



Point Samson Masterplan Discovery Report

July 2025

Acknowledgement of Country

Town Team Movement and PLACE Laboratory acknowledge the Ngarluma people as the traditional custodians of this land and pays respect to Elders past, present and emerging.

We recognise the special relationship and connection that Ngarluma people have with this Country.

We recognise the significant contribution the Ngarluma people have played in caring for Country.

For time immemorial they have maintained a tangible and intangible cultural, social, environmental, spiritual and economic connection to these lands and waters.

Cover Image: City of Karratha

Contents

Introduction	3
About Point Samson: history and characteristics	4
Existing Elements	6
Visions, values and aspirations	7
What We've Discovered: existing priorities, initiatives and plans	
Environment + Landscape	8
Culture, Community + Economy	9
Infrastructure + Built Elements	10
Recreation Amenities	11

Introduction

The Point Samson Masterplan Discovery Report captures findings from previous engagement and documents that will inform the plan's development. Building on this existing input, the Point Samson Masterplan aims to set a community vision for the town over the next ten years.

With a focus on implementation, it will establish a roadmap for achieving this vision together: residents, businesses, industry, organisations and the City of Karratha ('the City'). In particular, the Masterplan builds on recent community engagement for the City's Strategic Community Plan. The focus of that plan was City-wide, and while there was some town-specific engagement, further development is required to prioritise and then implement identified actions.

This Report reflects findings on the history and characteristics, the community values, visions and aspirations, and existing priorities for the town. These will then be tested and refined through community and stakeholder engagement to establish a clear set of actions.

Identified existing elements, priorities and planned initiatives are captured in a set of maps. These are recognised as preliminary - they are intended as a 'conversation starter' - with content refined as the project progresses, informing the final Masterplan. They cover:

- Existing Elements
- Environment + Landscape
- Culture, Community + Economy
- Infrastructure + Built Elements
- Recreation Amenities

This Discovery Report has been informed by a range of engagement processes and outcomes, studies, plans and initiatives. These include, but are not limited to:

- Point Samson Foreshore Management Plan
- Point Samson Interim Plan
- Point Samson Structure Plan
- Point Samson Foreshore Redevelopment Business Case (Jetty)
- Point Samson Foreshore Design Report
- Strategic Community Plan engagement findings (2024-25)

About Point Samson: history + characteristics

The small coastal settlement of Point Samson ((Mulhagurla), on Ngarluma Country, is recognised across the Pilbara for its natural beauty. Located on the eastern tip of the Dampier Archipelago, it is bordered by the ocean to the east and mangrove forests to the southwest.

Under tidal conditions, the point is only connected to the mainland via a causeway over Pope's Nose Creek. The area is characterised by a sandy and rocky coastline with coastal dunes and shrubs, and distinct local species. Its arid and semi-arid climate is characterised by hot summers accompanied by irregular rainfall and mild, dry winters

While the Point Samson Peninsula is located on Ngarluma Country, Yindjibarni Country is located adjacent to Ngarluma Country, and Yindjibarni people also have a connection to the area. Continuous occupation and ancestry for over 30,000 years has been revealed through archaeological surveys, and important cultural sites such as the rock art on the Burrup Peninsula (Karratha) demonstrate this longstanding connection to Country.



Source: Roebourne Recreation Precinct Draft Masterplan Report

Traditional uses of the area continue today, and access to significant fishing and heritage sites around the peninsula is critical. The headland at the entrance to Sam's Creek is particularly important as a place for fishing and cooking, with local plants traditionally used to make the necessary fishing nets. Regular fishing and crabbing is also undertaken by the Ngarluma people at John's Creek harbour, as well as at nearby beaches and rocky outcrops.

New uses for the area began in 1863, when the first non-Indigenous settler, Walter Padbury, established a sheep station. He was accompanied by Michael Samson, whose name was adopted for the town and peninsula. The town was formally gazetted in 1908, with its accessible coastal location of value to the pearling, pastoral and fishing industries.

About Point Samson: history + characteristics

As a coastal town of regional significance, Point Samson first came to prominence around 1904. Construction of its 'T-head' jetty and deep water port welcomed newer ships too large for the jetty at Cossack (Bajinhurba). The jetty became the key port in the Pilbara, also servicing nearby Roebourne and surrounding pastoral stations. The town also served as a historical export point for asbestos, particularly the blue asbestos mined in Wittenoom Gorge. While much of the original 1,900 foot long jetty was destroyed in a cyclone in 1925, its role as a working jetty continued until 1976.

