.	Darnell's Store	10
4.	Flying Wardrobe	10
5.	Yardbyrd	8
6.	Rural Character, Old Farm Machinery Yards	8
7.	Older dwellings (timber, 30 degree roof pitch, simple, unassuming)	7
8.	Candleshop Building (Margaret River Candle Company)	6
9.	CWA Hall	6
10.	Width of Highway with Parking alongside	5
11.	Timber (as a building material)	5
12.	Artworks and Metal Sculptures (Outside Darnell's, Fuel Station, Candle Shop and Hardware Creative, mural at Catering Hire, Witch themed Sculptures)	5
13.	Ecovillage	5
14.	Low Level of Servicing (water tanks, informality of roads)	4
15.	Tiny Store (Laneway Secondhand Shop)	4
16.	Red Cross Building	4
17.	Bottleshop (Witchy Liquor Store)	4
18.	Picket/Low Fences	3
19.	Verandahs over the Footpath	3
20.	Witch Theme in Signage	3
21.	Witchy Pies	3
22.	Natural Building Materials	2
23.	Post Office	2
24.	Redgate Road	2
25.	Fire Brigade	2
26.	Sheet Metal (as a building material)	2
27.	Davis Road Tip	1
28.	Muted Colours	1
29.	Windmills	1
30.	Reclaimed Building Materials	1
31.	Hardware Creative	1
32.	Witchcliffe Chapel (Old Wholefoods)	1
33.	McHenry Hohnen Cellar Door	1
34.	Polocrosse Field	1
35.	Minimal Signage	1

Item - Built cont.		Votes
36.	Bushpoles as a Building Material	1
37.	Quiet Streets and Lanes	1
38.	East Witchliffe Mill	1
39	17 Dempstrer Drive, Reserve on Regate	1

Item - Natural		Votes
1.	Native Vegetation/Bushland	13
2.	Wadandi Track	11
3.	Treelines (along Redgate Road, bordering Townsite)	10
4.	Half wine barrell planters	8
5.	Druids Hall Park	6
6.	Rural Outlooks - Open Spaces of Surrounding Farms	6
7.	Established Trees (including Walnut Tree at Yardbyrd, Decidious Trees, Gioant Poplar on the corner of Shervington)	5
8.	Wildlife	4
9.	Redgate Beach	4
10.	Cottage Style Gardens	5
11.	Rock/Stone Walls	3
12.	Informal Bush Tracks	2
13.	Devils Liar and Indigenous History	2
14.	Stingray Dam (Ecovillage)	1
15.	Boodjidup Brook	1

Item - Things to do		Votes
1.	Café (Yardbyrd)	26
2.	Wadandi Track	18
3.	Flying Wardrobe	12
4.	Witchy Pies	9
5.	Petrol Station/Post Office	9
6.	Walking Main Street and surrounding streets	7
7.	Bottleshop	6
8.	Visit Druids Hall and Park Area (Events)	5
9.	Tiny Store (Laneway Secondhand Shop)	4
10.	Candle Shop	3
11.	Visit Ecovillage	3
12.	Redgate Beach	3

Appendix 1 - Overall Results, Witchcliffe and Augusta

Item - Things to do		Votes
13.	Red Cross	2
14.	Food Vans (Parked at former John Deere Site)	2
15.	Catch Bus	2
16.	Tennis	2
17.	Cookies Galore	1
18.	McHenry Honen Cellar Door	1
19.	Swim in Stingray Dam (Ecovillage)	1
20.	Bike Shop	1
21.	Rope swing to west of Town (location not specified)	1
22.	Visit Darnell's	1
23.	Caves	1
24.	Community Gathering (location not specified)	1
25.	Polocrosse Field	1
26.	Bushwalking east of Reserve on Redgate	1
27.	Tidy Paws Grooming	1

Overall Results -Augusta

Item - Built		Votes
1.	Lighthouse	15
2.	Old Town Jetty	7
3.	Weatherboard Houses/Old Coastal Cottages (not annotated)	6
4.	Augusta Hotel	6
5.	Marina	6
6.	Colourpatch	4
7.	European History (not annotated)	4
8.	Waterwheel	4
9.	Augusta Wall of Faces, other murals	3
10.	Golfcourse Lookout	2
11.	Existing Parks	2
12.	Stopping Points	2
13.	Street Furniture with Recycled Materials	2
14.	Library	1
15.	Sporting Facilities	1
16.	Children's Playground	1
17.	Old World Charm	1
18	Matthew Flinder's Lookout	1

Item - Built cont.		Votes
19.	Main Street	1
20.	Post Office	1
21.	Caravan Parks	1
22.	Post and Rail Fencing	1
23.	Bin Covers	1
24.	Yacht Club	1
25.	Low Rise Buildings	1
26.	Augusta Bakery	1
27.	Augusta Hardware	1
28.	Augusta IGA	1

Item - Natural		Votes
1.	Blackwood River (and its proximity to Town)	14
2.	Scenic Coastline	14
3.	Natural Bushland/Forest	13
4.	River and Ocean Walk Paths	10
5.	Flinders Bay (specific mention of Grannys Pool)	10
6.	Outlook From Town	8
7.	Colourpatch	7
8.	Whales (not annotated)	4
9.	Wind (not annotated)	3
10.	Leeuwin Naturaliste Ridge	3
11.	Donovan Street Reserve	3
12.	Peppermint Trees	2
13.	Birdlife	2
14.	Dolphins	2
15.	Caves (Caves along Blackwood River specifically mentioned)	2
16.	Granite	1
17.	Caves	1
18.	Pine Trees	1
19.	Verge Gardens with Flowers	1
20.	Crepe Myrtle	1
21.	Cape Leeuwin	1
22.	Hamelin Bay	1
23.	Natural Colours	1
24.	Wadandi Track	1
25.	Flat Rock	1
26.	Dead Water	1
27.	Karris around Turner Caravan Park	1
28.	Wildflowers	1

Appendix 1 - Overall Results, Augusta cont.

Item - Natural cont.		Votes
29.	Rivermouth	1
30.	Vegetation near Waterwheel (Western Ground Parrot Habitat)	1

Item - Things to do		Votes
1.	Walks along the River	11
2.	Bushwalks	9
3.	Shop for day to day needs	9
4.	Beach Walk	7
5.	Coffee at Cafe	9
6.	Fishing/Diving	7
7.	Lions Bookshop/Shop	6
8.	Visit oval, watch sport	4
9.	Old Town Jetty	4
10.	Colourpatch	4
11.	Boating/Rowing/Kayaking	4
12.	Surfing/Stand Up Paddle Boarding (not annotated)	4
13.	Beach (swimming, sitting)	4
14.	Flinders Bay	3
15.	Bikeriding (Ellis to Rivermouth specifically mentioned once)	3
16.	Hotel	3
17.	Whalewatching	2
18.	Picnic Spots	2
19.	Yoga at Rivermouth	2
20.	Mountain Biking	2
21.	Library	1
22.	Go out for a meal	1
23.	Historical Musuem	1
24.	Yacht Club	1
25.	Kite Surfing	1
26.	Coffee at West Bay	1
27.	Fish and Chips	1
28.	Ragged Robin	1
29.	Visit Lighthouse	1
30.	Wineries	1
31.	Op Shop	1
32.	Community Groups/volunteerism	1