Since then, the maritime and coastal environment has continued to dominate. A jetty lookout has been created at the former jetty site, which is a popular spot for whale watching between July and October. Non-Indigenous heritage sites in the area now include the site of the former Point Samson jetty, offshore Bezout Island, and the Solveig Wreck, a sailing ship wrecked off Point Samson in 1903.

With the natural advantages of its location, the town's primary industries today are tourism and fishing. A commercial fishing fleet operates out of John's Creek boat harbour, and the town is a prime destination for beachgoers and for recreational fishing, particularly during the high season. As well as the town's protected beaches, coral reefs, rock groins and boat ramps providing access to deep water, Port Samson's tidal rivers at John's Creek and Sam's Creek provide a variety of fish, prawns and mud crabs suited to the mangrove swamp environment.

Popular recreational destinations include Point Samson Beach (Town Beach), Honeymoon Cove, and John's Creek boat harbour. The foreshore area provides shelters, shade trees, picnic facilities, a heavily shaded playground, a community hall, and grassed areas just large enough for informal ball games.

Alongside its marine environment, the mining industry is a central feature of the town. Rio Tinto's Cape Lambert is located 4 km to the north west. Mining is the primary industry for employment (followed by transport, postal and warehousing), and income levels are higher than the state average. In general, the population is healthy, older than average (median age of 45), although there has been some recent growth in young families. There are typically small household sizes, and lower levels of cultural diversity, with high levels of English as the sole language. Point Samson also enjoys low levels of crime and high levels of community trust.

Existing Elements

Key existing elements of Point Samson identified through a review of documents are captured in map below. These form a basis for planning with community and stakeholders and can be added to or refined as the Masterplan project progresses.



Point Samson - Existing Elements

- P1 MILLER CLOSE CAR PARK
- P2 COMMUNITY HALL CAR PARK
- P3 VITENBERGS DRIVE CAR PARK
- P4 HONEYMOON BEACH CAR PARK + AMENITIES
- P5 INFORMAL CARPARK
- ψ POINT SAMSON COMMUNITY HALL
- ⌘ POINT SAMSON COMMUNITY PARK
- 🚐 SAMSON BEACH CARAVAN PARK
- 🏪 SAMSON BEACH GENERAL STORE
- 🍷 SAMSON BEACH TAVERN
- 🎡 PLAYGROUND
- 🏠 POINT SAMSON VIEWING PLATFORM
- 🚤 JOHN'S CREEK BOAT HARBOUR
- 🌉 POPE'S NOSE BRIDGE CONNECTION
- 🏡 THE COVE HOLIDAY VILLAGE
- 🏠 POINT SAMSON RESORT
- 🔥 INFORMAL LOOKOUT
- 🌳 POINT SAMSON HALF PIPE
- 📍 POINT SAMSON INFORMATION BAY
- 🌳 COMMUNITY PLANTING
- 🚒 POINT SAMSON BUSH FIRE BRIGADE
- 🌳 SIGNIFICANT TAMARIND TREE
- 🚴 PUMP TRACK

Visions, Values + Aspirations

The community engagement process for the Point Samson Masterplan will establish a community vision for the town, which will guide action over the next ten years. Through this process, existing values and aspirations will be explored, and priorities identified and refined to achieve this vision.

Most recently, through community engagement for the City of Karratha's Strategic Community Plan, a number of words highlighting what is most important for the Point Samson community were captured as guiding aspirations. For Point Samson, 'affordability' was the most commonly used word in the for general community workshops. Other words that featured strongly in Point Samson workshop groups but not overall included 'heritage' and 'environment'.

"I WOULD LIKE SAMSON TO BE A PLACE PEOPLE CAN DRIVE OUT TO FOR THE DAY WITH AN AWESOME PARK PLAY BIKE, AREA FOR THE KIDS. A PLACE WHERE YOU CAN GET A NICE LUNCH AND COFFEE OVERLOOKING THE SEA. I WOULD LIKE DECENT WALKING TRACKS AND SHADED AREAS IN SAMSON. LESS DUST IN SAMSON. BETTER TRANSPORT FOR TEENS BETWEEN SAMSON, WICKHAM AND KARRATHA SO THEY CAN ACCESS YOUTH ACTIVITIES WITHOUT A LIFT."

POINT SAMSON SURVEY PARTICIPANT. STRATEGIC COMMUNITY PLAN VISIONING

Workshops identified the following words as key elements of the community's vision for Point Samson:

- Pride
- Community
- Connected
- Vibrant (people, environment, facilities)
- Healthy
- Safe
- Secure (low crime, policing)Recreation
- Recreation
- Jetty
- Community services
- Equity
- Inclusive
- Family oriented
- Well maintained
- Keep our heritage (fishing village style community, buildings, "the vibe", culture)
- Sustainable
- Pristine
- Scenic
- Environment
- Affordable

Environment + Landscape

The following are identified as existing priorities from past planning and engagement, and are a starting point for exploring priorities.



Environment + Landscape

Potential improvements previously identified by community and documents.

SPECIFIC LOCATIONS

- ① Improve constricted tidal flow under Pope's Nose
- ② Provide defined access points to the beaches to minimise the impact on dunal systems and improve environmental protection
- ③ Buffer industrial area around Cape Lambert

TOWN WIDE

- A Reinststate parks and gardens service levels, increase tree planting and beautify town garden beds
- B Improve + protect Mangrove health
- C Improve + protect Reef health
- D Staged replacement of Tamarisk trees which are weeds, in the dune areas to allow understorey dune vegetation to develop + mitigate antisocial activities
- E Incorporate landscape interventions at the dune base to modulate wind flow, facilitate dune formation, and promote ecological stability
- F Incorporate and enhance the "Pilbara Paradise" vibe of Point Samson
- G Retain and enhance coastal fishing village character with support for sustainable growth

Note:

Some of the potential actions outlined may be advocated for or supported by the City of Karratha, rather than directly implemented. Implementation may involve a range of stakeholders, including community groups, Traditional Owners, land managers, and other partners.

The Foreshore Management Plan (FMP) is due for an update, and the Coastal Hazard Risk Management Plan (CHRMP) is currently in development. As a result, some of the identified actions may be subject to revision or may no longer be applicable.

Culture, Community + Economy

The following are identified as existing priorities from past planning and engagement, and are a starting point for exploring priorities.



Culture, Community + Economy

Potential improvements previously identified by community and documents.

SPECIFIC LOCATIONS

- ① Reinstated community planting
- ② Significant tamarind tree - heritage interpretive treatments

TOWN WIDE

- A Develop a cohesive town-wide interpretive signage and public art strategy that reflects local identity, incorporating community-designed entry signage, cultural storytelling, and educational content across key sites and trails including town history, Aboriginal heritage, and the local environment
- B Implement Studio Art trails (TBC)
- C Acknowledge Aboriginal Heritage Sites
- D Incorporate the maritime port history of Point Samson
- E Incorporate fishing village history of Point Samson

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Infrastructure + Built Elements

The following are identified as existing priorities from past planning and engagement, and are a starting point for exploring priorities.



Infrastructure and Built Elements

Potential improvements previously identified by community and documents.

SPECIFIC LOCATIONS

- ① Sam's Creek Road sealing
- ② Water fountains at Honeymoon Cove, John's Creek Boat Harbour
- ③ Feasibility investigations for new jetty
- ④ Design boat house/storage shed
- ⑤ Improved amenity on Popes Nose
- ⑥ Install sawtooth dune stabilisation structures at Town Beach
- ⑦ Upgrade public toilets
- ⑧ Fish cleaning facilities
- ⑨ Outdoor movie screen
- ⑩ Disability access to water

— Existing footpath

..... Proposed footpath

TOWN WIDE

- A Revitalise for improved and upgraded amenities
- B Manage storm water across the town
- C Improve pedestrian + bike connections between key areas
- D Include Lifesaving Clubhouse at the Town Beach

Note:

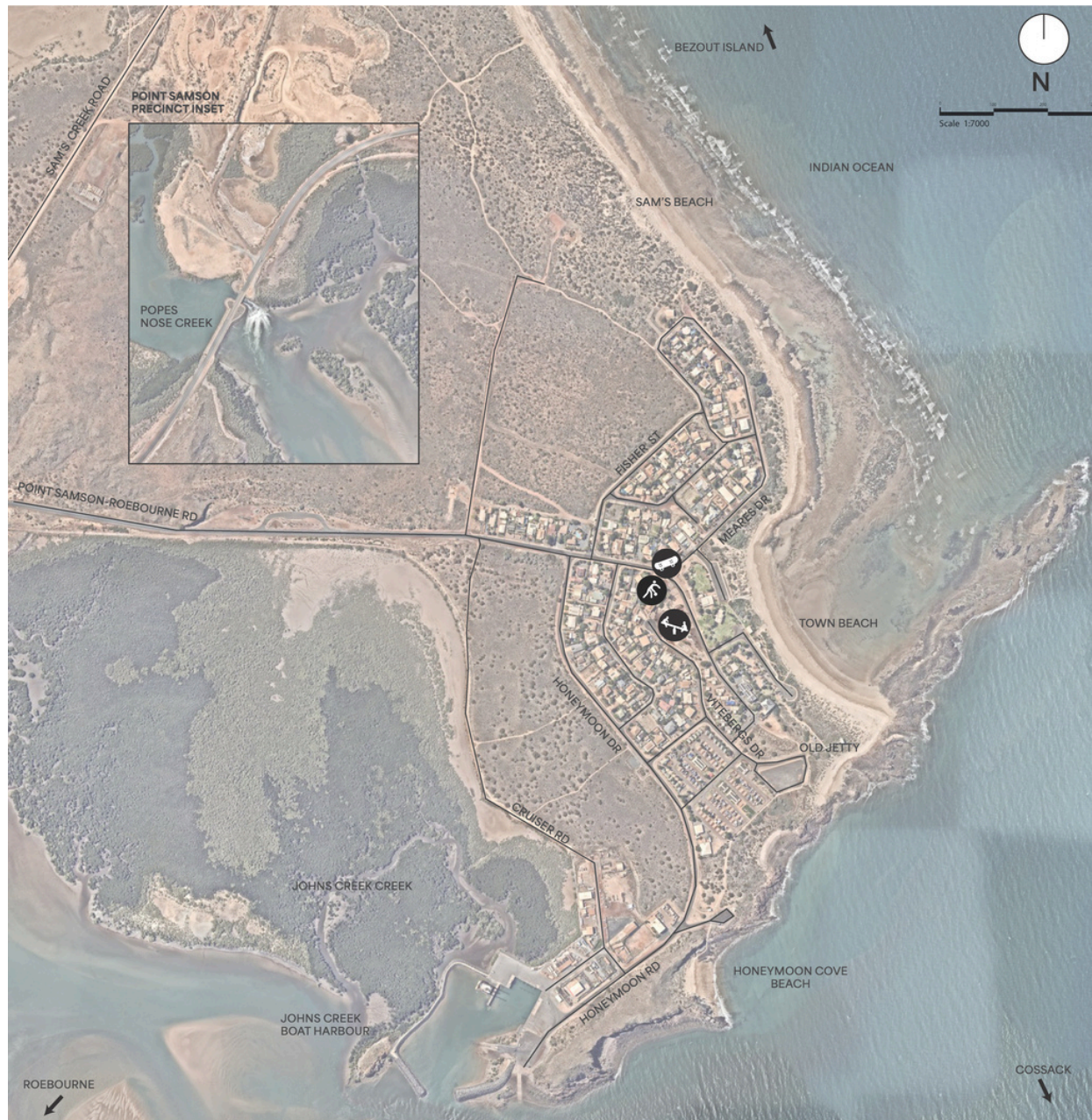
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City of Karratha is currently working with MRWA (Main Roads Western Australia) on upgrading Point Samson roads.

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Recreation Amenities

The following are identified as existing priorities from past planning and engagement, and are a starting point for exploring priorities.



Recreation Amenities

Potential improvements previously identified by community and documents.

SPECIFIC LOCATIONS

- Youth Recreation Precinct
- Upgrade existing playground and construction of new one
- Half basketball court

TOWN WIDE

- A** Installation of shelters, picnic seating, seating and BBQs.
- B** Lookout / Viewing platforms
- C** Pop-up Tourism
- D** Saltwater Pool
- E** Water Park
- F** Plaza and amphitheatre for community events and pop-ups in foreshore area.
- G** Fishing, boating, swimming opportunities
- H** Walking, dog-walking, and cycling opportunities

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